

CVB PR Stats

Jan 7, 2019 - Sep 27, 2019

Springfield Convention & Visitors Bureau

Summary

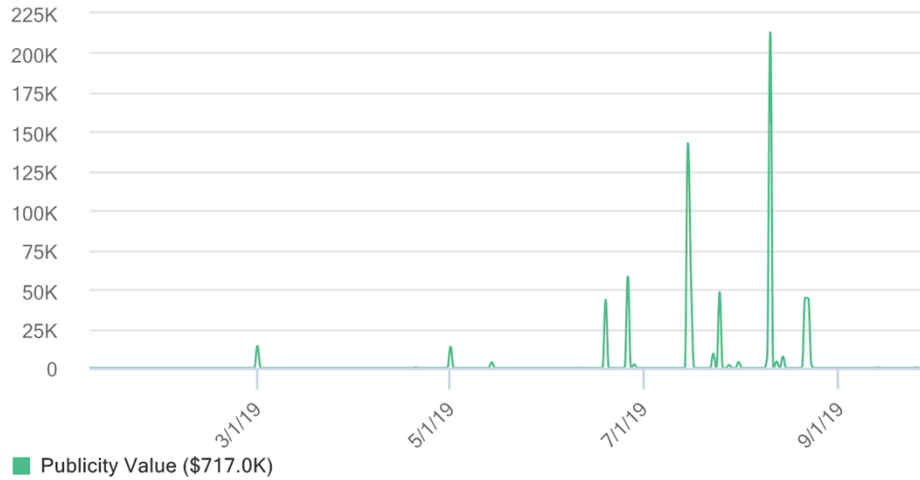
Total Mentions: 206

Total Reach: 403.0M

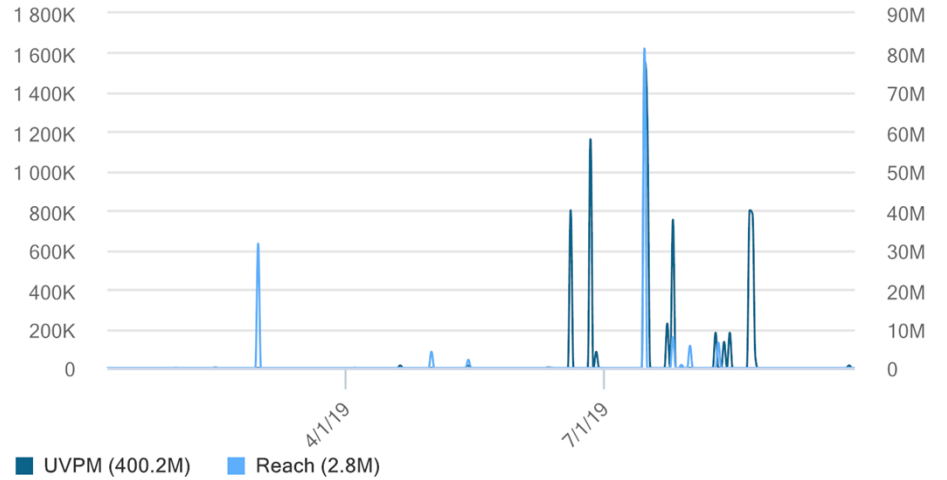
Total Publicity Value: \$717.0K

CVB PR

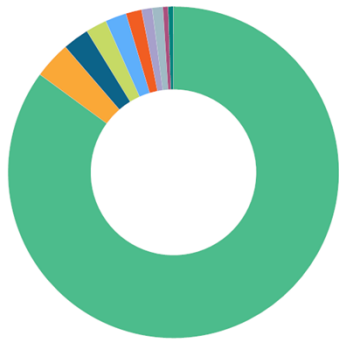
Value of Coverage



Reach (Circulation) and Unique Views

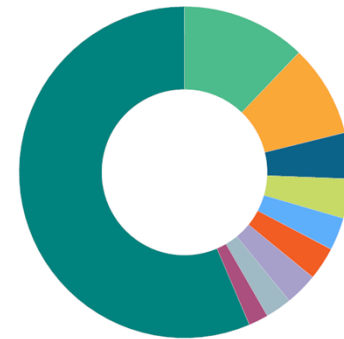


Media Type



■ Online, consumer: 85.1%
 ■ Television station: 3.6%
 ■ Online, trade/industry: 2.6%
■ Newspaper: 2.1%
 ■ Blog, consumer: 2.1%
 ■ Magazine, consumer: 1.5%
■ Online, news and business: 1%
 ■ Magazine, trade/industry: 1%
■ Television program: 0.5%
 ■ Other: 0.5%

DMA



■ National: 12.2%
 ■ Saint Louis, MO: 9%
 ■ Louisville, KY: 4.5%
■ New York, NY: 3.8%
 ■ West Palm Beach-Fort Pierce, FL: 3.2%
■ Columbus, OH: 3.2%
 ■ Orlando-Daytona Beach-Melbourne, FL: 3.2%
■ Alexandria, LA: 2.6%
 ■ El Paso, TX: 1.9%
 ■ Other: 56.4%