

Coverage Book

Bagga Royal Assignment

Royal 2019

(04/13/2022 - 11/30/2022)

Table of Contents



Publish Date: 04/13/2022
Outlet Name: globalnews.ca
City, Province: National, CDN
Media Type: Website
Reach: 10,652,000
P.E.S.O.: Earned

MRP Quality Criteria

Tone: Balanced
Bonus: No
Brand Mention: Yes
Key Message(s): Yes
Image: No
Contact: No
Call to Action: No

Additional Exposure

Multimedia clip included

Source / File Link:

<https://globalnews.ca/news/8757622/toronto-royal-agricultural-winter-fair-2022-100th-anniversary/>

Notes:



Publish Date: 11/01/2022

Outlet Name: cp24.com

City, Province: National, CDN

Media Type: Website

Reach: 2,753,000

P.E.S.O.: Earned

MRP Quality Criteria

Tone: Balanced

Bonus: No

Brand Mention: Yes

Key Message(s): Yes

Image: Yes

Contact: No

Call to Action: No

Source / File Link:

<https://www.cp24.com/news/must-watch-turbo-the-goat-hops-a-go-train-and-meets-up-with-the-royal-s-newest-ambassador-downtown-1.6134055?cache=yes%3FclipId%3D373266>

Notes:



Publish Date: 11/03/2022
Outlet Name: Citynews.ca
City, Province: National, CDN
Media Type: Website
Reach: 3,985,000
P.E.S.O.: Earned

MRP Quality Criteria

Tone: Balanced
Bonus: No
Brand Mention: Yes
Key Message(s): Yes
Image: Yes
Contact: No
Call to Action: No

Source / File Link:

<https://toronto.citynews.ca/video/2022/11/04/royal-winter-fair-returns-to-toronto/>

Notes:



Publish Date: 11/03/2022

Outlet Name: thestar.com/news

City, Province: National, CDN

Media Type: Website

Reach: 2,533,000

P.E.S.O.: Earned

MRP Quality Criteria

Tone: Balanced

Bonus: No

Brand Mention: Yes

Key Message(s): Yes

Image: Yes

Contact: No

Call to Action: No

Source / File Link:

https://www.thestar.com/news/gta/royal-agricultural-winter-fair-welcomes-visitors-back-as-it-turns-100/article_eff4baee-0396-5591-a72f-b6dcb878b6b7.html

Notes:



Publish Date: 11/09/2022

Outlet Name: torontosun.com

City, Province: National, CDN

Media Type: Website

Reach: 2,328,000

P.E.S.O.: Earned

MRP Quality Criteria

Tone: Positive

Bonus: No

Brand Mention: Yes

Key Message(s): Yes

Image: Yes

Contact: Yes

Call to Action: No

Additional Exposure

Additional coverage

Source / File Link:

<https://torontosun.com/life/food/a-royal-repast-waits-everyone-attending-this-years-royal-agricultural-winter-fair>

Notes:



Publish Date: 11/30/2022

Outlet Name: muskokaregion.com

City, Province: National, CDN

Media Type: Website

Reach: 47,000

P.E.S.O.: Earned

MRP Quality Criteria

Tone: Balanced

Bonus: No

Brand Mention: Yes

Key Message(s): Yes

Image: Yes

Contact: No

Call to Action: No

Source / File Link:

https://www.muskokaregion.com/life/gravenhurst-farms-million-dollar-bull-wins-grand-champion-title-at-royal-agricultural-winter-fair/article_476942e0-69c5-564b-90e5-a70daee01867.html

Notes: