EXAMPLE DISTRIBUTION MATRIX

Google keywords related to Audience:

	Outlet Name	URL	Outlet Description	Contact Details	Contact Name	Popularity	Region	Beat	Content Length	Content Tone	Frequency	Style/Format	Prior Contact/Interest	Comments	Views	Shares	Likes	Priority Order
1	Example 1	http://example1.com	Example 1	example@email.com	Sarah Smith	882	International	News	1,000 words	Guest Posts	Multiple Daily	Text	No	Has comments	Publishes views	Has shares	Has likes	1
2	Example 2	http://example2.com	Example 2	example@email.com	James Johnson	4,566	National	Opinion	1 minute	How To	Weekly	Video	No	Has comments	Does not publish views	Has shares	Has likes	2
3	Example 3	http://example3.com	Example 3	example@email.com	Bill Blank	127,736	State	News	1 minute	Lists	Monthly	Audio	Yes	Has comments	Does not publish views	Has shares	Has likes	3

Use the following site to further expand you research:

1. http://siteslike.com

2. http://websiteslike.org

3. http://alltop.com

4. http://quantcast.com

5. http://compete.com