IGNY8 Linker Module — Deep Analysis: FatGrid + Premium PR Distribution APIs

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Module: IGNY8 → Linker (Backlink Campaign Management)

PART 1: FatGrid — Complete Platform Analysis

Platform Overview

FatGrid is a backlink price comparison engine and guest posting search tool founded by **Max Roslyakov** (former SVP of Marketing at Semrush). It aggregates 1.3M+ backlink offers from 15+ marketplaces across 330,000+ publishers. Think of it as "Google Flights for backlinks."

Headquarters: Boca Raton, Florida, USA
Founded: September 2025
Active Users: 1,500+ link builders in 50+ countries

FatGrid Pricing & Plans

Feature	Free	Pro ($29/mo)	Business (Contact)
Publisher Price Finder	✅ Unlimited	✅ Unlimited	✅ Unlimited
Marketplace Browsing	✅ Unlimited	✅ Unlimited	✅ Unlimited
CSV/Sheets Export	❌	✅ Unlimited	✅ Unlimited
Google Search Scanner	❌	60 credits/scan	Expanded
Backlinks Profile Scanner	❌	2 credits/domain	Expanded
Backlinks Monitoring	❌	1 credit/link	Expanded
Bulk Domain Lookup (1,000)	❌	✅	✅
API Access	❌	❌	✅ **Full API**

> **For IGNY8 Integration: Business Plan required for API access.** Contact FatGrid directly for pricing — likely custom/enterprise tier.

Average savings reported: $37 per link for paid subscribers.

Marketplaces Aggregated Inside FatGrid

FatGrid indexes data from these platforms (all accessible via single API):

#	Marketplace	Rating	Publisher Count	Strengths
1	**Collaborator.pro**	9.0	37,000+	Best prices, EU/CIS coverage, 150+ countries
2	**PRNews.io**	10.0	107,000+	Largest inventory, tier-1 media, PR placements
3	**Adsy.com**	8.5	90,000+	Affordable, good API, niche variety
4	**WhitePress.com**	—	100,000+	Largest EU coverage, 34 languages, 36-mo guarantee
5	**Bazoom.com**	—	Large	Bundled content+placement, no subscription
6	**MeUp.com**	—	Growing	Balanced vetting
7	**PRPosting.com**	—	23,250+	Manual placement, lifetime links
8	**LinkPublishers.com**	—	1,000+	White-label agency services
9	**GuestPostLinks.net**	—	32,000+	Affordable, direct publisher relationships
10	**NoBSMarketplace.com**	—	Large	12-month link guarantee
11	**LinksManagement.com**	—	—	Budget options
12	**Invalley.com**	—	—	Managed campaigns
13	**Linkatomic.com**	—	—	Spanish market focus
14	**Ereferer.com**	—	—	French market focus
15	**Backlinked.com**	—	—	General marketplace

FatGrid API — Technical Details

Access: Business plan only
Base URL: `https://api.fatgrid.com/api/public`
Auth: API key parameter (`?key=myKey`)

Response Format: JSON
Rate Limit: 3,000 results per request

Key API Endpoints

1. Domain Lookup (Price Finder)

```
GET /api/public?key={KEY}&type=domain_lookup&domains=forbes.com,cnn.com
```

Returns: bestPrice, all marketplace offers with individual prices, publisher type, niche-specific pricing

2. Marketplace Browse (Full Catalog)

```
GET /api/public?key={KEY}&type=domains_list&page=1&limit=100
```

Returns: Paginated list of all publishers with Semrush metrics, prices from all sellers

3. Filter Parameters Available:

- `resources` — filter by marketplace (e.g., `collaborator.pro,prnews.io`)
- `languages` — filter by language (e.g., `en,ur`)
- Country filtering
- AS (Authority Score), traffic, category filters

Sample API Response (forbes.com lookup):

```
json

{
  "url": "forbes.com",
  "bestPrice": 2824.80,
  "type": "guest_post",
  "resources": [
    {"resource": "prnews.io", "price": 11433, "type": "contributor_post", "rating": "10.0"},
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    {"resource": "whitepress.com", "price": 5200, "type": "article"}
  ]
}
```

Backlink Pricing by Country (Your Target Markets)

Based on FatGrid research of 317,026+ publisher offers and industry data:

Average Guest Post Pricing (General Business Niche, DR 41-60, 1K+ Traffic)

Country	Avg. Asking Price	Avg. Actual Buying Price	Price Range
USA	$300–$500	$100–$200	$50 — $5,000+
UK	$250–$400	$80–$180	$40 — $3,000+
Canada	$200–$350	$70–$150	$35 — $2,500+
UAE	$350–$600	$150–$300	$80 — $5,000+
Pakistan	$30–$80	$10–$40	$5 — $200

> **Key Insight from FatGrid Research:** The average buying price is 3–5x LOWER than the selling/asking price. IGNY8 Linker should show both.

Premium/High-DR Pricing (DR 70+)

Country	DR 70-80	DR 80-90	DR 90+ (Forbes/CNN tier)
USA	$500–$1,500	$1,000–$5,000	$3,000–$50,000+
UK	$400–$1,200	$800–$3,500	$2,500–$30,000+
Canada	$350–$1,000	$700–$3,000	$2,000–$20,000+
UAE	$500–$2,000	$1,200–$5,000	$3,000–$50,000+
Pakistan	$50–$200	$150–$500	Limited availability

Niche Surcharges (Multipliers on Base Price)

- **Crypto/Casino/Forex:** 2–3x base price
- **Finance/Insurance:** 1.5–2x
- **Tech/SaaS:** 1.2–1.5x
- **Health/Medical:** 1.5–2x
- **General Business:** 1x (baseline)

Link Types Available via FatGrid

Link Type	Description	Price Factor	SEO Value
Guest Post	New article with embedded contextual backlink	Base price	Highest — fresh content signals
Link Insertion (Niche Edit)	Link added to existing published article	30-50% cheaper	High — existing page authority
Contributor Post	Bylined article on major publications	2-5x premium	Very high — author authority
Sponsored Article	Paid editorial content placement	Varies	High — full editorial context
Press Release	News-style placement on media outlets	Package pricing	Medium-High — brand signals

Country Coverage Depth (Your Target Markets)

Country	Publisher Availability	Language	Notes
USA	★★★★★ Excellent	English	Largest inventory across all marketplaces. Best price competition.
UK	★★★★☆ Very Good	English	Strong through WhitePress + Linkhouse. Good DR selection.
Canada	★★★★☆ Very Good	English/French	Solid US-shared inventory + Canadian-specific sites via Collaborator
UAE	★★★☆☆ Good	English/Arabic	Higher prices. Best via PRNews.io and WhitePress. Limited local Arabic publishers.
Pakistan	★★☆☆☆ Limited	English/Urdu	Lowest prices globally. Limited high-DR local options. Better to use international English sites targeting PK audience.

PART 2: Top 4 Premium PR Distribution Platforms (Yahoo, Bloomberg, Fox-Level Media)

For clients who need **tier-1 media placements** (not just guest posts), these platforms offer API/programmatic access to outlets like Yahoo Finance, Bloomberg, Fox, ABC, NBC, Business Insider etc.

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1. PRNews.io ⭐ TOP PICK

Why #1: Only platform with both a guest posting marketplace AND tier-1 media distribution, with a documented API.

Feature	Details
API:	✅ Elastic API — $5,000/year + 15% service fee
Outlets:	100,000+ media outlets in 175 countries
Tier-1 Media:	Forbes, Business Insider, Yahoo Finance, Newsweek, Entrepreneur, Inc., TechCrunch-level sites
Countries:	175 countries — strong US, UK, UAE, Canada. Pakistan limited but available via international English outlets
Pricing per placement:	$50 (small blogs) → $50,000+ (Forbes contributor)
Link Type:	Do-follow on many sites; no-follow on premium (Bloomberg, some Yahoo)
Turnaround:	1–7 days depending on publisher
Best For IGNY8:	Dual use — both regular backlinks AND premium PR campaigns from single integration
API Features:	Real-time access to all outlets, prices, availability, Ahrefs/SimilarWeb metrics, automated ordering

Country-Specific Reach:

- US USA: Excellent — Yahoo Finance, Fox affiliates, Business Insider, AP News syndication
- GB UK: Very Good — regional news, The Mirror, Express, tech outlets
- CA Canada: Good — Canadian media + US spillover coverage
- AE UAE: Good — Gulf News, Khaleej Times, regional business media
- PK Pakistan: Limited — rely on international English-language outlets

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2. PR Newswire (Cision)

The industry gold standard for enterprise PR distribution.

Feature	Details
API:	✅ Full API via Cision platform (enterprise)
Outlets:	10,000+ media resources globally
Tier-1 Media:	Yahoo Finance (direct feed), Bloomberg Terminal, Business Insider, CNBC, Newsweek, AP News
Countries:	Global — 170+ countries
Pricing:	$500–$5,000+ per release depending on distribution scope
Best For:	Corporate clients, publicly traded companies, SEC disclosure compliance
Key Advantage:	Only wire guaranteed by Yahoo Finance for press releases (along with GlobeNewswire and Business Wire)

Integration Notes:

- Enterprise-level API — requires partnership agreement
- Best for IGNY8's premium tier clients (corporate accounts)
- Pricing is per-release, not per-link
- Provides both direct media placement + syndication cascade

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3. Linking News (linkingnews.com)

White-label friendly, API-ready, guaranteed placement on major networks.

Feature	Details
API:	✅ Programmatic/white-label API (built for resellers)
Outlets:	330,000+ publications via network partnerships
Guaranteed Tier-1:	ABC, NBC, FOX affiliates, Yahoo News, Yahoo Finance, Bloomberg, MarketWatch
Countries:	Primarily US-focused, with global reach via syndication
Pricing:	~$500–$2,000 per distribution (varies by tier)
White Label:	✅ Designed specifically for agencies — no third-party branding
Best For IGNY8:	White-label PR distribution you can resell directly from Linker without showing source

Key Advantage for IGNY8:
Linking News is explicitly built for resellers. Their white-label option means IGNY8 can offer "Premium PR Distribution" as a branded service without revealing the backend provider. This is ideal for Alorig Systems' client-facing service.

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4. EIN Presswire (einpresswire.com)

Best value-for-money with strongest guaranteed distribution list.

Feature	Details
API:	✅ API available for automated submission
Outlets:	AP News, Google News, 115+ US TV stations (ABC, CBS, NBC, Fox), Bloomberg Terminal, MuckRack, Crunchbase
Countries:	Global via EIN World Media Directory — journalists worldwide
Pricing:	Starting ~$99/release (basic) to $499+ (premium) — very competitive
Turnaround:	Same-day to 24 hours
Best For:	Cost-effective PR for SMB clients; bulk distribution

Why Include for IGNY8:

- Lowest cost per distribution among legitimate wire services

- Bloomberg Terminal feed (no live links but brand visibility)
- AP News republication → triggers chain reaction across hundreds of outlets
- Strong for Pakistan/UAE clients who need international press coverage affordably

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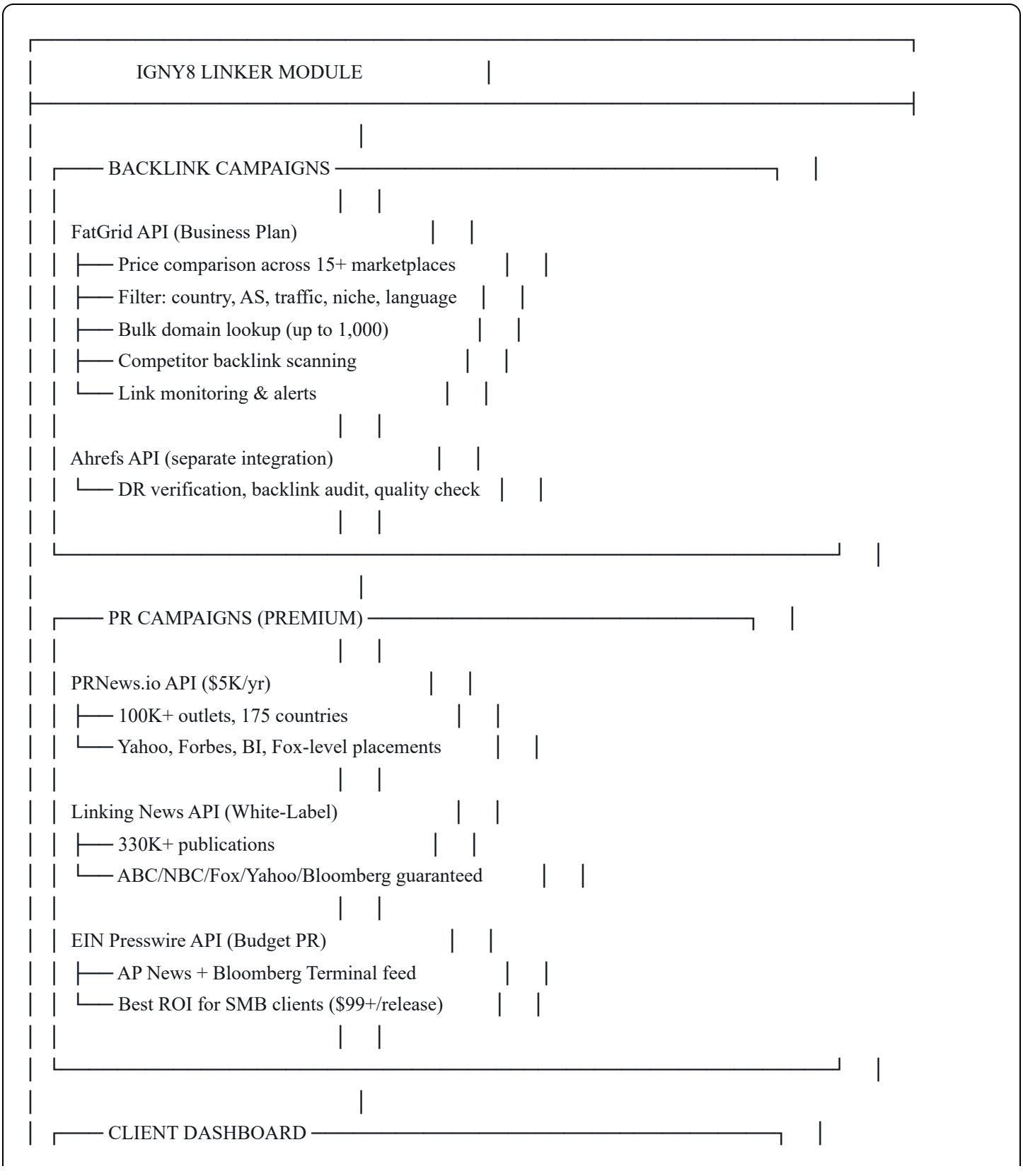
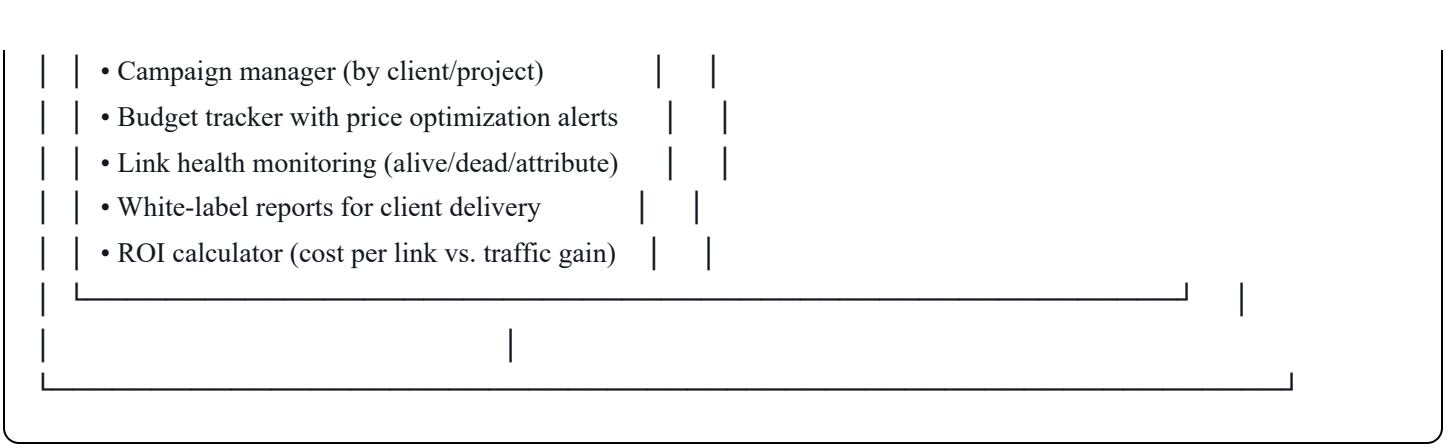
PART 3: Recommended IGNY8 Linker Architecture





PART 4: Integration Priority & Cost Summary

Development Priority

Priority	Integration	Annual Cost	One-Time Dev	What It Unlocks
P0	FatGrid API	~$350/yr (Business plan, TBD)	2-3 weeks	All backlink campaigns — price comparison, 330K publishers, monitoring
P1	PRNews.io API	$5,750/yr ($5K + 15% fee)	2-3 weeks	Premium PR distribution, 100K+ media outlets, 175 countries
P2	Linking News	~$0 (white-label, pay per use)	1-2 weeks	White-label PR under IGNY8 brand, guaranteed tier-1 media
P3	EIN Presswire	~$0 (pay per release)	1 week	Budget PR option, AP News + Bloomberg Terminal

IGNY8 Service Tiers (Suggested for Linker)

Tier	Service	Your Cost	Client Price	Margin
Basic	Guest Post (DR 30-50) via FatGrid	$30–$80	$150–$300	3-5x
Standard	Guest Post (DR 50-70) via FatGrid	$100–$300	$400–$800	2-3x
Premium	Guest Post (DR 70+) via FatGrid	$500–$2,000	$1,500–$5,000	2-3x
PR Basic	300+ outlets via EIN Presswire	$99–$499	$500–$1,500	3-5x
PR Premium	Yahoo/Bloomberg/Fox via PRNews.io or Linking News	$500–$5,000	$2,000–$15,000	3-4x

Tier	Service	Your Cost	Client Price	Margin
PR Enterprise	Forbes/BI contributor via PRNews.io	$3,000–$50,000	$8,000–$80,000+	2x+

Key Takeaways

1. **FatGrid alone covers all backlink campaigns** — one API, 15+ marketplaces, 330K+ publishers, competitive pricing intelligence. Business plan needed for API.
2. **For PR campaigns, PRNews.io is the strongest single integration** — it bridges both guest posting and tier-1 media with a documented API at $5K/year.
3. **Linking News adds white-label capability** — essential if you want IGNY8 clients to see "Powered by IGNY8" not "Powered by Linking News" on PR reports.
4. **EIN Presswire is the budget safety net** — $99/release with AP News + Bloomberg Terminal feed gives even small clients legitimate media coverage.
5. **Pakistan is the weakest market for local backlinks** but the cheapest globally. For PK clients, focus on international English-language sites targeting PK audience rather than local-only publishers.
6. **UAE commands premium pricing** — highest per-link cost among your target markets. PR campaigns there should be priced accordingly.

Research compiled from FatGrid, PRNews.io, industry reviews (Xamsor, ReviewNexa), marketplace data, and pricing research covering 317,026+ publisher offers.