

Business Wire Trade Categories

Your choice of the following industry trade categories is included at no additional cost with any Business Wire US or Global geographic circuit.

Automotive

Communications

- Advertising
- Blogging
- Marketing
- Public Relations/
Investor Relations
- Publishing
- 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

Education

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

Energy

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

Entertainment

Environment

Health/Medical

Manufacturing

- Aerospace
- Automotive
- Chemicals/Plastics
- Engineering
- Steel
- Textiles
- Other

Natural Resources

- Agriculture
- Forest Products
- Mining/Minerals
- Other

Philanthropy

- Foundation
- Fund Raising
- Other

Professional Services

- Accounting
- Banking
- Consulting
- Finance
- Human Resources
- Insurance
- Legal
- Small Business
- Other

Public Policy/ Government

- Congressional News/
Views
- Courts
- Elections/Campaigns
- Healthcare Reform
- Homeland Security
- Labor
- Law Enforcement/
Emergency Services
- Public Policy
- State/Local
- White House/Federal
Government
- Other Policy Issues

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
- Nanotechnology
- 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



Specialty Wire Trade Categories

Your choice of the following trade categories is included at no additional cost with any US geographic circuit targeted to the appropriate Specialty Wire.

Automotive Wire

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

EntertainmentWire

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

HealthWire

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

SportsWire

- 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



888.381.9473
 info@businesswire.com
 www.BusinessWire.com

© 2011 Business Wire



facebook.com/BusinessWire



@BusinessWire

