

# Reporter Intelligence

The *only* readership-driven reporter database

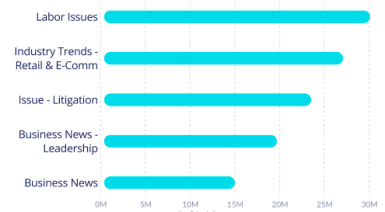
Find reporters that drive readership around the topics you care about most

- Memo created the first-ever reporter database that reveals top-read topics and articles for reporters alongside contact information.
- Place stories you *know* will resonate based on readership trends at the writer level.

Timeline of Published Articles w/ Readership



Articles by Topic Readership by Topic



**Merritt Blythe**  
Next Web Press, Techtopia Press, Innovation J...  
Last updated 07/31/2023

E-Commerce Tech Competitor Business

merritt.blythe@reporters.com  
California  
(502) 555 - 0122  
(502) 555 - 5948  
https://linkedin.com/in/merrittblythe

Date	Headline	Topic	
Sep 1, 2023	Techtopia Press Plans to open new locations nationwide as ABC Cake Des...	Products	
Sep 9, 2023	Future Tech Media Tech of the Stars: Meet the top 10 gadgets used by Holly...	Industry Trends - Products	
Sep 11, 2023	Innovation Journal Zenotek taps top CMO, sets sights on expansion	Business News - Leadership <span>Zenotek</span>	98,213
Sep 14, 2023	Next Web Press Stark Industries named one of the fastest-growing compani...	Business News - Growth <span>Stark Industries</span>	54,900
Sep 23, 2023	Techtopia Press Zenotek wins prestigious IBIE 2022 global award for innov...	Awards <span>Zenotek</span>	23,435

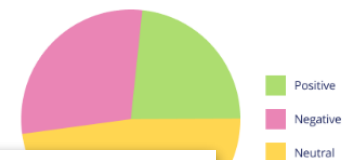
Build media lists with confidence, backed by data

- Because Memo tracks readership at the article-level, you'll always be able to see where reporters are currently writing, what they're writing about, and what's attracting readers.

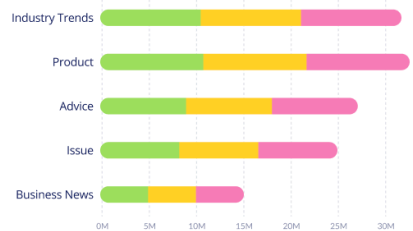
Know what to expect with sentiment for reporter coverage

- See sentiment breakdowns for a reporter's coverage so you know if coverage is typically positive, negative, or neutral.
- Memo leverages the latest AI technology to review the **headline and full text of each article** and determine sentiment with over 90% accuracy.\*

Share of Readership by Sentiment: Topic



Readership by Topic & Sentiment



*\*Memo conducted analysis across a wide ranges of brands and coverage resulting in 90% accuracy. The same analysis done with similar tools resulted in 65% accuracy on average.*

Accurate data leads to better decisions.  
Only Memo reports readership direct from publications.