

PUBLIC RELATIONS MONTHLY REPORT
CENTRAL EUROPE
October 22

Monthly Earned Exposure	1,844,013
Monthly Media/Ad Value	\$ 226,967.00
YTD Media/Ad Value	\$ 226,967.00
Monthly Media Placements	11
YTD Media Placements	11

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.ullrichhoe.com	Don CeSar Hotel, Gulf of Mexico	From Buddhas on the east coast, a labyrinth of stones and hot springs in the desert	10/10/2022	Consumer	KMS Agency Press Release September 2022	4,000	UVM	\$ 80.00	LINK
www.abouttravel.ch	St. Pete	St. Petersburg/Clearwater gives the all-clear	10/11/2022	Consumer	KMS Press Release October 2022	420,000	UVM	\$ 7,642.00	LINK
www.trvlcounter.de	St. Pete	Almost no damage after hurricane "Ian"	11/10/2022	Consumer	KMS Press Release October 2022	25,000	UVM	\$ 490.00	LINK
www.usa-reise.de	St. Pete	Almost no damage after hurricane "Ian"	11/10/2022	Consumer	KMS Press Release October 2022	150,000	UVM	\$ 2,703.00	LINK
reisevor9 Newsletter	St. Pete	Almost no damage after hurricane "Ian"	12/10/2022	Consumer	KMS Press Release October 2022	27,000	UVM	\$ 541.00	LINK
www.reisevor9.de	St. Pete Beach	Almost no damage after hurricane "Ian"	12/10/2022	Consumer	KMS Press Release October 2022	27,000	UVM	\$ 541.00	LINK
Ärztliches Journal Reise& Medizin	St. Pete Pier, Murals	Free art experiences	09/26/2022	Consumer	KMS supported with media information	6,854	Circulation	\$ 1,921.00	PDF provided
Travelnews	SHINE mural festival, CARMADA Street Carnival	Colourful festival	09/30/2022	Consumer	KMS Press Release September 2022	839,188	Circulation	\$ 50,389.00	PDF provided
Gala Switzerland	Morean Arts Centre, Corey Avenue Sunday Market	Tampa Bay	6/10/2022	Consumer	KMS supported with media information	25,000	Circulation	\$ 22,542.00	PDF provided
Schaufenster (Die Presse)	SHINE art festival, Jenee Priebe	An important festival for murals takes place in October on the Gulf of Mexico	10.14.2022	Consumer	KMS Press Release September 2022	3,500	Circulation	\$ 20,240.00	PDF provided
Gala Germany	Morean Arts Centre, Corey Avenue Sunday Market	Tampa Bay	6/10/2022	Consumer	KMS supported with media information	157,595	Circulation	\$ 51,455.00	PDF provided
Cosmopolitan Switzerland	Don CeSar Hotel	An important festival for murals takes place in October on the Gulf of Mexico	12/10/2022	Consumer	KMS supported with media information	158,876	Circulation	\$ 68,423.00	PDF provided
Total						1,844,013		\$ 226,967.00	

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)
Total					0	0

Reactive 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	Incoming Request Type (Image Request, Media Assist, etc.)	Total Exposure	Exposure Type (Circulation, UVM, Impressions)	Ad/Media Value (if applicable)
Total						0		\$ -