

PUBLIC RELATIONS MONTHLY REPORT
CENTRAL EUROPE
October 23

Monthly Earned Exposure		712.105
		712.105
Monthly Media/Ad Value	\$	267.240,00
YTD Media/Ad Value	\$	267.240,00
Monthly Media Placements		35
YTD Media Placements		35

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")
Neue OZ Osnabrücker Zeitung, Westerkappeln	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego, surfing, Dali and slave ship	08/12/2023	Consumer	KMS Press Release August 2023	57.275	Circulation	\$ 9.478,00	PDF provided
Neue Westfälische, Bad Oeynhausener Kurier	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	12.670	Circulation	\$ 4.785,00	PDF provided
Neue Westfälische, Bielefelder Tageblatt (Ost)	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	50.143	Circulation	\$ 13.202,00	PDF provided
Neue Westfälische, Bielefelder Tageblatt (West)	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	50.143	Circulation	\$ 13.202,00	PDF provided
Neue Westfälische, Bielefelder Tageblatt, Brackwede, SennestadtSenne (SB)	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	50.143	Circulation	\$ 13.202,00	PDF provided
Neue Westfälische, Bielefelder Tageblatt, Oerlinghausen, Leopoldshöhe	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	50.143	Circulation	\$ 132.020,00	PDF provided
Neue Westfälische, Bielefelder Tageblatt, WertherSteinhagen	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	50.143	Circulation	\$ 13.202,00	PDF provided

Neue Westfälische, Bänder Tageblatt	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	10.536	Circulation	\$	4.564,00	PDF provided
Neue Westfälische, Gütersloher Zeitung	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	27.484	Circulation	\$	5.356,00	PDF provided
Neue Westfälische, Herforder Kreisanzeiger	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	11.530	Circulation	\$	4.989,00	PDF provided
Neue Westfälische, Höxtersche Kreiszeitung	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	12.081	Circulation	\$	2.969,00	PDF provided
Neue Westfälische, Kreiszeitung für Warburg	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	12.081	Circulation	\$	2.969,00	PDF provided
Neue Westfälische, Löhner Nachrichten	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	5.429	Circulation	\$	4.785,00	PDF provided
Neue Westfälische, Lübbecker Land	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	8.810	Circulation	\$	4.179,00	PDF provided
Neue Westfälische, Paderborner Kreiszeitung	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	12.081	Circulation	\$	2.969,00	PDF provided
Neue Westfälische, Schloß Hulte-Stukenbrock (SH)	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	27.484	Circulation	\$	5.356,00	PDF provided
Neue Westfälische, Tageblatt für Enger und	St. Pete/Clearwater, Lego Park, Salvador Dali	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	11.530	Circulation	\$	4.989,00	PDF provided
Neue Westfälische, Verler Tageblatt	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park and Dali	08/12/2023	Consumer	KMS Press Release August 2023	27.484	Circulation	\$	5.356,00	PDF provided
Nordsee-Zeitung	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego Park, Dali Dome and surfing	08/12/2023	Consumer	KMS Press Release August 2023	37.272	Circulation	\$	5.020,00	PDF provided

Odenwälder Echo	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego, surfing, Dali and slave ship	08/12/2023	Consumer	KMS Press Release August 2023	9.301	Circulation	\$	4.942,00	PDF provided
Öffentlicher Anzeiger, E, Stadt und Kreis Bad Kreuznach	St. Pete/Clearwater, Salvador Dali, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	17.544	Circulation	\$	264,00	PDF provided
Offenbach-Post, Offenbach	St. Pete/Clearwater, Salvador Dali, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	15.205	Circulation	\$	372,00	PDF provided
Offenbach-Post, Ostkreis (B1)	St. Pete/Clearwater, Salvador Dali, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	10.979	Circulation	\$	372,00	PDF provided
Offenbach-Post, West (C)	St. Pete/Clearwater, Salvador Dali, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	3.540	Circulation	\$	372,00	PDF provided
Rhein-Hunsrück-Zeitung	St. Pete/Clearwater, Salvador Dali, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	11.513	Circulation	\$	256,00	PDF provided
Rhein-Lahn-Zeitung RD, Dize	St. Pete/Clearwater, Salvador Dali, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	12.727	Circulation	\$	252,00	PDF provided
Rhein-Lahn-Zeitung RL, Bad Ems Lahnstein	St. Pete/Clearwater, Salvador Dali, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	12.727	Circulation	\$	252,00	PDF provided
Rhein-Zeitung A, Kreis Neuwied	St. Pete/Clearwater, Salvador Dali, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	17.888	Circulation	\$	313,00	PDF provided
Rhein-Zeitung BO, Koblenz	St. Pete/Clearwater, Salvador Dali, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	26.446	Circulation	\$	468,00	PDF provided
Rhein-Zeitung C, Andernach, Mayen	St. Pete/Clearwater, Salvador Dali, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	12.506	Circulation	\$	264,00	PDF provided
Rhein-Zeitung D, Cochem-Zell	St. Pete/Clearwater, Salvador Dali, Salvador Dali	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	6.420	Circulation	\$	231,00	PDF provided

Rhein-Zeitung H, Kreis Altenkirchen	St. Pete/Clearwater, Salvador Dali, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	12.772	Circulation	\$	264,00	PDF provided
Rhein-Zeitung K, Kreis Ahrweiler	St. Pete/Clearwater, Salvador Dali, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Immersion in the work of Salvador Dali	08/12/2023	Consumer	KMS Press Release August 2023	8.823	Circulation	\$	231,00	PDF provided
Rüsselheimer Echo	St. Pete/Clearwater, Lego Park, Salvador Dali Museum, St. Petersburg, Dali Dome, Dali Alive 360	Lego, surfing, Dali and slave ship	08/12/2023	Consumer	KMS Press Release August 2023	9.252	Circulation	\$	5.795,00	PDF provided

Total	712.105	\$ 267.240,00
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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		\$ -