

PUBLIC RELATIONS MONTHLY REPORT
CENTRAL EUROPE
September-22

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|--------------------------|-----------------|
| Monthly Earned Exposure | 3,821,321 |
| Monthly Media/Ad Value | 85,292,749 |
| YTD Media/Ad Value | \$ 144,386.00 |
| Monthly Media Placements | \$ 4,816,643.00 |
| YTD Media Placements | 14 |
| | 266 |

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") |
|--|--|---|--------------------------------------|-------------------|--|----------------|--|-------------------------------------|---|
| www.gourmet-report.de | Morean Arts Center, Morean Arts Center for Clay, Florida CraftArt, Duncan McCleallan Gallery, St. Pete Pier, Dali Museum, Musesum of Fine Arts | These seven travel experiences are cheaper than you think | 09/05/2022 | Consumer | KMS Agency Press Release August 2022 | 272,148 | UVM | \$ 4,832.00 | LINK |
| www.derstandard.de | Clearwater Beach | Colorful beaches: from pitch black to piggy pink | 09/07/2022 | Consumer | KMS supported the media outlet with information | 2,500,000 | UVM | \$ 88,608.00 | LINK |
| www.tageskarte.io | German American Society | Far away from the Theresienwiese: Oktoberfests around the globe | 09/08/2022 | Consumer | KMS Agency Press Release September 2022 | 629,000 | UVM | \$ 11,150.00 | LINK |
| www.gourmet-report.de | German American Society | Oktoberfests around the globe | 09/09/2022 | Consumer | KMS Agency Press Release September 2022 | 272,148 | UVM | \$ 4,852.00 | LINK |
| www.tft-mag.com | Clearwater Beach, St. Pete Beach | The best Florida tips at a glance | 09/12/2022 | Consumer | KMS supported the media outlet with information | 30,000 | UVM | \$ 538.00 | LINK |
| 360° travel.club USA | | Outlook | 08/19/2022 | Consumer | KMS supported the media outlet with information | 25,000 | Circulation | \$ 1,809.00 | PDF provided |
| Chiemgau-Zeitung | Morean Arts Center, Morean Arts Center for Clay, Florida CraftArt, Duncan McCleallan Gallery, St. Pete Pier, Dali Museum, Musesum of Fine Arts | Cheap to great destinations | 08/27/2022 | Consumer | KMS Agency Press Release August 2022 | 5,724 | Circulation | \$ 2,250.00 | PDF provided |
| Mangfall-Bote | Morean Arts Center, Morean Arts Center for Clay, Florida CraftArt, Duncan McCleallan Gallery, St. Pete Pier, Dali Museum, Musesum of Fine Arts | Cheap to great destinations | 08/27/2022 | Consumer | KMS Agency Press Release August 2022 | 9,630 | Circulation | \$ 2,801.00 | PDF provided |

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| Muehldorfer Anzeiger | Morean Arts Center, Morean Arts Center for Clay, Florida CraftArt, Duncan McCleallan Gallery, St. Pete Pier, Dali Museum, Musesum of Fine Arts | Cheap to great destinations | 08/27/2022 | Consumer | KMS Agency Press Release August 2022 | 11,381 | Circulation | \$ | 2,848.00 | PDF provided |
| Neumarkter Anzeiger | Morean Arts Center, Morean Arts Center for Clay, Florida CraftArt, Duncan McCleallan Gallery, St. Pete Pier, Dali Museum, Musesum of Fine Arts | Cheap to great destinations | 08/27/2022 | Consumer | KMS Agency Press Release August 2022 | 11,381 | Circulation | \$ | 2,848.00 | PDF provided |
| Oberbayerisches Volksblatt | Morean Arts Center, Morean Arts Center for Clay, Florida CraftArt, Duncan McCleallan Gallery, St. Pete Pier, Dali Museum, Musesum of Fine Arts | Cheap to great destinations | 08/27/2022 | Consumer | KMS Agency Press Release August 2022 | 25,572 | Circulation | \$ | 5,357.00 | PDF provided |
| Waldkraiburger Nachrichten | Morean Arts Center, Morean Arts Center for Clay, Florida CraftArt, Duncan McCleallan Gallery, St. Pete Pier, Dali Museum, Musesum of Fine Arts | Cheap to great destinations | 08/27/2022 | Consumer | KMS Agency Press Release August 2022 | 11,381 | Circulation | \$ | 2,848.00 | PDF provided |
| Wasserburger Zeitung | Morean Arts Center, Morean Arts Center for Clay, Florida CraftArt, Duncan McCleallan Gallery, St. Pete Pier, Dali Museum, Musesum of Fine Arts | Cheap to great destinations | 08/27/2022 | Consumer | KMS Agency Press Release August 2022 | 8,956 | Circulation | \$ | 2,801.00 | PDF provided |
| feine adressen, Berlin, Potsdam | Birchwood Canopy Lounge | Cheers! | 08/29/2022 | Consumer | KMS Agency Press Release February 2022 | 9,000 | Circulation | \$ | 10,844.00 | PDF provided |
| Total | | | | | | 3,821,321 | | \$ | 144,386.00 | |

Proactive Social Media Results:

| Host Partner(s) | Social Platform(s) | Social Handle(s) | Social Publish Date (MM/DD/YY) | Resulting From (Pitch, Desksides, IPT, FAM, Reception, Event, Conference, etc.) | Total Impressions | Total Engagements (Likes, Comments, Shares, Views and Clicks) |
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