

March-April 2025 Report

Earned Media Public Relations

Public Relations						
News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	URL	Date
An Epic Southwest National Parks Road Trip- 11 National Parks in 11 Days!	MSN.com	127,227,053	\$1,180,030.92	\$3,540,092.75	https://wv	2025-03-04
Los Alamos Arts Council Announces Spring And Summer Line Up Of Adult And Youth Educatio		11,732	\$108.81	\$326.44	https://los	2025-03-05
'Happy Little Trees' Art Exhibit Open Through April 26 At Village Arts	Los Alamos Reporter	14,126	\$131.02	\$393.06	https://los	2025-03-08
'Happy Little Trees' Exhibit Opens At Village Arts	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lac	2025-03-08
LAAC Spring & Summer Camp Classes Begin March 25	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lac	2025-03-09
PEEC To Host 25th Annual Earth Day Festival April 26	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lac	2025-03-13
Secrets Of Ancient Villages In New Mexico's Rio Grande Valley	TouristSecrets	45,731	\$424.16	\$1,272.47	https://wv	2025-03-14
Secrets Of New Mexico's Pueblo Ruins	TouristSecrets	45,731	\$424.16	\$1,272.47	https://wv	2025-03-14
Historical Society's Lecture Series Welcomes Dr. Timothy W. Keith	Los Alamos Reporter	14,126	\$131.02	\$393.06	https://los	2025-03-14
15 National Monuments Across the U.S. That Showcase American History	DayTripper	286	\$2.65	\$7.96	https://da	2025-03-17
11 Best Places To Live In The United States In 2025	World Atlas	5,439,218	\$50,448.75	\$151,346.24	https://wv	2025-03-18
Step Up Gallery To Host 29th Annual Los Alamos Photographers' Show March 22 Through Apr	r Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lad	2025-03-18
29th Annual Los Alamos Photographers' Show In Step Up Gallery Runs From March 22 To Apr	i Los Alamos Reporter	14,126	\$131.02	\$393.06	https://los	2025-03-18
Los Alamos Historical Society's Lecture Series Welcomes Dr. Timothy Koeth March 25	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lad	2025-03-18
7 Beautiful Historical Towns In New Mexico	World Atlas	5,439,218	\$50,448.75	\$151,346.24	https://wv	2025-03-19
Work on \$7.9 million Pajarito pipeline for firefighting, snowmaking to begin	The Santa Fe New Mexican	905,723	\$8,400.58	\$25,201.74	https://wv	2025-03-19
Hidden Indigenous Villages In New Mexico's Manzano Mountains	TouristSecrets	45,731	\$424.16	\$1,272.47	https://wv	2025-03-20
PEEC: Limited Spots Available For PEEC's Summer Camps, Time To Register!	Los Alamos Reporter	14,126	\$131.02	\$393.06	https://los	2025-03-20
New Pipeline To Make Pajarito Ski Area New Mexico's Snowmaking Capital	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lad	2025-03-20
Limited Spots Available For PEEC's 2025 Summer Camps – Register Now!	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lad	2025-03-21
20 Innovative Small Towns in America Famous For Inventing Big Things	Home Stratosphere	273,039	\$2,532.44	\$7,597.31	https://wv	2025-03-22
Visit 15 of the Most Charming Small Towns in the Southwest That Have Preserved Their Histor		273,039	\$2,532.44	\$7,597.31	https://wv	2025-03-22
5 Ski Resorts With Rich and Fascinating Histories	Yardbarker	4,946,873	\$45,882.25	\$137,646.74	https://wv	2025-03-22
20 Innovative Small Towns in America Famous For Inventing Big Things	Home Stratosphere	273.039	\$2,532,44	\$7,597.31	https://wv	2025-03-22
5 Ski Resorts With Rich and Fascinating Histories	Powder Magazine	767.076	\$7.114.63	\$21,343.89	https://wv	2025-03-22
The Best Small Towns to Visit Across America	AOI	31,157,332	\$288,984.25	\$866,952.76	https://wv	2025-03-22
Paiarito Astronomers' 'Dark Night' March 29 At Overlook Park	Los Alamos Daily Post	31,157,332 41.401	\$288,984.25 \$383.99	\$866,952.76 \$1.151.98	https://wv	2025-03-23
Discover The Fascinating Wonders Of Seasonal Community Science With PEEC At Los Alamos I						
Bandelier's Alcove House Temporarily Closed Starting March 31, 2025 For Flood Debris Remov		41,401 14,126	\$383.99 \$131.02	\$1,151.98 \$393.06	https://lad https://los	2025-03-26 2025-03-27
Alcove House Temporarily Closed Starting March 31, 2025 At Bandelier For Flood Debris Remo		41,401	\$383.99	\$1,151.98	https://lac	2025-03-27
Alcove House to close for weeks at Bandelier National Monument	KOB-TV	441,873	\$4,098.37	\$12,295.12	https://wv	2025-03-27
The Great 21st-Century Treasure Hunt	New York Magazine	7,845,478	\$72,766.81	\$218,300.43	https://ny	2025-03-27
Alcove House At Bandelier National Monument To Close For Debris Removal	National Parks Traveler	159,320	\$1,477.69	\$4,433.08	https://wv	2025-03-28
How A New Water Pipeline Will Create The 'Snowmaking Capital of New Mexico'	Unofficial Networks	710,675	\$6,591.51	\$19,774.53	https://un	2025-03-28
PEEC Celebrates 25th Anniversary With Special Events Throughout April	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lad	2025-03-28
The Hidden Wonders Of New Mexico's Limestone Terraces	TouristSecrets	45,731	\$424.16	\$1,272.47	https://wv	2025-03-29
Arts & Nature/Mountain & Desert Meditations Open April 4	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lad	2025-03-29
Hidden Mesa Edges Of New Mexico's Pajarito Plateau	TouristSecrets	45,731	\$424.16	\$1,272.47	https://wv	2025-03-31
Sunday Morning Bird Walks At Los Luceros With PEEC	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lad	2025-03-31
PEEC Celebrates 25th Anniversary With Special Events Throughout April	Los Alamos Reporter	14,126	\$131.02	\$393.06	https://los	2025-03-31
Experience A Moonrise Hike With PEEC April 11	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lad	2025-04-01
Celebrate 25 Years Of PEEC With A Limited-Edition 'Into The Woods' Beer At Bathtub Row Bre	Los Alamos Reporter	14.126	\$131.02	\$393.06	https://los	2025-04-02
Celebrate 25 Years Of PEEC With Limited-Edition 'Into the Woods' Beer At Bathtub Row Brewi	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lad	2025-04-02
15 Small American Towns That Are Considered Top of the Class in Education with Excellent Lo		273,039	\$2,532.44	\$7,597.31	https://wv	2025-04-03
Bringing Nature To Life: How PEEC & United Way Northern New Mexico Are Drawing Students		41,401	\$383.99	\$1,151.98	https://lad	2025-04-03
LAAC Gears Up For Action-Packed Spring	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lac	2025-04-05
Los Alamos Arts Council Gears Up For Action-Packed Spring Filled With Events	Los Alamos Reporter	14.126	\$131.02	\$393.06	https://los	2025-04-06
	TouristSecrets	, ,	\$131.02	\$1,252,63		2025-04-06
Secrets Of New Mexico's Ancient Stone Forts New Pipeline To Make Pajarito Resort New Mexico's Snowmaking Capital	Snow Industry News	45,018 9.553	\$417.54 \$88.60	\$1,252.63	https://wv https://wv	2025-04-07
Free Events Added To 'Cosmic Frontiers 2025: Planets'	Los Alamos Daily Post	41.401	\$383.99	\$1.151.98		2025-04-07
		, ,			https://lad	
Camping At Camp May Limited During The 2025 Season	Los Alamos Daily Post	41,401	\$383.99	\$1,151.98	https://lad	2025-04-15
Pajarito Environmental Education Center Celebrates 25 Years!	Los Alamos Daily Post	40,299	\$373.77	\$1,121.32	https://lad	2025-04-15
Free Public Events Add To 'Cosmic Frontiers 2025: Planets' May 3-4 At SALA Events Center	Los Alamos Reporter	19,278	\$178.80	\$536.41	https://los	2025-04-15
25th Anniversary Plant Walk With PEEC April 22	Los Alamos Daily Post	40,299	\$373.77	\$1,121.32	https://lac	2025-04-16
Music Under The Stars At Los Alamos Nature Center Planetarium With Los Alamos Big Band Fr		40,299	\$373.77	\$1,121.32	https://lac	2025-04-18
2025 Los Alamos Dog Is April 26 At Rover Park In White Rock	Los Alamos Reporter	19,278	\$178.80	\$536.41	https://los	2025-04-18
All National Parks Are FREE This Saturday: Here's Every Site In Your State (There's More Than '	\ Whiskey Riff	420,266	\$3,897.97	\$11,693.90	https://wv	2025-04-19
Community Invited To 'Dark Night' At Overlook Park April 26	Los Alamos Daily Post	40,299	\$373.77	\$1,121.32	https://lac	2025-04-20
Where Nature And Community Converge: The PEEC Story	Los Alamos Reporter	19,278	\$178.80	\$536.41	https://los	2025-04-20
	Los Alamos Reporter	19,278	\$178.80	\$536.41	https://los	2025-04-20
Winging It Through New Mexico	Expedition Portal	356,485	\$3,306.40	\$9,919.20	https://ex	2025-04-21
Scenes From Los Alamos County Earth Day Event	Los Alamos Daily Post	40,299	\$373.77	\$1,121.32	https://lad	2025-04-23
New Mexico's Hidden Box Canyons And Secret Paths	TouristSecrets	45,018	\$417.54	\$1,252.63	https://wv	2025-04-24
Secrets Of New Mexico's Ancient Cliff Dwellings	TouristSecrets	45,018	\$417.54	\$1,252.63	https://wv	2025-04-24
Scenes From Los Alamos Big Band Performance Friday PEEC's 'Music Under The Stars' In Los A		19,278	\$178.80	\$536.41	https://los	2025-04-24
Hidden Canyons Of New Mexico's White Rock	TouristSecrets	45.018	\$178.80	\$1,252.63	https://wv	2025-04-25
After staffing shortage, Bandelier summer shuttle takes off in 5, 4, 3, 2, 1	Yahoo! News	45,018 60,475,749	\$417.54 \$560,912.57	\$1,252.63 \$1,682,737.72	https://wv	2025-04-25
Tom Ribe To Speak At Los Alamos Historical Society's May Lecture On Cerro Grande Fire & 25		40,299	\$373.77	\$1,121.32	https://lad	2025-04-27
Last Chance To See 29th Annual Los Alamos Photographers' Show In Step Up Gallery Wedness		40,299	\$373.77	\$1,121.32	https://lad	2025-04-27
Scenes From 2025 Earth Day Festival	Los Alamos Daily Post	40,299	\$373.77	\$1,121.32	https://lac	2025-04-27
Scenes From 2025 Earth Day Festival	NewsBreak -US	18,777,858	\$174,164.63	\$522,493.90	https://wv	2025-04-27
Tom Ribe To Speak At Los Alamos Historical Society's May Lecture On Cerro Grande Fire & 25	' NewsBreak -US	18,777,858	\$174,164.63	\$522,493.90	https://wv	2025-04-27
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7 Coolest New Mexico Towns For A Summer Vacation In 2025 Totals	WorldAtlas	6,145,520 292,834,438	\$56,999.70 \$2,716,039.41	\$170,999.09 \$8,148,118.24	https://wv	2025-04-28

*Note - In this report, we have compiled tourism-related mentions feautring 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
6,123	264	15,561
Instagram		
Total Followers	Engagements	Reach
1,426	266	8,495

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.

^{*}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).