



LIEB MANAGEMENT

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A SOUTHERN STATE FULL OF SURPRISES

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A SOUTHERN STATE FULL OF SURPRISES

BY DETLEF BERG

Tennessee - Home of Rock 'n Roll and Bourbon

Who does not know the catchy melody of Glenn Miller's "Chattanooga Choo-Choo"? In the 1940s, the swing tune went around the world and right after the war it became a big hit in Germany as well. He tells about a ride with a steam locomotive from New York City to Chattanooga in Tennessee. "Pardon me, boy, is this the Chattanooga Choo- Choo?"

We reach the city by car, coming from the south from the neighboring state of Alabama. Chattanooga's railroad era has long since ended, but the station has been given a new function as a hotel and even the puffing steam locomotive stands photogenically on a track. Still in operation, however, is the historic Lookout Mountain Incline Railway. Since 128 years, it goes up 792 meters with the steepest mountain railroad of America to Point Park, where "The battle above the clouds" was fought in the Civil War of 1836. Old cannons are a reminder of those days. More impressive, however, is the wide view down into the valley, where the Tennessee River peacefully makes its loops and a sea of Chattanooga's houses lies. It's hard to believe that the city was once the dirtiest place in the country. More than half of the city's land area is now green, free electric buses purr through town, bike lanes line the streets and police are on their bikes in smart shorts and black helmets. Directly on the river stands a futuristic building with triangularly styled glass roofs - the Aquarium. It is dedicated to the world's major river systems. Visitors can, for example, follow the path of a drop of water from the rain in the Smokey Mountains to its stay in the Tennessee River and the Mississippi River to the Gulf of Mexico. Exciting!

In the evening pulsates the life

Knoxville, another city worth visiting, is only two hours away by car. Downtown is perfectly restored. In the evening, life pulsates. The chic restaurants, bars and music clubs are packed even during the week, and events at the Tennessee Theatre, a lavishly decorated movie palace dating from 1908, are almost always sold out. Just outside the city is the Great Smoky Mountains National Park, the most visited national park in the United States. Its trademark is the gentle, misty Appalachian mountains. More than 150 trails with a length of around 1,280 kilometers invite visitors to go hiking. Part of the famous Appalachian Trail also runs through the Smokies. If you are looking for entertainment you can find it in nearby Pigeon Forge. The place is a fun factory. Dollywood impressed us.

The theme park combines the traditions of Appalachian traditions and the personal story of Dolly Parton, who grew up here and is committed to her homeland. Her career began in the Mecca of country music, in Nashville. Until Dolly Parton is still one of the most successful country singers.

Hustle and bustle by day, hustle and bustle by night, that's how you could describe Nashville. Rock, pop, gospel, bluegrass, jazz, blues, soul and classical music - 150 stages make the city a Music City. We experience the legendary radio show Grand Ole Opry, visit the Country Music Hall of Fame and the Johnny Cash Museum and know that we have planned far too little time for Nashville in our plans.

The home of Jack Daniel's

A good 75 miles south lies tiny Lynchburg, home of Jack Daniel's, the oldest whiskey distillery in the United States. On a tour, we learn how whiskey is made from corn, rye, barley malt and spring water. Memphis, the former cotton metropolis on the Mississippi, is our next destination. On the way there we visit Jackson, where rockabilly originated, and Nutbush, the home of Tina Turner, to whom a small museum in Brownville is dedicated. Then Memphis. Worshipped is the "King of Rock 'n' Roll" - Elvis Presley. He rests in "Graceland" in the garden of his villa, which has become a place of pilgrimage for his fan community. Another historical personality is also remembered in Memphis: "I have a dream...", resounds the voice of Martin Luther King at the National Civil Rights Museum.

Reporting

Media	Published	Federal state	Distributed circulation	Printed circulation	Reach	Advertising Value Equivalency
Butzbacher Zeitung	5 May 2023	Hesse	5.233	6.200	10.937	1.403,67 €
Der Patriot	13 May 2023	North Rhine-Westphalia	11.086	8.667	23.170	4.354,00 €
Geseker Zeitung	13 May 2023	North Rhine-Westphalia	11.086	8.667	23.170	4.354,00 €
Soester Anzeiger, Werler Anzeiger	13 May 2023	North Rhine-Westphalia	8.933	8.186	18.670	5.399,64 €
Soester Anzeiger, Warsteiner Anzeiger	13 May 2023	North Rhine-Westphalia	8.933	8.186	18.670	5.399,64 €
Soester Anzeiger, Westfälischer Anzeiger	13 May 2023	North Rhine-Westphalia	8.933	8.186	18.670	5.399,64 €
Lüdenscheider Nachrichten	13 May 2023	North Rhine-Westphalia	8.564	8.900	17.899	3.788,19 €
Westfälischer Anzeiger, Hamm	13 May 2023	North Rhine-Westphalia	6.490	6.040	13.564	6.702,14 €
Westfälischer Anzeiger, Bönen	13 May 2023	North Rhine-Westphalia	6.490	6.040	13.564	6.702,14 €
Westfälischer Anzeiger, Drensteinfurt	13 May 2023	North Rhine-Westphalia	6.490	6.040	13.564	6.702,14 €
Westfälischer Anzeiger, Werne	13 May 2023	North Rhine-Westphalia	6.490	6.040	13.564	6.702,14 €
Meinerzhagener Zeitung	13 May 2023	North Rhine-Westphalia	3.663	3.800	7.656	2.416,92 €
Süderländer Tageblatt	13 May 2023	North Rhine-Westphalia	3.266	3.400	6.826	2.416,92 €
Süderländer Volksfreund	13 May 2023	North Rhine-Westphalia	3.075	3.200	6.427	2.297,09 €
Altenaer Kreisblatt	13 May 2023	North Rhine-Westphalia	2.537	2.650	5.302	2.416,92 €
Allgemeiner Anzeiger	13 May 2023	North Rhine-Westphalia	2.117	2.200	4.425	2.159,55 €
Offenbach-Post, Offenbach	13 May 2023	Hesse	5.285	5.222	11.046	6.893,55 €
Offenbach-Post, West	13 May 2023	Hesse	5.285	5.222	11.046	6.893,55 €
Hanau Post	13 May 2023	Hesse	5.285	5.222	11.046	6.893,55 €

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Langener Zeitung	13 May 2023	Hesse	5.285	5.222	11.046	6.893,55 €
Offenbach-Post, Ostkreis (B1)	13 May 2023	Hesse	5.285	5.222	11.046	6.893,55 €
Waldeckische Landeszeitung	13 May 2023	Hesse	14.627	14.372	30.570	3.227,99 €
Hessische Allgemeine HNA, KSS Kassel Stadt	13 May 2023	Hesse	18.851	19.683	39.399	6.356,67 €
Hessische Allgemeine HNA, KLN Kassel	13 May 2023	Hesse	18.851	19.683	39.399	6.356,67 €
Hessische Allgemeine HNA, KLS Kassel	13 May 2023	Hesse	18.851	19.683	39.399	6.356,67 €
Hessische Allgemeine HNA, KLK Kassel	13 May 2023	Hesse	18.851	19.683	39.399	6.356,67 €
Fritzlar-Homberger Allgemeine HNA	13 May 2023	Hesse	10.126	10.494	21.163	2.823,80 €
Werra-Rundschau, Eschwege	13 May 2023	Hesse	8.302	8.209	17.351	2.502,73 €
Frankenberger Allgemeine HNA	13 May 2023	Hesse	7.828	8.096	16.361	2.575,41 €
Melsunger Allgemeine HNA	13 May 2023	Hesse	6.159	6.376	12.872	2.636,55 €
Schwälmer Allgemeine HNA	13 May 2023	Hesse	5.781	6.035	12.082	2.636,55 €
Wolfhager Allgemeine HNA	13 May 2023	Hesse	5.764	5.982	12.047	2.823,80 €
Hofgeismarer Allgemeine HNA	13 May 2023	Hesse	5.764	5.982	12.047	2.823,80 €
Northeimer Neueste Nachrichten HNA	13 May 2023	Lower Saxony	5.474	5.776	11.441	2.823,80 €
Sollinger Allgemeine HNA	13 May 2023	Lower Saxony	5.474	5.776	11.441	2.823,80 €
Witzenhäuser Allgemeine HNA	13 May 2023	Hesse	5.444	5.693	11.378	2.422,33 €

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Media	Published	Federal state	Distributed circulation	Printed circulation	Reach	Advertising Value Equivalency
Rotenburg-Bebraer Allgemeine HNA	13 May 2023	Hesse	5.430	5.667	11.349	2.596,09 €
Mündener Allgemeine HNA	13 May 2023	Lower Saxony	4.289	4.438	8.964	2.462,27 €
Oberhessische Presse, Marburg	13 May 2023	Hesse	16.507	9.981	34.500	4.036,06 €
Oberhessische Presse, Hinterland	13 May 2023	Hesse	16.507	9.981	34.500	4.036,06 €
Hersfelder Zeitung	13 May 2023	Hesse	11.014	10.409	23.019	2.786,48 €
Höchster Kreisblatt	13 May 2023	Hesse	13.245	14.460	27.682	7.520,33 €
Nassauische Neue Presse	13 May 2023	Hesse	11.879	11.632	24.827	5.734,64 €
Frankfurter Neue Presse	13 May 2023	Hesse	11.129	8.779	23.260	15.543,60 €
Taunus Zeitung, Usinger Neue Presse	13 May 2023	Hesse	6.231	6.693	13.023	7.065,27 €
Taunus Zeitung	13 May 2023	Hesse	6.231	6.693	13.023	7.065,27 €
Frankfurter Neue Presse, Neu-Isenburger Neue Presse	13 May 2023	Hesse	5.042	5.573	10.538	5.771,97 €
Frankfurter Neue Presse, Bad Vilbeler Neue Presse	13 May 2023	Hesse	5.023	5.831	10.498	5.101,37 €
Rüsselsheimer Echo	13 May 2023	Hesse	4.372	4.171	9.137	4.534,30 €
Harz Kurier	13 May 2023	Lower Saxony	10.421	9.371	21.780	4.465,38 €
Wetzlarer Neue Zeitung	13 May 2023	Hesse	17.122	14.794	35.785	6.372,71 €
Hinterländer Anzeiger	13 May 2023	Hesse	7.702	6.543	16.097	3.327,35 €
Herborner Tageblatt	13 May 2023	Hesse	6.651	5.795	13.901	6.372,71 €
Dill-Zeitung	13 May 2023	Hesse	6.651	5.795	13.901	6.372,71 €
Weilburger Tageblatt	13 May 2023	Hesse	5.878	5.352	12.285	3.327,35 €

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Kreiszeitung, Syker Zeitung	13 May 2023	Lower Saxony	6.117	6.902	12.785	3.263,27 €
Kreiszeitung, Landkreise Diepholz und Oldenburg (KW)	13 May 2023	Lower Saxony	6.117	4.902	12.785	3.077,23 €
Kreiszeitung, Landkreise Diepholz und Oldenburg (OL)	13 May 2023	Lower Saxony	6.117	4.902	12.785	3.077,23 €
Kreiszeitung, Diepholz und Nienburg, Hoyaer Wochenblatt	13 May 2023	Lower Saxony	6.117	4.902	12.785	3.077,23 €
Verdener Aller-Zeitung	13 May 2023	Lower Saxony	4.858	5.241	10.153	3.398,42 €
Achimer Kreisblatt	13 May 2023	Lower Saxony	4.858	5.241	10.153	3.178,47 €
Thedinghäuser Zeitung	13 May 2023	Lower Saxony	4.858	5.241	10.153	3.178,47 €
Sulinger Kreiszeitung	13 May 2023	Lower Saxony	3.561	3.910	7.442	3.009,40 €
Diepholzer Kreisblatt, Landkreis Diepholz	13 May 2023	Lower Saxony	3.561	3.910	7.442	3.499,66 €
Diepholzer Kreisblatt, Stemwede und Rahden	13 May 2023	Lower Saxony	3.561	3.910	7.442	3.499,66 €
Wildeshauser Zeitung	13 May 2023	Lower Saxony	1.733	1.790	3.622	2.231,87 €
Hanauer Anzeiger	13 May 2023	Hesse	13.491	13.462	28.196	4.352,76 €
Maintal Tagesanzeiger	13 May 2023	Hesse	1.386	1.569	2.982	2.062,51 €
Langenselbolder Zeitung	13 May 2023	Hesse	835	954	1.745	1.698,79 €
Gießener Allgemeine	12 May 2023	Hesse	20.264	21.291	42.352	5.037,64 €
Wetterauer Zeitung, Bad Vilbel/Karben	12 May 2023	Hesse	7.634	8.068	15.955	3.160,37 €
Wetterauer Zeitung	12 May 2023	Hesse	7.634	8.068	15.955	3.160,37 €
Alsfelder Allgemeine	12 May 2023	Hesse	2.566	2.953	5.363	931,83 €

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Gießener Anzeiger	12 May 2023	Hesse	9.148	9.524	19.119	4.122,57 €
Kreis-Anzeiger für Wetterau und Vogelsberg	12 May 2023	Hesse	9.095	8.784	18.630	2.392,65 €
Usinger Anzeiger	12 May 2023	Hesse	3.953	3.917	8.262	1.743,54 €