Target your news vertically to your choice of more than 190 US industry categories, reaching trades and influencers.

### EntertainmentWire Trades

- Arts/Museums
- Books
- Casino/Gaming
- Celebrity
- Electronic Games
- Events/Concerts
- Film & Motion Pictures
- Licensing
- Mobile Entertainment
- Music
- Online
- Theater
- Theme Parks
- TV/Radio

### AutomotiveWire Trades

- Aftermarket
- Alternative Vehicles/Fuels
- Fleet Management
- General
- Off-Road Trucks/SUVs
- Performance/Special Interest
- Recreational Vehicles
- Tires/Rubber

### HealthWire Trades

- AIDS
- Alternative Medicine
- Biotechnology
- Cardiology
- Clinical Trials
- Dental
- Diabetes
- FDA
- Fitness/Nutrition
- Genetics
- Hospitals
- Infectious Diseases
- Managed Care
- Medical Devices
- Medical Supplies
- Mental Health
- Nursing
- Oncology
- Optical
- Pharmaceutical
- Physical Therapy
- Practice Management
- Radiology
- Stem Cells
- Surgery
- Veterinary
- Other

### SportsWire Trades

- Baseball
- Basketball
- Biking/Cycling
- Billiards
- Bowling
- Boxing
- Cricket
- Equestrian
- Extreme Sports
- Fishing
- Football
- Golf
- Gymnastics
- Hockey
- Hunting
- Lacrosse
- Licensing
- Martial Arts
- Motor Sports
- Outdoors
- Powerboating
- Rodeo
- Running
- Sailing
- Skiing/Snowboarding
- Soccer
- Surfing/Sailboarding
- Swimming
- Tennis
- Volleyball
- Water Skiing
- Water Sports
- Wrestling
- Yachting
- Other
# Business Wire Trades

Your choice of relevant trade media is included with your US circuit order.

### Automotive
- Continuing
- Preschool
- Primary/Secondary
- Training
- University
- Other

### Education
- Human Resources
- Insurance
- Legal
- Small Business
- Other

### Retail
- Bridal
- Catalog
- Convenience Store
- Cosmetics
- Department Stores
- Discount/ Variety
- Fashion
- Food/Beverage
- Home Goods
- Luxury
- Office Products
- Online Retail
- Restaurant/Bar
- Specialty
- Supermarkets
- Supply Chain Management
- Tobacco
- Wine/Spirits
- Other

### Science
- Research
- Other

### Sports
- Technology
- Audio/Video
- Consumer Electronics
- Data Management
- Electronic Design
- Automation
- Hardware
- Internet
- Mobile/Wireless
- Networks
- Photography
- Satellite
- Security
- Semiconductor
- Software
- Telecommunications
- VoIP
- Other

### Transport
- Air
- Logistics/Supply Chain Management
- Maritime
- Public Transport
- Rail
- Trucking
- Other

### Travel
- Cruise
- Destinations
- Lodging
- Transportation
- Vacation
- Other

### Construction & Property
- Architecture
- Building Systems
- Commercial Building/Real Estate
- Interior Design
- Landscape
- REIT
- Residential Building/Real Estate
- Urban Planning
- Other

### Consumer
- Baby/Maternity
- Children
- Family
- Gay/lesbian
- Men
- Parenting
- Pets
- Religion
- Seniors
- Teens
- Women
- Other

### Defense
- Contracts

### Other
- Energy
  - Alternative Energy
  - Coal
  - Nuclear
  - Oil/Gas
  - Utilities
  - Other

### Entertainment

### Environment

### Health/Medical

### Manufacturing
- Aerospace
- Automotive
- Chemicals/Plastics
- Engineering
- Packaging
- Steel
- Textiles
- Other

### Natural Resources
- Agriculture
- Forest Products
- Mining/Minerals
- Other

### Philanthropy
- Foundation
- Fund Raising
- Other

### Professional Services
- Accounting
- Banking