

**PUBLIC RELATIONS MONTHLY REPORT**  
**CENTRAL EUROPE**  
**March-23**

Monthly Earned Exposure	24.126.233
Monthly Media/Ad Value	85.052.025
YTD Media/Ad Value	\$ 1.691.396,00
Monthly Media Placements	\$ 7.376.974,00
YTD Media Placements	55
	253

**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.hna.de">www.hna.de</a>	Downtown St. Pete, St. Pete Beach, Sun Runner ride	Ferry captain feeling in Texel or in the beach bus in Florida	02/24/2023	Consumer	KMS Press Release March 2023	17.900.000	UVM	\$ 605.917,00	<a href="#">LINK</a>
<a href="http://www.mz.de">www.mz.de</a>	Downtown St. Pete, St. Pete Beach, Sun Runner ride	Ferry captain feeling in Texel or in the beach bus in Florida	02/24/2023	Consumer	KMS Press Release March 2023	750.000	UVM	\$ 21.178,00	<a href="#">LINK</a>
<a href="http://www.nwzonline.de">www.nwzonline.de</a>	Downtown St. Pete, St. Pete Beach, Sun Runner ride	Ferry captain feeling in Texel or in the beach bus in Florida	02/24/2023	Consumer	KMS Press Release March 2023	1.400.000	UVM	\$ 52.711,00	<a href="#">LINK</a>
<a href="http://www.frontrowsociety.net">www.frontrowsociety.net</a>	Pinellas Point, Caladesi Island, Central Avenue, Clearwater Beach, South Street, Zen Glass Studio & Gallery, Wyndham Grand Central Clearwater Beach	Yacht Trips in the Sunshine State	02/24/2023	Consumer	KMS Group FAM Trip November 2022	1.000.000	UVM	\$ 37.830,00	<a href="#">LINK</a>
<a href="http://www.vivanty.de">www.vivanty.de</a>	Murals	8 travel tips for International Women's Day on March 8	03/07/2023	Consumer	KMS Press Release March 2023	50.000	UVM	\$ 942,00	<a href="#">LINK</a>
<a href="http://www.frontrowsociety.net">www.frontrowsociety.net</a>	Ocean Hai at Wyndham, Grand Clearwater Beach	St. Pete/Clearwater: first-class culinary delights, great flair and lots of sun	03/08/2023	Consumer	KMS Group FAM Trip November 2022	1.000.000	UVM	\$ 37.647,00	<a href="#">LINK</a>
Lüdenschneider Nachrichten	Pinellas Trail, Tampa Bay Area, Tarpon Springs, North Gap	Pinellas Trail in West Florida completed	12/24/2022	Consumer	KMS Newsletter December 2022	8.564	Circulation	\$ 13.781,00	PDF provided

Lea	Clearwater Beach, St. Pete Beach	The Americans just affectionately call it "Sunshine State": Florida	01/18/2023	Consumer	KMS supported the media outlet with information	78.111	Circulation	\$	21.250,00	PDF provided
Bild Woche	Clearwater Beach, St. Pete Beach	Florida – where the fun is at home	01/19/2023	Consumer	KMS supported the media outlet with information	48.481	Circulation	\$	17.693,00	PDF provided
Super TV	Clearwater Beach, St. Pete Beach	Florida – the USA from its colourful side	01/19/2023	Consumer	KMS supported the media outlet with information	104.944	Circulation	\$	13.632,00	PDF provided
TV neu!	Clearwater Beach, St. Pete Beach	Florida – the USA from its colourful side	01/19/2023	Consumer	KMS supported the media outlet with information	27.552	Circulation	\$	14.695,00	PDF provided
Tipps-for-Trips Reisemagazin	Clearwater Marine Aquarium	A safe home for endangered animals: Clearwater Marine Aquarium	01/26/2023	Consumer	KMS supported the media outlet with information	25.000	Circulation	\$	15.469,00	PDF provided
Berliner Kurier	Pinellas Trail, Tampa Bay Area, Tarpon Springs, North Gap	Pinellas Trail complete	02/04/2023	Consumer	KMS Newsletter December 2022	35.321	Circulation	\$	24.663,00	PDF provided
Fuldaer Zeitung	Clearwater Beach, Ocean Hai Restaurant, Murals, Dalí Museum, Zen Glass Studio, Tampa Bay Area, Caladesi Island, Sunset Tour, "Cider Press Vegan Gastro Pub, Bada Bing Water Sports, 2D Café, Restaurant Teak	Art and culinary under palm trees	02/04/2023	Consumer	KMS Group FAM Trip November 2022	22.315	Circulation	\$	65.811,00	PDF provided
Hünfelder Zeitung	Clearwater Beach, Ocean Hai Restaurant, Murals, Dalí Museum, Zen Glass Studio, Tampa Bay Area, Caladesi Island, Sunset Tour, "Cider Press Vegan Gastro Pub, Bada Bing Water Sports, 2D Café, Restaurant Teak	Art and culinary under palm trees	02/05/2023	Consumer	KMS Group FAM Trip November 2022	4.457	Circulation	\$	27.024,00	PDF provided
Kinzigtal Nachrichten	Clearwater Beach, Ocean Hai Restaurant, Murals, Dalí Museum, Zen Glass Studio, Tampa Bay Area, Caladesi Island, Sunset Tour, "Cider Press Vegan Gastro Pub, Bada Bing Water Sports, 2D Café, Restaurant Teak	Art and culinary under palm trees	02/05/2023	Consumer	KMS Group FAM Trip November 2022	4.682	Circulation	\$	27.024,00	PDF provided

Schlitzer Bote	Clearwater Beach, Ocean Hai Restaurant, Murals, Dalí Museum, Zen Glass Studio, Tampa Bay Area, Caladesi Island, Sunset Tour, "Cider Press Vegan Gastro Pub, Bada Bing Water Sports, 2D Café, Restaurant Teak	Art and culinary under palm trees	02/05/2023	Consumer	KMS Group FAM Trip November 2022	1.353	Circulation	\$	18.599,00	PDF provided
Bürstädter Zeitung, Bergsträsser Echo	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/11/2023	Consumer	KMS supported the media outlet with information	11.680	Circulation	\$	9.392,00	PDF provided
sonntags>tipp	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/11/2023	Consumer	KMS supported the media outlet with information	62.960	Circulation	\$	16.742,00	PDF provided
Allgemeine Zeitung, Alzey	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/11/2023	Consumer	KMS supported the media outlet with information	8.772	Circulation	\$	6.463,00	PDF provided
Allgemeine Zeitung, Bad Kreuznach	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	4.987	Circulation	\$	5.183,00	PDF provided
Allgemeine Zeitung, Ingelheim-Bingen	St. Pete Clearwater	From Gatorland to Peppa Wutz	02/18/2023	Consumer	KMS supported the media outlet with information	12.325	Circulation	\$	5.811,00	PDF provided
Allgemeine Zeitung, Mainz-Rheinhessen	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	42.197	Circulation	\$	15.746,00	PDF provided
Allgemeine Zeitung, Wormser Zeitung	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	12.660	Circulation	\$	8.497,00	PDF provided
Berchtesgadener Anzeiger	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	4.560	Circulation	\$	11.698,00	PDF provided
Darmstädter Echo	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	37.027	Circulation	\$	13.925,00	PDF provided
Frankfurter Neue Presse	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	128.845	Circulation	\$	111.984,00	PDF provided
Frankfurter Neue Presse, Bad Vilbeler Neue Presse	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	46.000	Circulation	\$	18.098,00	PDF provided
Frankfurter Neue Presse, Neu-Isenburger Neue Presse	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	98.000	Circulation	\$	20.434,00	PDF provided
Gießener Anzeiger	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	23.392	Circulation	\$	15.052,00	PDF provided

Gross-Gerauer Echo	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	8.577	Circulation	\$	5.302,00	PDF provided
Höchster Kreisblatt	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	25.042	Circulation	\$	26.662,00	PDF provided
Idsteiner Zeitung	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	4.938	Circulation	\$	3.696,00	PDF provided
Kreis-Anzeiger für Wetterau und Vogelsberg	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	46.000	Circulation	\$	18.098,00	PDF provided

Lampertheimer Zeitung, Bergsträßer Echo	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	11.805	Circulation	\$	5.302,00	PDF provided
Lauterbacher Anzeiger	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	5.526	Circulation	\$	3.401,00	PDF provided
Main-Spitze, Rüsselheim - Raunheim	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	10.915	Circulation	\$	5.865,00	PDF provided
Nassauische Neue Presse	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	9.131	Circulation	\$	18.098,00	PDF provided
Oberhessische Zeitung	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	35.782	Circulation	\$	18.987,00	PDF provided
Odenwälder Echo	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	9.615	Circulation	\$	5.034,00	PDF provided
Rüsselheimer Echo	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	10.915	Circulation	\$	5.865,00	PDF provided
Starkenburger Echo, Bergsträßer Echo	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	6.643	Circulation	\$	5.302,00	PDF provided
Taunus Zeitung	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	17.768	Circulation	\$	25.047,00	PDF provided
Taunus Zeitung, Usinger Neue Presse	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	25.042	Circulation	\$	26.662,00	PDF provided
Traunsteiner Tagblatt	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	13.557	Circulation	\$	13.979,00	PDF provided
Usinger Anzeiger	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	6.988	Circulation	\$	6.366,00	PDF provided
Wiesbadener Kurier, Rheingau-Kurier	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	7.223	Circulation	\$	4.017,00	PDF provided
Wiesbadener Kurier, Untertaunus	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	8.587	Circulation	\$	4.231,00	PDF provided
Wiesbadener Kurier, Wiesbaden	St. Pete Clearwater	Swimming with dolphins to the artificial volcano	02/18/2023	Consumer	KMS supported the media outlet with information	46.888	Circulation	\$	15.558,00	PDF provided
dpa	Downtown St. Pete, St. Pete Beach, Sun Runner ride	Travel news: ferry captain feeling in Texel and beach bus in Florida	02/24/2023	Consumer	KMS Press Release March 2023	0	Circulation	\$	-	PDF provided

Badische Neueste Nachrichten	Pinellas Trail, Tampa Bay Area, St. Pete, Tarpon Springs, North Gap	Trail in the west of Florida	02/25/2023	Consumer	KMS Newsletter December 2022	103.626	Circulation	\$	45.805,00	PDF provided
TRVL COUNTER Morning News Newsletter	Downtown St. Pete, St. Pete Beach	Free bus shuttle to the beach	02/27/2023	Consumer	KMS Pres Release 2023	30.000	Circulation	\$	56.803,00	PDF provided
2 die zwei	Clearwater Beach, St. Pete Beach	Florida – where the fun is at home	03/01/2023	Consumer	KMS supported the media outlet with information	210.000	Circulation	\$	8.627,00	PDF provided
Freizeit Woche	Dalí Museum, St. Pete Beaches	Florida's Gulf Coast	03/01/2023	Consumer	KMS supported the media outlet with information	317.480	Circulation	\$	65.706,00	PDF provided
Travel Guide	Clearwater Beach	Travel horoscope – the right travel destination for every star sign	03/01/2023	Consumer	KMS Agency Press Release January 2022	200.000	Circulation	\$	22.092,00	PDF provided
<b>Total</b>						<b>24.126.233</b>		\$	<b>1.691.396,00</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>