PR PACKAGE

Online PR & AI Visibility

Expert positioning, media presence & AI visibility

DACH region or
English-speaking markets

OUR APPROACH

Visibility through expertise.
Credibility through media presence.

Package price
€4,950
plus VAT · 3-month term

We identify topics your competitors have not yet claimed, establish your expertise with news, expert articles and high-quality publications, and use the leverage of professional media relations for reach, added credibility and AI visibility.

Why now?

85 %
of the sources cited in AI answers are editorial and independent content[1]

8+
guaranteed publications included in the package

20+
years of PR and journalism with long-standing editorial contacts

1 hr
of your time per topic area – we take care of the rest

One story, two routes.

First, we pitch your topic to editorial teams, because editorial coverage brings added credibility that money can't buy. Guaranteed publications on selected portals secure your reach.

Scope of services

- ✓ AI visibility check before and after
- ✓ 1 topic area with competitor analysis
- ✓ 2 news or expert articles, SEO- & GEO-optimized
  Press release, technical article, guide or interview
- ✓ At least 8 guaranteed publications[2] on high-reach news and industry portals
- ✓ Topic pitch to relevant editorial teams
- ✓ Adapted to your channels: dedicated versions for your blog and for LinkedIn
- ✓ Reporting

Your benefits

- ○ **Expert positioning:** claim your topics before others do
- ○ **AI visibility (GEO):** your name comes up when customers ask ChatGPT & co. for providers
- ○ **More authority (SEO):** backlinks from business, industry and news portals strengthen your website
- ○ **Expert status:** customers, partners and applicants read about you in media they know
- ○ **Measurable success:** AI visibility check before and after
- ○ **Lasting content:** permanently online, reusable for your website, LinkedIn and sales

[1] Muck Rack 2025 · [2] Publications on portals selected by us, subject to your approval within the agreed deadline. Editorial coverage and rankings on Google or in AI answers cannot be guaranteed. · As of November 2026

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Upgrades: more online authority

With each tier, your media presence grows – and so does your online authority.

+ AUTHORITY

Plus

+€3,950 on top of the package price

Total €8,900 plus VAT · 6-month term

IN ADDITION TO THE PACKAGE

Plus 2 high-authority business and industry portals
such as DDW, Unternehmer.de or wallstreet-online

- 2 topic areas instead of 1
- 3 news or expert articles instead of 2
- At least 12 guaranteed publications²
- Active press relations with business and industry media

+ PREMIUM AUTHORITY

Premium

+€13,950 on top of the package price

Total €18,900 plus VAT (equivalent to €1,575/month) · 12-month term

IN ADDITION TO PLUS

Plus 1 premium business publication
such as WirtschaftsWoche, Handelsblatt or comparable international titles

- 3 topic areas, 4 news or expert articles
- At least 16 guaranteed publications²
- Extended premium media list, expert positioning
- Quarterly AI visibility monitoring

How it works

01 Analysis
AI visibility check, competitor and topic analysis

02 Strategy
Define topic areas your competitors have not yet claimed

03 Implementation
News, expert articles, media relations and guaranteed publications

04 Results
Reporting and follow-up AI visibility check

YOUR TIME

approx. 1 hour of briefing per topic area and your **approval within 10 working days**. We take care of the rest.

Add-ons

- Additional news or expert article
- Additional business publication
- Second language version
- Second language market
- LinkedIn boost
- Media training
- Community presence in forums
- Reach booster: 20 million guaranteed reach for advice topics

Available as an option with any package, price list on request.

References from SMEs, skilled trades, services and technology: comm-motions.net/referenzen

Questions?
Need more information?

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