



December 2024–January 2025 Report

Earned Media

Public Relations

News Headline	Outlet Name	News Circulation Audience	News Ad Value	PR Value	URL	Date
Pajarito Mountain All Groomed And Ready For Skiers!	Los Alamos Daily Post	37,430	\$347.16	\$1,041.49	https://ladaily	2024-12-07
Hidden Paths Of New Mexico's Valles Caldera	TouristSecrets	43,691	\$405.23	\$1,215.70	https://www.t	2024-12-09
Embrace The Magic Of Winter Adventures In Los Alamos	Los Alamos Daily Post	37,430	\$347.16	\$1,041.49	https://ladaily	2024-12-10
Sugar And Cream Celebrates First Year Anniversary!	Los Alamos Daily Post	37,430	\$347.16	\$1,041.49	https://ladaily	2024-12-10
Explore The Mysteries Of The Universe Dec. 13 At PEEC's 'Dark Matter'	Los Alamos Reporter	13,209	\$122.51	\$367.54	https://losalar	2024-12-10
10 Ancient Sites in New Mexico You Should Visit	TheCollector	1,172,342	\$10,873.47	\$32,620.42	https://www.i	2024-12-12
These 15 New Mexico National Parks Will Leave You Enchanted	Spark Nomad	517	\$4.80	\$14.39	https://sparkr	2024-12-12
Skiers Today At Pajarito Mountain Ski Area	Los Alamos Daily Post	37,430	\$347.16	\$1,041.49	https://ladaily	2024-12-28
25 Things I Can't Wait to Do in New Mexico in 2025	Only In Your State	1,942,714	\$18,018.67	\$54,056.02	https://www.o	2024-12-30
Mysteries Of New Mexico's San Antonio Springs	TouristSecrets	43,691	\$405.23	\$1,215.70	https://www.t	2025-01-04
Scene Today From Pajarito Mountain Ski Area	Los Alamos Daily Post	37,430	\$347.16	\$1,041.49	https://ladaily	2025-01-11
Pajarito Mountain Groomed & Opening To Skiers At 9 Today	Los Alamos Daily Post	37,430	\$347.16	\$1,041.49	https://ladaily	2025-01-12
Wildlife Education: NM Bighorn Sheep Species And Mountain Lions In The Jemez Mountains	Los Alamos Daily Post	37,430	\$347.16	\$1,041.49	https://ladaily	2025-01-13
Totals		3,440,744	\$31,912.90	\$95,738.70		

*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
3,294	240	15,608

Instagram

Total Followers	Engagements	Reach
1,380	396	15,989

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.