

PUBLIC RELATIONS MONTHLY REPORT
CENTRAL EUROPE
July-22

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|--------------------------|---------------|
| Monthly Earned Exposure | 1,286,804 |
| Monthly Media/Ad Value | \$ 79,380,225 |
| YTD Media/Ad Value | \$ 499,146.00 |
| Monthly Media Placements | 26 |
| YTD Media Placements | 227 |

Monthly Results:

Proactive Earned Media Results:

| Publication Name | Partners Mentioned (list ALL) | Article Title (if not English provide translation) | Article Publish Date (MM/DD/YY) | Consumer or Trade | Resulting From (Pitch, Desksides, IPT, FAM, Reception, Event, Conference, etc.) | Total Exposure | Exposure Type (Circulation, UVM, Impressions) | Ad/Media Value (if applicable) | Link to Article (if print, put "PDF provided") |
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| www.usa-reise.de | Elite Watersports Kiteboarding, North Beach Windsurfing, Shell Key Preserve, Clear Kayak Tour of Shell Key Preserve and Tampa Bay Area, TripAdvisor, Little Toot, Top Sailing and Day cruises, Egmont Key, Honeymoon Island, Caladesi Island | Want to cool off? Special water sports experiences in St. Pete/Clearwater | 07/12/2022 | Consumer | KMS Press Release July 2022 | 150,000 | UVM | \$ 2,703.00 | LINK |
| www.weekend.at | Caladesi Island, Weedon Island Preserve | Fascinating trails & hiking paths around the globe | 07/21/2022 | Consumer | KMS Agency Press Release May 2022 | 375,000 | UVM | \$ 6,835.00 | LINK |
| Travel4you | Dalí Museum, Picasso and the Allure of the South, YOUR PORTRAIT, Museum of the American Arts and Crafts Movement, Imagine Museum, James Museum of Western & Wildlife Art, Museum of Fine Arts, SHINE Festival, The Fairgrounds, St. Pete Beach, Clearwater Beach | Picasso as a guest in St. Pete - Worldwide unique exhibition in St. Pete/Clearwater | 03/21/2022 | Consumer | KMS Press Release February 2022 | 70,000 | Circulation | \$ 2,848.00 | PDF provided |
| falstaff | Picasso and the Allure of the South, Dalí Museum | Picassos art in America | 03/23/2022 | Consumer | KMS Press Release February 2022 | 70,000 | Circulation | \$ 5,895.00 | PDF provided |
| jazz 'n' more | Tampa Bay Blues Festival | Tampa Bay Blues Festival, Vinoy Park, St. Petersburg, FL, 8.- 10.4.2022 | 03/23/2022 | Consumer | KMS supported the media outlet with information | 5,000 | Circulation | \$ 4,394.00 | PDF provided |

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| feine adressen, Duesseldorf, Rhein-Ruhr | Birchwood Canopy Lounge | Cheers! Connoisseurs should not miss out on these bars around the world | 05/02/2022 | Consumer | KMS Agency Press Release February 2022 | 7,000 | Circulation | \$ | 11,477.00 | PDF provided |
| feine adressen, Reutlingen Tuebingen Zollernalb | Birchwood Canopy Lounge | Cheers! Connoisseurs should not miss out on these bars around the world | 05/02/2022 | Consumer | KMS Agency Press Release February 2022 | 8,000 | Circulation | \$ | 11,477.00 | PDF provided |
| Travel (Schweizer Illustrierte) | Tampa Bay, St. Pete Beach, Dalí Museum | The winner is: The Mediterranean. And the travel agency! | 05/06/2022 | Consumer | KMS supported the media outlet with information | 111,725 | Circulation | \$ | 2,888.00 | PDF provided |
| Travel (Schweizer Illustrierte) | Tampa Bay, St. Pete Beach, Don CeSar, Sunset Celebration Cruise, Tropical Boat Tours, Weedon Island Preserve, Fort de Soto Park, Sea Horse at Merry Pier, Sweet Sage Café, Redington Beach, Bending Arc, St. Pete Pier, Dalí Museum | Dazzling Tampa Bay | 05/06/2022 | Consumer | KMS supported the media outlet with information | 111,725 | Circulation | \$ | 123,949.00 | PDF provided |
| Travel4you | Pinellas Trail, Dunedin, Tarpon Springs, Dunedin, Tampa International Airport | Charm and joie de vivre in Dunedin - Florida's vacation highlight with Scottish atmosphere | 05/24/2022 | Consumer | KMS Press Release March 2022 | 70,000 | Circulation | \$ | 2,848.00 | PDF provided |
| feine adressen, Bodensee | Birchwood Canopy Lounge | Cheers! Connoisseurs should not miss out on these bars around the world | 05/02/2022 | Consumer | KMS Agency Press Release February 2022 | 4,500 | Circulation | \$ | 11,477.00 | PDF provided |
| Aargauer Zeitung, Schweiz am Wochenende Brugg | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 21,887 | Circulation | \$ | 35,354.00 | PDF provided |
| Aargauer Zeitung, Schweiz am Wochenende Freiamt | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 7,452 | Circulation | \$ | 6,807.00 | PDF provided |
| Aargauer Zeitung, Schweiz am Wochenende Aarau | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 66,428 | Circulation | \$ | 11,022.00 | PDF provided |

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| Aargauer Zeitung, Schweiz am Wochenende Fricktal | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 4,098 | Circulation | \$ | 5,514.00 | PDF provided |
| Badener Tagblatt, Schweiz am Wochenende | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 24,319 | Circulation | \$ | 33,273.00 | PDF provided |
| Buendner Tagblatt am Wochenende | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 33,313 | Circulation | \$ | 7,175.00 | PDF provided |
| bz, Schweiz am Wochenende, Basel | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 23,314 | Circulation | \$ | 33,273.00 | PDF provided |
| Grenchner Tagblatt, Schweiz am Wochenende | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 6,152 | Circulation | \$ | 33,273.00 | PDF provided |
| Limmattaler Tagblatt, Schweiz am Wochenende | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 33,313 | Circulation | \$ | 33,273.00 | PDF provided |

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| Linth-Zeitung am Wochenende | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 8,946 | Circulation | \$ | 6,134.00 | PDF provided |
| Oltner Tagblatt, Schweiz am Wochenende | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 12,167 | Circulation | \$ | 22,273.00 | PDF provided |
| Schweiz am Wochenende Zofinger Tagblatt | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 8,848 | Circulation | \$ | 33,273.00 | PDF provided |
| Solothurner Zeitung, Schweiz am Wochenende | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 18,006 | Circulation | \$ | 33,273.00 | PDF provided |
| Suedostschweiz am Wochenende Glarus | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 5,298 | Circulation | \$ | 6,815.00 | PDF provided |
| Suedostschweiz am Wochenende Graubuenden | John Messmore, Sweet Sage Café, North Redington, Frenchy's Rockaway Grill, Clearwater, Ralph Hall, Seabreeze Island Grill, Redington Shores, George, Pinellas, Tampa | Restaurants for dogs and connoisseurs | 06/04/2022 | Consumer | KMS & Edelweiss Individual Fam Trip April 2022 | 30,313 | Circulation | \$ | 11,623.00 | PDF provided |
| Total | | | | | | 1,286,804 | | \$ | 499,146.00 | |

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| Total | | 0 | \$ - |