



January–February 2025 Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation	Audience	News Ad Value	PR Value	URL	Date
Backcountry Film Festival Returns To Los Alamos Jan. 30	Los Alamos Daily Post	37,430		\$347.16	\$1,041.49	https://lac	2025-01-13
8 Perfect Destinations For A Long Weekend In New Mexico	World Atlas	5,281,695		\$48,987.72	\$146,963.16	https://wv	2025-01-15
The beauty of a road trip through the vast American southwest	The Australian Financial Review	2,186,915		\$20,283.64	\$60,850.91	https://wv	2025-01-16
Here's What \$1 Million Will Get You For a House in New Mexico (10 Properties)	Home Stratosphere	321,266		\$2,979.74	\$8,939.23	https://wv	2025-01-16
Top 25 Activities in Los Alamos County For 2025	Los Alamos Daily Post	37,430		\$347.16	\$1,041.49	https://lac	2025-01-17
7 Most Relaxing New Mexico Towns	World Atlas	5,281,695		\$48,987.72	\$146,963.16	https://wv	2025-01-19
Top 25 Activities in Los Alamos County In 2025	Los Alamos Daily Post	37,430		\$347.16	\$1,041.49	https://lac	2025-01-20
7 villes les plus relaxantes du Nouveau-Mexique	Nouvelles Du Monde	4,770		\$44.24	\$132.73	https://wv	2025-01-20
New Mexico Cities Top MovieMaker Magazine's 'Best Places To Live And Work As A Movie'	Los Alamos Daily Post	37,430		\$347.16	\$1,041.49	https://lac	2025-01-23
Los Alamos Historical Society Lecture To Feature Dr. Miriam Hiebert Feb. 11 At Fuller Lodge	Los Alamos Daily Post	37,430		\$347.16	\$1,041.49	https://lac	2025-01-25
The State Of Bicycling In White Rock (For Normal People)	Los Alamos Reporter	16,156		\$149.85	\$449.54	https://los	2025-01-26
Christopher Nolan's The Odyssey Filming Locations Revealed: Real Sites from Homer's Epic	Greek City Times	279,209		\$2,589.66	\$7,768.99	https://grt	2025-01-28
New Mexico's "Mini Grand Canyon" Is An Underrated Hiking Spot That Deserves Park Status	TheTravel	2,564,236		\$23,783.29	\$71,349.87	https://wv	2025-01-30
Secrets Beneath New Mexico's Las Conchas	TouristSecrets	32,248		\$299.10	\$897.30	https://wv	2025-01-31
8 Great Road Trips to Take in New Mexico	World Atlas	5,281,695		\$48,987.72	\$146,963.16	https://wv	2025-02-02
Celebrate Your Valentine With Two Unique Events At PEEC	Los Alamos Daily Post	37,430		\$347.16	\$1,041.49	https://lac	2025-02-03
7 Most Unconventional Towns In New Mexico	World Atlas	5,281,695		\$48,987.72	\$146,963.16	https://wv	2025-02-04
New Mexico Bandelier Caves Adventure Chambers	TouristSecrets	45,553		\$422.50	\$1,267.51	https://wv	2025-02-07
Registration Now Open For PEEC's 2025 Summer Camps!	Los Alamos Daily Post	34,708		\$321.92	\$965.75	https://lac	2025-02-07
Totals		26,836,421		\$248,907.80	\$746,723.41		

*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
10,130	354	15,629

Instagram

Total Followers	Engagements	Reach
1,405	485	16,081

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.