NATIONAL PicnicWEEK 2017

TOTAL POTENTIAL AUDIENCE REACH = 256,619,922

TOTAL ITEMS OF COVERAGE 90

TOTAL ITEMS OF BBC COVERAGE BBC = 45

*NATIONAL PRINT REACH: 12,802,380

*LOCAL PRINT REACH: 5,606,642

*COMBINED PRINT REACH: 18,409,022

*RADIO REACH: 8,360,000

*ONLINE REACH: 229,850,900

*All reach stats are based on relevent research bodies for each respective media type.

RATE CARD VALUE: £75,000

VS

PR VALUE: £225,000

TOTAL ITEMS OF NATIONAL COVERAGE = 24

TOP SOCIAL

facebook

*NATIONAL PICNIC FACEBOOK REACH: 41,115 PEOPLE & 10,337 ENGAGEMENTS

*Between 12th June – 9th July

twitter

*@PICNICWEEK TWITTER REACH: 33.9K IMPRESSIONS

*During the month of June 2017

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NATIONAL PICNIC WEEK