

**PUBLIC RELATIONS MONTHLY REPORT**  
CENTRAL EUROPE  
December-22

Monthly Earned Exposure	45,825,500
Monthly Media/Ad Value	\$ 50,132,083
YTD Media/Ad Value	\$ 3,015,988.00
Monthly Media Placements	\$ 3,379,858.00
YTD Media Placements	8
	28

**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")
<a href="http://www.paradisebreak.com">www.paradisebreak.com</a>	Tampa Bay, Clearwater Marine Aquarium	USA - lots of fun for little money	11/28/2022	Consumer	KMS Agency Press Release August 2021	45,000	UVM	\$ 852.00	<a href="#">LINK</a>
<a href="http://www.ullrichhoe.com">www.ullrichhoe.com</a>	Pinellas Trail	The prettiest running trails around the globe. These five routes make joggers hearts beat faster. In addition, three extra running trails. Suggestions.	12/02/2022	Consumer	KMS Agency Press Release November 2021	4,000	UVM	\$ 75.00	<a href="#">LINK</a>
<a href="http://www.diepresse.com">www.diepresse.com</a>	Dalí Museum, Tampa Bay Watch Discovery Center, Mazzaro's Italian Market, Pinella Island, Tampa Bay, St. Pete African Heritage Trail, Shine Mural Festival, Egmont Key Island, Pass-A-Grille Restaurant, Frenchy's Rockaway Grill, Clearwater Marine Aquarium	Florida's West: Where the pelicans gets grumpy	12/15/2022	Consumer	KMS Individual FAM Trip September 2022	2,200,000	UVM	\$ 83,315.00	<a href="#">LINK</a>
<a href="http://www.msn.com">www.msn.com</a>	Pinellas Trail, Tarpon Springs	Save entrance fee in US national parks	12/16/2022	Consumer	KMS Press Release December 2022	7,470,000	UVM	\$ 283,386.00	<a href="#">LINK</a>
<a href="http://www.aerointernational.de">www.aerointernational.de</a>	Pinellas Trail, Tarpon Springs	Travel news: free entrance for US national parks and Miles & More	12/20/2022	Consumer	KMS Press Release December 2022	950,000	UVM	\$ 27,030.00	<a href="#">LINK</a>
<a href="http://www.reisenundgolfen.de">www.reisenundgolfen.de</a>	/	Virgos to the Maldives – Sagittarius's on a roadtrip	12/21/2022	Consumer	KMS Agency Press Release December 2022	31,500	UVM	\$ 596.00	<a href="#">LINK</a>

<a href="http://www.verkeersbureaus.info">www.verkeersbureaus.info</a>	Berkeley Beach Club, Pass-A-Grille Historic District, Boca Ciega Bay, Grace restaurant, Grand Central neighbourhood, Street Art Shine Festival, Dalí Museum, St. Pete Pier, Tampa Bay, Cuban Bodega, The Dewey, Park de Soto, Clearwater Marine Aquarium, Dunedin, Dunedin Brewery	Enjoy the sun and sea in St. Pete Florida	12/21/2022	Consumer	KMS Individual FAM Trip December 2022	125,000	UVM	\$ 4,734.00	<a href="#">LINK</a>
Travel Channel @ McDonald's	/	/	11/15/2022	Consumer	KMS VSPC Cooperation with McDonald's	35,000,000	UVM	\$ 2,616,000.00	PDF provided
<b>Total</b>						<b>45,825,500</b>		<b>\$ 3,015,988.00</b>	

**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)
<b>Total</b>					<b>0</b>	<b>0</b>

**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)
<b>Total</b>						<b>0</b>		<b>\$ -</b>