



June-July 2025 Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation	Audience	News Ad Value	PR Value	URL	Date
Movies In The Park 7 PM Wednesday At The Pond	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-03
Summer Family Evenings With PEEC On Wednesdays	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-03
Bon Jovi Tribute – 80's Rock N Roll Bash Set For Friday, June 6 Los Alamos Summer Concert Series	Los Alamos Reporter	20,550		\$190.60	\$571.80	https://los	2025-06-04
This state might be America's most underrated — 13 reasons to go	Yahoo! Creators	1,279,880		\$11,870.89	\$35,612.66	https://cre	2025-06-04
Bon Jovi Tribute-80's Rock N Roll Bash Headlines Summer Concert, 2025 ChamberFest Awards	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-05
An Underrated New Mexico Park Situated On A Dormant Super Volcano Is Filled With Pristine	MSN.com	110,190,075		\$1,022,012.95	\$3,066,038.84	https://wv	2025-06-05
An Underrated New Mexico Park Situated On A Dormant Super Volcano Is Filled With Pristine	Islands Magazine	5,402,145		\$50,104.89	\$150,314.68	https://wv	2025-06-05
New Mexico Boomtown: History & Storytelling	Archy Newsy	2,023		\$18.76	\$56.29	https://wv	2025-06-06
What's Happening During Los Alamos County's 2025 4th Of July Spectacular?	Los Alamos Reporter	20,550		\$190.60	\$571.80	https://los	2025-06-07
4th Of July Spectacular Schedule Of Events	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-10
Albuquerque Rock Band Night Movies To Perform Friday, June 13 At Ashley Pond Pavilion	Los Alamos Reporter	20,550		\$190.60	\$571.80	https://los	2025-06-11
Night Moves To Rock Summer Concert Friday At The Pond	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-11
July Fourth 2025 drone shows: where drone fans should spend Independence Day	Drone Girl	38,109		\$353.46	\$1,060.38	https://wv	2025-06-11
Test Your Trail Smarts: Open Space & Trails Working Group Launches Multi-Use Trail Etiquette	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-11
Los Alamos ScienceFest 2025, Catalysts & Currents Starts	Los Alamos Reporter	20,550		\$190.60	\$571.80	https://los	2025-06-14
Kiwanis Hosts YIMBY Film Festival Presentation	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-17
Los Alamos Council discusses Manhattan Project Park and historic preservation efforts	Citizen Portal AI	93,440		\$866.66	\$2,599.97	https://cit	2025-06-18
Go Behind The Scenes At Bandler With Natural Resource Interns' PEEC Presentation July 1	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-19
Discover The Secret Lives Of Pollinators In 'My Garden Of A Thousand Bees' Screening At PEEC	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-19
Kiwanis Hosts YIMBY Film Festival Presentation	Los Alamos Reporter	20,550		\$190.60	\$571.80	https://los	2025-06-19
At the foot of the volcano	The Durango Herald	119,447		\$1,107.87	\$3,323.61	https://wv	2025-06-20
Lottery opens for 'behind-the-fence' tours of Manhattan Project sites in Los Alamos	Yahoo! News	62,412,096		\$578,872.19	\$1,736,616.57	https://wv	2025-06-20
Suds & Shows Returns To Nature Center This Summer	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-20
8 Best New Mexico Towns For Retirees	WorldAtlas	6,927,076		\$64,248.63	\$192,745.89	https://wv	2025-06-20
Bradbury Science Museum Connects Community Members With pre-Project Y History	EUROPE SAYS	91,575		\$849.36	\$2,548.07	https://wv	2025-06-22
LANL: Bradbury Science Museum Connects Community Members With pre-Project Y History	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-22
Community Invited To Candlelight Vigil 7 PM Wednesday July 2 At Ashley Pond Park To Suppo	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-23
Los Alamos Summer Concert Starring 'Crazy Bird' To Honor Breast Cancer Awareness Friday Ni	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-24
Los Alamos County Announces Details Of 4th Of July Spectacular	Los Alamos Reporter	20,550		\$190.60	\$571.80	https://los	2025-06-25
Family Circus Troupe, Clan Tynker, Returns to Los Alamos For An Evening Of Family Fun At Ash	Los Alamos Reporter	20,550		\$190.60	\$571.80	https://los	2025-06-25
New Mexico Downtowns: 9 Most Beautiful Main Streets	World Today News	4,182		\$38.79	\$116.36	https://wv	2025-06-25
9 Prettiest Downtown Strips in New Mexico	Time.news	1,049		\$9.73	\$29.19	https://tin	2025-06-25
9 Prettiest Downtown Strips in New Mexico	WorldAtlas	6,927,076		\$64,248.63	\$192,745.89	https://wv	2025-06-25
Clan Tynker Circus Troupe Returns To Los Alamos June 30	Los Alamos Daily Post	43,557		\$403.99	\$1,211.97	https://lac	2025-06-26
Family Circus Troupe, Clan Tynker, Returns to Los Alamos For An Evening Of Family Fun At Ash	NewsBreak -US	16,118,114		\$149,495.51	\$448,486.52	https://wv	2025-06-26
Los Alamos County Announces Details Of 4th Of July Spectacular	NewsBreak -US	16,118,114		\$149,495.51	\$448,486.52	https://wv	2025-06-26
LANL: Bradbury Science Museum Connects Community Members With Pre-Project Y History	Los Alamos Reporter	20,550		\$190.60	\$571.80	https://los	2025-06-26
The Mind That Split the World: J. Robert Oppenheimer's Atomic Legacy	VOCAL	4,124,701		\$38,256.60	\$114,769.81	https://vo	2025-06-27
The Birth of the Atomic Bomb: A Tale of Science, Fear, and Fallout*	VOCAL	4,124,701		\$38,256.60	\$114,769.81	https://vo	2025-06-27
10 Explosive Facts About the Trinity Nuclear Test	MSN.com	107,591,038		\$997,906.88	\$2,993,720.63	https://wv	2025-06-30
Celebrate Independence Day: Fourth of July events across New Mexico	Albuquerque Journal	299,800		\$2,780.65	\$8,341.94	https://wv	2025-07-01
Blast From The Past	Group Tour Magazine	1,868		\$17.33	\$51.98	https://grc	2025-07-01
Totals		342,640,707		\$3,177,992.56	\$9,533,977.67		

*News Circulation Audience and News Ad Value is generated through Meltwater and SimilarWeb

*PR Value is determined by multiplying the News Ad Value by 3, this a public relations industry standard (which takes into account third party opinion values and strategic messaging).

*Note - In this report, we have compiled tourism-related mentions featuring Los Alamos and surrounding attractions that are likely to draw in visitors. From a tourism standpoint, not all local news may be included. While we send the news releases to outlets and reporters whose interests are in line with the subject matter and follow up with pitch calls to ensure they have received the release, as well as to pitch them on featuring Los Alamos, it is at the discretion of news rooms and news directors to determine which stories are picked up and placed in the news.

Social Media

Facebook

	Monthly Reach	Monthly Engagements	Followers
	54,346	1,218	15,551

Instagram

	Total Followers	Engagements	Reach
	1,482	335	16,332

Reach: The number of people who saw any of your Page posts.

Monthly Engagements: The number of times people have engaged with your posts through likes, comments and shares.

Followers: The number of people who follow the page and receive updates in their newsfeed.

Instagram Engagements: The number of times people have engaged with your posts through likes and comments.