


26	Blog	Broadcast	Print	Social Media	Web	Wire Service	2 Dec 2019
	0	0	16	0	10	0	

Folders	Total	Blog	Broadcast	Print	Social Media	Web	Wire Service
COASTAL	16	0	0	8	0	8	0
INLAND	10	0	0	8	0	2	0

--	--	--	--	--	--	--	--

INLAND								
No.	Folder Name	Media Type	Posted Date	Headline	Outlet	Impressions	Media Cost	Web URL
1	INLAND	- Print	11-30-2019	<a href="#">Anderson Valley's relaxing escape</a>	FRESNO BEE	49,536	\$2,149	
2	INLAND	- Print	11-29-2019	<a href="#">Couple find perfect wine escape to Anderson Valley</a>	MERCED SUN-STAR	9,198	\$139	
3	INLAND	- Print	11-29-2019	<a href="#">Couple find perfect wine escape to Anderson Valley</a>	MODESTO BEE	24,181	\$1,540	
4	INLAND	- Print	11-29-2019	<a href="#">Back to Boonville</a>	SUNDAY PRESS DEMOCRAT	52,518	\$15,084	
5	INLAND	- Web	11-27-2019	<a href="#">Up and coming Mendocino County distillery shakes up the bourbon world</a>	KRON-TV Channel 4	179,134	\$5,098	<a href="http://www.kron4.com/news/bay-area/up-and-coming-mendocino-distillery-shakes-up-the-bourbon-world/">http://www.kron4.com/news/bay-area/up-and-coming-mendocino-distillery-shakes-up-the-bourbon-world/</a>
6	INLAND	- Print	11-09-2019	<a href="#">A great case of Navarro wine</a>	NAPA VALLEY REGISTER	8,359	\$697	
7	INLAND	- Print	11-04-2019	<a href="#">Get Your Fungi Fix this Fall in Mendocino County</a>	WINE COUNTRY THIS WEEK	17,000	\$829	
8	INLAND	- Web	11-04-2019	<a href="#">Coast Is Clear in Mendocino County: All Major Highways &amp; Tourism Facilities Open; Mushroom Season Sprouts Up November 1-10</a>	Business Wire	350,817	\$2,972	<a href="http://www.businesswire.com/news/home/20191101005501/en/Coast-Clear-Mendocino-County-Major-Highways-Tourism?feedref=JiAwJuNHystnCoBq_hl-ZzpnHS32O5tBfLZHwy8L1VskLH4l7ufu4XoarznhCc3RCn2ioKmwBZbtUT_laxlCBS-6lALtzeuzMorsqlUBRXBlbEfS-L7bFkq7IPbxuv9GxLR3d-mCbNrf5FyQ==">http://www.businesswire.com/news/home/20191101005501/en/Coast-Clear-Mendocino-County-Major-Highways-Tourism?feedref=JiAwJuNHystnCoBq_hl-ZzpnHS32O5tBfLZHwy8L1VskLH4l7ufu4XoarznhCc3RCn2ioKmwBZbtUT_laxlCBS-6lALtzeuzMorsqlUBRXBlbEfS-L7bFkq7IPbxuv9GxLR3d-mCbNrf5FyQ==</a>
9	INLAND	- Print	11-04-2019	<a href="#">Settlers changed stories behind rock</a>	SUNDAY PRESS DEMOCRAT	52,518	\$4,234	
10	INLAND	- Print	11-04-2019	<a href="#">Permits available for tree cutting in national parks</a>	ENTERPRISE-RECORD	7,874	\$2,604	

COASTAL								
No.	Folder Name	Media Type	Posted Date	Headline	Outlet	Impressions	Media Cost	Web URL
1	COASTAL	- Print	11-29-2019	<a href="#">Weekend jaunt on wintry days</a>	SUNDAY PRESS DEMOCRAT	52,518	\$16,011	
2	COASTAL	- Print	11-26-2019	<a href="#">Japanese Trend of 'Shinrin-Yoku' Moving Mainstream as Medical Industry Embraces Benefits: Bathe with the Giants in Mendocino County</a>	WINE COUNTRY THIS WEEK	17,000	\$728	
3	COASTAL	- Web	11-25-2019	<a href="#">Off-the-Radar Mendocino Spots to Soothe Your Soul</a>	Nob Hill Gazette	2,641	\$30	<a href="http://nobhillgazette.com/off-the-radar-mendocino-spots-to-soothe-your-soul/">http://nobhillgazette.com/off-the-radar-mendocino-spots-to-soothe-your-soul/</a>
4	COASTAL	- Web	11-25-2019	<a href="#">Take a Mushroom Walk in Mendocino County</a>	KNBC-TV Channel 4	547,509	\$12,840	<a href="http://www.nbclosangeles.com/news/local/Take-a-Mushroom-Walk-in-Mendocino-County-561702591.html">http://www.nbclosangeles.com/news/local/Take-a-Mushroom-Walk-in-Mendocino-County-561702591.html</a>
5	COASTAL	- Print	11-24-2019	<a href="#">THE WEST LIGHTS UP THE WEST LIGHTS UP</a>	LOS ANGELES TIMES	689,113	\$50,663	
6	COASTAL	- Web	11-22-2019	<a href="#">Wine Country Inns With Exceptional Dining</a>	Haute Living Magazine	18,413	\$185	<a href="http://hauteliving.com/2019/11/wine-country-inns-exceptional-dining/676372/?haute-magazine=true">http://hauteliving.com/2019/11/wine-country-inns-exceptional-dining/676372/?haute-magazine=true</a>
7	COASTAL	- Web	11-22-2019	<a href="#">Top 12 California State Parks You Must Visit</a>	Trips to Discover	296,691	\$5,865	<a href="http://www.tripstodiscover.com/top-california-state-parks/">http://www.tripstodiscover.com/top-california-state-parks/</a>
8	COASTAL	- Print	11-18-2019	<a href="#">LOVE TRAINS? WELL, YOU CAN BUY ONE</a>	WALL STREET JOURNAL EASTERN ED NEW YORK METRO	129,520	\$72,121	
9	COASTAL	- Print	11-15-2019	<a href="#">OFF-THE-RADAR MENDOCINO SPOTS TO SOOTHE THE SOUL</a>	NOB HILL GAZETTE	67,424	\$10,870	
10	COASTAL	- Print	11-12-2019	<a href="#">Why 'rolling with it' is often the smartest strategy for travelers</a>	SPOKESMAN-REVIEW	68,406	\$3,651	

11	COASTAL	 - Web	11-07-2019	<a href="#">Mushrooms Are Having A Moment In Mendocino County</a>	Forbes	14,111,659	\$257,057	<a href="http://www.forbes.com/sites/lesliekelly/2019/11/05/mushrooms-are-having-a-moment-in-mendocino-county/">http://www.forbes.com/sites/lesliekelly/2019/11/05/mushrooms-are-having-a-moment-in-mendocino-county/</a>
12	COASTAL	 - Web	11-07-2019	<a href="#">California North Coast &amp; The Stanford Inn</a>	Patriot Ledger	95,973	\$4,694	<a href="http://www.patriotledger.com/blogs/20191103/california-north-coast-stanford-inn">http://www.patriotledger.com/blogs/20191103/california-north-coast-stanford-inn</a>
13	COASTAL	 - Print	11-05-2019	<a href="#">California coastal road-trippin' offers fall delights</a>	RECORD	14,684	\$2,132	
14	COASTAL	 - Web	11-04-2019	<a href="#">Coast Is Clear in Mendocino County: All Major Highways &amp; Tourism Facilities Open; Mushroom Season Sprouts Up November 1-10</a>	DMN Newswire	17,457	\$80	<a href="http://dmnnewswire.digitalmedianet.com/2019/11/01/coast-is-clear-in-mendocino-county-all-major-highways-mushroom-season-sprouts-up-november-1-10/">http://dmnnewswire.digitalmedianet.com/2019/11/01/coast-is-clear-in-mendocino-county-all-major-highways-mushroom-season-sprouts-up-november-1-10/</a>
15	COASTAL	 - Web	11-04-2019	<a href="#">Coast Is Clear in Mendocino County: All Major Highways &amp; Tourism Facilities Open; Mushroom Season Sprouts Up November 1-10</a>	Uniontown Herald-Standard	20,257	\$385	<a href="http://www.heraldstandard.com/business_ap/coast-is-clear-in-mendocino-county-all-major-highways-tourism/article_09f1451c-1584-5d1a-9ff4-087c268ea787.html">http://www.heraldstandard.com/business_ap/coast-is-clear-in-mendocino-county-all-major-highways-tourism/article_09f1451c-1584-5d1a-9ff4-087c268ea787.html</a>
16	COASTAL	 - Print	11-03-2019	<a href="#">BLACK FRIDAY BARGAINS ON THE WAY</a>	SAN DIEGO UNION-TRIBUNE (SUNDAY)	190,278	\$23,892	