

2022 Year-End
LRC Media Monitoring and Published Results Report
Vicksburg, Mississippi
January 6, 2023

Publication Date	Author	Publication Name & Article Title	Online Article Location/Link	Media Type	Digital Impressions	Print Impressions	Total Impressions	Estimated Digital Value	Estimated Print Value	Total Estimated Value
December-21*	Jill Gleeson	State College Wild Blue Yonder	https://www.statecollegemagazine.com/articles/wild-blue-yonder/	Digital & Print	1,800	35,000	36,800	\$17	\$1,895	\$1,912
December-21*	Connie Pearson	There Goes Connie GLORIA in Excelsis Deo!	https://www.theregoesconnie.com/post/qloria-in-excelsis-deo	Digital	33,914	N/A	33,914	\$314	N/A	\$314
January-22	Natasha Perkins	Your Trip Agent The 10 Best Restaurants in Vicksburg, Mississippi	https://www.yourtripagent.com/1480-10-best-restaurants-in-vicksburg-mississippi	Digital	279,563	N/A	279,563	\$2,586	N/A	\$2,586
January-21	Connie Pearson	There Goes Connie What's Happening in Vicksburg, Mississippi	https://www.theregoesconnie.com/post/what-s-happening-in-vicksburg-ms	Digital	33,914	N/A	33,914	\$314	N/A	\$314
January-22	Caroline Eubanks	Inside Hook Floating the Mississippi River with a Real-Life Huck Finn	https://www.insidehook.com/article/travel/canoeing-mississippi-river-real-life-huck-fin	Digital	9,317,574	N/A	9,317,574	\$86,188	N/A	\$86,188
January-22	Caroline Eubanks	Houston Chronicle Floating the Mississippi River with a Real-Life Huck Finn	https://www.chron.com/travel/article/Floating-the-Mississippi-River-With-a-Real-Life-16751259.php	Digital	15,000,000	N/A	15,000,000	\$138,750	N/A	\$138,750
January-22	Caroline Eubanks	San Antonio Express News Floating the Mississippi River with a Real-Life Huck Finn	https://www.mysanantonio.com/travel/article/Floating-the-Mississippi-River-With-a-Real-Life-16751259.php	Digital	2,395,128	N/A	2,395,128	\$22,155	N/A	\$22,155
January-22	Caroline Eubanks	Yahoo Life Floating the Mississippi River with a Real-Life Huck Finn	https://www.yahoo.com/lifestyle/floating-mississippi-river-real-life-160300394.html	Digital	8,005,337,393	N/A	8,005,337,393	\$74,049,371	N/A	\$74,049,371
January-22	StarsInsider Staff	Stars Insider What Not To Miss in Mississippi	https://www.starsinsider.com/travel/489055/what-not-to-miss-in-mississippi	Digital	285,768	N/A	285,768	\$2,643	N/A	\$2,643
January-22	StarsInsider Staff	MSN Lifestyle What Not To Miss in Mississippi	https://www.msn.com/en-au/lifestyle/smart-living/what-not-to-miss-in-mississippi/ss-AASucpp	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
January-22	Jackie Ann	Only In Your State 5 Stunning State Parks Near New Orleans Where You Can Camp All Year-Round	https://www.onlyinyourstate.com/louisiana/new-orleans/stunning-state-parks-nola/	Digital	6,409,711	N/A	6,409,711	\$59,290	N/A	\$59,290
January-22	Brittany Collens	365 Atlanta Traveler 25 All-Time Best Things To Do In Mississippi	https://365atlantatraveler.com/things-to-do-in-mississippi/	Digital	408,000	N/A	408,000	\$3,774	N/A	\$3,774
January-22	Daniella DiRienzo	Only In Your State Dine Above The Clouds At 10 South, The Tallest Rooftop Restaurant in Mississippi	https://www.onlyinyourstate.com/mississippi/tallest-rooftop-restaurant-ms/	Digital	6,409,711	NA	6,409,711	\$59,290	N/A	\$59,290
January-22	Heather Berzak	Media Feed Do you crave a good chicken & waffle? Here's the best one in your state	https://mediafeed.org/do-you-crave-a-good-chicken-waffle-heres-the-best-one-in-your-state/	Digital	155,295	NA	155,295	\$1,436	N/A	\$1,436
January-22	LRC Special TMRP Round-Up Release	365 Atlanta Traveler Partner Blog Feature Fall in Love with These Romantic Southeastern Getaways	https://www.travelmediapressroom.com/2022/01/27/fall-in-love-with-these-romantic-southeastern-getaways/	Digital	408,000	N/A	408,000	\$3,774	N/A	\$3,774
January-22	Journey of Discovery Staff	Journey of Discovery Viking Sets Sail on the Mississippi	https://www.journeyofdiscovery.com/blog/viking-sets-sail-on-the-mississippi	Digital	Not Available	N/A	Not Available	Not Available	N/A	Not Available
February-22	Daniella DiRienzo	Only In Your State This Epic Road Trip Leads To 7 Iconic Landmarks In Mississippi	https://www.onlyinyourstate.com/mississippi/iconic-landmarks-ms/	Digital	6,409,711	NA	6,409,711	\$59,290	N/A	\$59,290

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February-22	Christine Tibbitts	Traveling Mom 9 Fun Things to Do in Vicksburg, MS	https://www.travelingmom.com/things-to-do-vicksburg-ms/	Digital	508,000	N/A	508,000	\$4,699	N/A	\$4,699
February-22	Connie Pearson	Trip 101 8 Best Things To Do In Vicksburg, Mississippi	https://trip101.com/article/best-things-to-do-vicksburg-ms	Digital	650,000	N/A	650,000	\$6,013	N/A	\$6,013
February-22	Group Leisure Travel Staff	Leisure Group Travel Exploring Mississippi's Capital and River Region	https://leisuregrouptravel.com/exploring-mississippi-capital-and-river-region/	Digital	4,100	N/A	4,100	N/A	N/A	N/A
February-22	Melody Pittman	Wherever I May Roam 10 Fun Things to Do in Vicksburg, MS	https://www.wherevermayroamblog.com/fun-things-to-do-in-vicksburg-mississippi/	Digital	80,659	N/A	80,659	\$746	N/A	\$746
February-22	LRC Special TMRP Round-Up Release	North Georgia Living & FB Post Fall in Love with These Romantic Southeastern Getaways	https://northgeorgialiving.com/fall-in-love-with-these-romantic-southeastern-getaways/	Digital	13,160	N/A	13,160	\$122	N/A	\$122
February-22	Bloglikes Staff	Blog Likes 9 Civil War Battles Every Man Should Know	https://www.bloglikes.com/blogs/2022-02-13/9-civil-war-battles-every-man-should-know	Digital	16,950	N/A	16,950	\$157	N/A	\$157
February-22	Jeremy Anderberg	The Art of Manliness 9 Civil War Battles Every Man Should Know	https://www.artofmanliness.com/featured/9-important-civil-war-battles/	Digital	7,454,034	N/A	7,454,034	\$68,950	N/A	\$68,950
February-22	Travel Mole Staff	Travel Mole Guide to Civil War Battlefields in Mississippi	https://www.travelmole.com/travel_experts/guide-to-civil-war-battlefields-in-mississippi-uk/	Digital	57,677	N/A	57,677	\$534	N/A	\$534
February-22	Jacqui Agate	MSN Travel The oldest bed and breakfast in your state	https://www.msn.com/en-my/travel/news/the-oldest-bed-and-breakfast-in-your-state/ss-AAU8v5O	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
February-22	Jan Schroeder	The Travel 100 + e-Newsletter The Inn-side Story: Bed and Breakfast Has Modern Comforts, Historic Charm	https://thetravel100.com/oak-hall-bed-and-breakfast/	Digital	714,301	N/A	714,301	\$6,607	N/A	\$6,607
February-22	Jan Schroeder	The Travel 100 + e-Newsletter Steep Yourself in Southern Culture in This Vibrant Mississippi City	https://thetravel100.com/things-to-do-in-vicksburg/	Digital	714,301	N/A	714,301	\$6,607	N/A	\$6,607
February-22	Christy Articola	Only In Your State There Are 6 Must-See Historic Landmarks In The Charming Town of Vicksburg, Mississippi	https://www.onlyinyourstate.com/mississippi/historic-landmarks-vicksburg-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
February-22	Heather Baker	About You Little Miss(issippi) Sunshine	https://www.aymag.com/little-mississippi-sunshine/	Digital	28,571	N/A	28,571	\$264	N/A	\$264
March-22	Jill Gleeson	State College Paddling Ol' Man River	https://www.statecollegemagazine.com/articles/paddling-ol-man-river/	Digital	1,800	35,000	36,800	\$17	\$1,895	\$1,912
March-22	Daniella DiRienzo	Only In Your State This Mississippi Waterfall Is So Hidden, Almost Nobody Has Seen It In Person	https://www.onlyinyourstate.com/mississippi/extremely-hidden-waterfall-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
March-22	Christina Pfeiffer	Travel 2 Next 20 Mississippi Landmarks	https://travel2next.com/mississippi-landmarks-monuments/	Digital	500,126	N/A	500,126	\$4,626	N/A	\$4,626
March-22	Blake Stilwell	Military.com The 7 Most Incredible Sieges in Military History	https://www.military.com/history/7-most-incredible-sieges-military-history.html	Digital	11,802,231	N/A	11,802,231	\$109,171	N/A	\$109,171

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March-22	Tony Pattiz	More Than Just Parks 10 BEST Civil War Sites in America	https://morethanjustparks.com/civil-war-sites/	Digital	2,993	N/A	2,993	N/A	N/A	N/A
March-22	Daniella DiRienzo	Only In Your State This Historic Home in Mississippi Is Now A One-Of-A-Kind Airbnb You Can Stay In	https://www.onlyinyourstate.com/mississippi/historic-home-turned-airbnb-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
March-22	Carrie Yu	Trekaroo Over 25 Things to do in Mississippi with Kids	https://blog.trekaroo.com/top-10-things-families-mississippi	Digital	140,000	N/A	140,000	\$1,295	N/A	\$1,295
March-22	James Shillinglaw	Insider Travel Report Where Your Clients Can Bike or Hike in Untouched American Destinations	https://www.insidertravelreport.com/where-your-clients-can-bike-or-hike-in-untouched-american-destinations	Digital	201,884	N/A	201,884	\$1,867	N/A	\$1,867
March-22	Aoife O/Riordan	Traze Travel The Best Biking and Walking Destinations by VBT Bicycling Vacations, Country Walkers	https://www.trazeetravel.com/the-best-biking-and-walking-destinations-by-vbt-bicycling-vacations-country-walkers/	Digital	27,000	N/A	27,000	\$250	N/A	\$250
March-22	Chere Coen	Country Roads Magazine + Social Media Posts The Vicksburg Civil War Museum	https://countryroadsmagazine.com/art-and-culture/history/the-vicksburg-civil-war-museum/	Digital	140,665	N/A	140,665	\$1,301	N/A	\$1,301
March-22	Budget Travel Staff	Budget Travel Bike Tours for Everyone	https://www.budgettravel.com/article/bike-tours	Digital	150,000	N/A	150,000	\$1,388	N/A	\$1,388
March-22	Perri O. Blumberg	Men's Journal 21 Best Urban Parks and Trails for City-Dwellers Seeking Green Spaces	https://www.mensjournal.com/travel/best-urban-parks-trails-united-states/	Digital	4,600,000	N/A	4,600,000	\$42,550	N/A	\$42,550
March-22	Katie Skrzek	Global Traveler USA VBT Bicycling Vacations and Country Walkers Summer Tours	https://www.globaltravelerusa.com/vbt-bicycling-vacations-and-country-walkers-summer-tours/	Digital	68,000	N/A	68,000	\$629	N/A	\$629
March-22	Abby Watkins	The Atlanta 100 + e-Newsletter Steep Yourself in Southern Culture in this Vibrant Mississippi City	https://theatlanta100.com/lifestyle/events/2022/03/25/put-this-fun-fest-on-your-weekend-plans/24304	Digital	55,000	N/A	55,000	\$509	N/A	\$509
March-22	Daniella DiRienzo	Only In Your State Most People Have No Idea The Unique Thayer's Approach Tunnel In Mississippi Exists	https://www.onlyinyourstate.com/mississippi/unique-tunnel-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
March-22	Pamela Keene	Lakeside News Chase the Blues Away In The Mississippi Delta	https://lakesidenews.com/2022/03/chase-the-blues-away-in-the-mississippi-delta/	Digital & Print	7,723	32,500	40,223	\$71	\$825	\$896
Spring 2022	Jill Gleeson	Our Mississippi My Mississippi - Vicksburg Civil War Museum	https://www.mvd.usace.army.mil/Portals/52/docs/our_mississippi/our_miss-2022spring-lowres.pdf?ver=q9_dSDKXHewG_svKhB27Kg%3d%3d&timestamp=1652891067684	Digital & Print	20,000	50,000	70,000	\$185	N/A	\$185
April-22	Connie Pearson	The Alabama Baptist Go, Taste & See: Great reasons to visit Vicksburg, Mississippi	https://thealabamabaptist.org/go-taste-see-great-reasons-to-visit-vicksburg-mississippi/	Digital & Print	30,000	114,095	144,095	\$278	\$2,850	\$3,128
April-22	More Than Just Parks Staff	More Than Just Parks 5 EPIC National Parks Near New Orleans You'll Love	https://morethanjustparks.com/national-parks-near-new-orleans/	Digital	2,993	N/A	2,993	N/A	N/A	N/A
April-22	Ross Reilly	Clarion Ledger Tank of Gas Getaway: A day trip to Vicksburg will be historic	https://www.clarionledger.com/story/news/2022/04/08/quick-weekend-getaway-vicksburg-mississippi-only-41-miles-way/9481332002/	Digital	1,552,919	N/A	1,552,919	\$14,365	N/A	\$14,365
April-22	Kara Kimbrough	Panolian Cherry blossoms in Mississippi? Yep, it's true!	https://www.panolian.com/2022/04/08/cherry-blossoms-in-mississippi-yep-its-true/	Digital	62,118	N/A	62,118	\$575	N/A	\$575

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April-22	Kara Kimbrough	The Clinton Courier Cherry blossoms in Mississippi? Yep, it's true!	https://www.theclintoncourier.net/2022/04/13/cherry-blossoms-in-mississippi-yep-its-true/	Digital	157,185	N/A	157,185	\$1,454	N/A	\$1,454
April-22	Kara Kimbrough	Columbus Dispatch Cherry blossoms in Mississippi? Yep, it's true!	https://cdispach.com/lifestyles/2022-04-13/foodie-travels-cherry-blossoms-in-mississippi-yep-its-true/	Digital	105,588	N/A	105,588	\$977	N/A	\$977
April-22	Kara Kimbrough	The Pine Belt News Cherry blossoms in Mississippi? Yep, it's true!	https://www.hubcityspokes.com/columns-entertainment-features-lifestyles-local-content/homemade-kara-cherry-blossoms-mississippi	Digital	28,571	N/A	28,571	\$264	N/A	\$264
April-22	Daniella DiRienzo	Only In Your State 7 Of The Coolest, Most Unusual Places To Dine In Mississippi	https://www.onlyinyourstate.com/mississippi/unusual-places-to-dine-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
April-22	Brad Schaeffer	Clarion Causeaction News 33 Patriotic Sites To Make Your Kids Fall in Love With America	https://clarion.causeaction.com/2022/04/14/33-patriotic-sites-to-make-your-kids-fall-in-love-with-america/	Digital	574,592	N/A	574,592	\$5,315	N/A	\$5,315
April-22	Brad Schaeffer	Daily Wire 33 Patriotic Sites To Make Your Kids Fall in Love With America	https://www.dailywire.com/news/33-patriotic-sites-to-make-your-kids-fall-in-love-with-america	Digital	41,618,430	N/A	41,618,430	\$384,970	N/A	\$384,970
April-22	Aaron Joshua Spray	The Travel What To Know Of The Major Battlefields of the Civil War	https://www.thetravel.com/the-major-battlefields-of-the-civil-war/	Digital	1,524,168	N/A	1,524,168	\$14,099	N/A	\$14,099
April-22	Daniella DiRienzo	Only In Your State These 11 Hidden Waterfalls In Mississippi Will Take Your Breath Away	https://www.onlyinyourstate.com/mississippi/hidden-waterfalls-in-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
April-22	Daniella DiRienzo	Only In Your State 7 Mississippi Restaurants With The Most Amazing Outdoor Patios You'll Love to Lounge On	https://www.onlyinyourstate.com/mississippi/restaurants-with-outdoor-patios-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
April-22	Daniella DiRienzo	Only In Your State Take A Ride On The Longest Zipline In Mississippi At Sports Force Parks	https://www.onlyinyourstate.com/mississippi/longest-zipline-in-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
April-22	Margaret Littman	Moon Biking the Natchez Trace Parkway	https://www.moon.com/travel/outdoors/biking-the-natchez-trace-parkway/	Digital	61,500	N/A	61,500	\$569	N/A	\$569
April-22	Alyssa Ochs	Trips to Discover 16 Best Weekend Getaways from New Orleans	https://www.tripstodiscover.com/best-weekend-getaways-from-new-orleans/	Digital	1,583,333	N/A	1,583,333	\$14,646	N/A	\$14,646
April-22	Melanie May	Big Seven Travel 7 Of The Best National Parks in Mississippi	https://biqseventravel.com/best-national-parks-mississippi/	Digital	885,938	N/A	885,938	\$8,195	N/A	\$8,195
May-22	Jill Gleeson	Group Travel Leader Visit Marvelous Mississippi	https://grouptravelleader.com/articles/visit-marvelous-mississippi/	Digital & Print	4,100	33,000	37,100	\$38	\$3,550	\$3,588
May-22	More Than Just Parks Staff	More Than Just Parks 10 Amazing National Parks Near Memphis You'll Love (Photos + Guide)	https://morethanjustparks.com/national-parks-near-memphis/	Digital	2,993	N/A	2,993	N/A	N/A	N/A
May-12	Vicksburg/LRC Press Release	365 Atlanta Traveler Partner Blog Feature The Best Outdoor Activities in Vicksburg	https://www.travelmediapressroom.com/2022/05/05/the-best-outdoor-activities-in-vicksburg/	Digital	408,000	N/A	408,000	\$3,774	N/A	\$3,774

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May-22	Love Exploring Staff	VN Explorer Your state's most historic B&B with a story to tell	https://vnexplorer.net/?#your-states-most-historic-bb-with-a-story-to-tell-s1421279.html	Digital	264,002	N/A	264,002	\$2,442	N/A	\$2,442
May-22	Andy Ostmeyer	The Joplin Globe Andy Ostmeyer: Biking the battlefields	https://www.joplinglobe.com/sports/andy-ostmeyer-biking-the-battlefields/article_4a23c5f2-d651-11ec-a704-2713092a72e3.html	Digital	388,238	N/A	388,238	\$3,591	N/A	\$3,591
May-22	Jill Gleeson	Wide Open Pets The Best Dog-Friendly Hotels in the U.S. to Visit With Your Pooch	https://www.wideopenpets.com/best-dog-friendly-hotels/	Digital	1,300,320	N/A	1,300,320	\$12,028	N/A	\$12,028
May-22	Rachel Hernandez	WJTV News 12 Outdoor activities to try this summer in Mississippi	https://www.wjtv.com/news/state/outdoor-activities-to-try-this-summer-in-mississippi/	Digital	559,062	N/A	559,062	\$5,171	N/A	\$5,171
May-22	Rachel Hernandez	News Break Outdoor activities to try this summer in Mississippi	https://www.newsbreak.com/news/2617822211864/outdoor-activities-to-try-this-summer-in-mississippi	Digital	22,672,724	N/A	22,672,724	\$209,723	N/A	\$209,723
June-22	Vanessa Plus	National Parks Conservative Association Take Pride in These 5 Parks	https://www.npca.org/articles/3156-take-pride-in-these-5-parks	Digital	67,946	N/A	67,946	\$629	N/A	\$629
June-22	Chere Coen	Florida Currents Outdoor Treasures	https://www.floridacurrents.com/outdoor-treasures/	Digital & Print	7,619,610	279,000	7,898,610	\$70,481	\$1,793	\$72,274
June-22	Karyn Locke	Sand and Snow...and Everywhere In Between Vicksburg Girls Getaway - 16 Delightful Things To Do	https://www.sandandorsnow.com/2022/06/vicksburg-girls-getaway-things-to-do/	Digital	286,750	N/A	286,750	\$2,652	N/A	\$2,652
June-22	Louis DeNicola	Cheapism Cheap Must-See Attractions in All 50 States	https://blog.cheapism.com/usa-tourist-attractions-3616/	Digital	4,037,607	N/A	4,037,607	\$37,348	N/A	\$37,348
June-22	Brittany Chrusciel	U.S. News and World Report 10 Top Mississippi River Cruises 2022-2023	https://travel.usnews.com/features/top-mississippi-river-cruises	Digital	106,740,207	N/A	106,740,207	\$987,347	N/A	\$987,347
June-22	Stacey Leasca	Travel + Leisure 5 Small Towns You Can Visit on a U.S. River Cruise	https://www.travelandleisure.com/cruises/charming-towns-to-visit-on-a-cruise	Digital	13,300,000	N/A	13,300,000	\$123,025	N/A	\$123,025
June-22	U.S. News & World Report Staff	WTOP 10 Top Mississippi River Cruises 2022-2023	https://wtop.com/news/2022/06/10-top-mississippi-river-cruises-2022-2023/	Digital	6,832,886	N/A	6,832,886	\$63,204	N/A	\$63,204
June-22	Cheapism Staff	VN Explorer Cheap must-see attractions in all 50 states	https://vnexplorer.net/cheap-must-see-attractions-in-all-50-states-s2047235.html	Digital	264,002	N/A	264,002	\$2,442	N/A	\$2,442
June-22	Jeff Rindskopf	Cheapism 28 Historic Ships That You Can Actually Sail Aboard	https://blog.cheapism.com/historic-ship-tours/	Digital	4,037,607	N/A	4,037,607	\$37,348	N/A	\$37,348
June-22	Jeff Rindskopf	VN Explorer Ahoy maties! Historic ships that you can actually sail aboard	https://vnexplorer.net/ahoy-maties-historic-ships-that-you-can-actually-sail-aboard-s2184166.html	Digital	264,002	N/A	264,002	\$2,442	N/A	\$2,442
June-22	Aaron Spray	The Travel Here's The Cheapest State To Vacation In	https://www.thetravel.com/this-is-the-cheapest-state-for-vacation/	Digital	2,639,984	N/A	2,639,984	\$24,420	N/A	\$24,420
June-22	Mississippi Clarion Ledger Staff	Hattiesburg American Be a tourist in your own backyard: Soak up Mississippi history, blues, and beautiful views	https://www.hattiesburgamerican.com/story/news/2022/06/23/mississippi-visitors-can-find-history-entertainment-food-and-fun-tourists/7689762001/	Digital	138,600	N/A	138,600	\$1,282	N/A	\$1,282

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June-22	Daniella DiRienzo	Only In Your State The Little-known Tara Wildlife is Practically A Sanctuary for Mississippi Nature Lovers	https://www.onlyinyourstate.com/mississippi/little-known-nature-sanctuary-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
June-22	Roxie Yonkey	VN Explorer How To Spend A Perfect Weekend in Historic Vicksburg, MS	https://vnexplorer.net/how-to-spend-a-perfect-weekend-in-historic-vicksburg-ms-s2317397.html	Digital	264,002	N/A	264,002	\$2,442	N/A	\$2,442
June-22	Kerry J Byrne	Fox News America the Beautiful: 50 must-see landmarks that tell our national story	https://www.foxnews.com/lifestyle/america-50-landmarks-national-story	Digital	315,244,125	N/A	315,244,125	\$2,916,008	N/A	\$2,916,008
June-22	Kerry J Byrne	Fox Bangor America the Beautiful: 50 must-see landmarks that tell our national story	https://www.foxbangor.com/national-news/america-the-beautiful-50-must-see-landmarks-that-tell-our-national-story/	Digital	45,959	N/A	45,959	\$425	N/A	\$425
June-22	Caroline Eubanks	Garden and Gun The Fight to Save Margaret's Grocery	https://gardenandgun.com/articles/the-fight-to-save-margarets-grocery/	Digital	600,000	N/A	600,000	\$5,550	N/A	\$5,550
June-22	Jay Gentile	Cheapism The Most Patriotic Place in Each State	https://blog.cheapism.com/most-patriotic-place-each-state/	Digital	4,037,607	N/A	4,037,607	\$37,348	N/A	\$37,348
June-22	Stars Insider Staff	MSN News The most haunted places in every state	https://www.msn.com/en-ie/news/world/the-most-haunted-places-in-every-state/ss-AAZ1SNc	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
July-22	Vacation Idea Staff	Vacation Idea 25 Fun Kid-Friendly Things to Do in Mississippi	https://vacationidea.com/mississippi-vacations/best-things-to-do-in-mississippi-with-kids.html	Digital	3,571,722	N/A	3,571,722	\$33,038	N/A	\$33,038
July-22	Vacation Idea Staff	Vacation Idea 3 Best River Cruises in USA	https://vacationidea.com/cruises/best-river-cruises-usa.html	Digital	3,571,722	N/A	3,571,722	\$33,038	N/A	\$33,038
July-22	Daniella DiRienzo	Only In Your State Take This Road Trip To The Most Charming Great River Road Towns in Mississippi	https://www.onlyinyourstate.com/mississippi/mississippi-river-road-trip-itinerary-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
July-22	More Than Just Parks Staff	More Than Just Parks 10 Must-See Historic Sites in Mississippi	https://morethanjustparks.com/historic-sites-in-mississippi/	Digital	2,993	N/A	2,993	N/A	N/A	N/A
July-22	Daniella DiRienzo	Only In Your State 10 Changes and Inventions Mississippi Contributed to The History of the World	https://www.onlyinyourstate.com/mississippi/changes-and-inventions-from-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
July-22	Jenifer Sako	Via Travelers 15 Best Tings to Do on the Mississippi River	https://viatravelers.com/things-to-do-on-the-mississippi-river/	Digital	28,571	N/A	28,571	\$264	N/A	\$264
July-22	Selah Vetter	Bham Now 13 last-minute outdoor adventures to get in before summer ends	https://bhamnow.com/2022/07/18/outdoors-trips-end-of-the-summer/	Digital	239,520	N/A	239,520	\$2,216	N/A	\$2,216
August-22	Tanner Wilkes	Family Destinations Guide 10 Best Tings to Do Near Jackson, MS: Fun Places to Visit Nearby!	https://familydestinationsguide.com/best-things-to-do-near-jackson/	Digital	15,234	N/A	15,234	\$141	N/A	\$141
August-22	Scott Shetler	Quirky Travel Guy Mississippi Road Trip Itinerary: The Best Attractions and Places to Stop	https://quirkytravelguy.com/mississippi-road-trip-itinerary-map/	Digital	98,509	N/A	98,509	\$911	N/A	\$911
August-22	Jill Gleeson	Country Living 40 of the Cheapest Places to Travel in the World	https://www.countryliving.com/life/travel/q40363530/cheapest-places-to-travel/	Digital	16,400,000	N/A	16,400,000	\$151,700	N/A	\$151,700

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Publication Date	Author	Publication Name & Article Title	Online Article Location/Link	Media Type	Digital Impressions	Print Impressions	Total Impressions	Estimated Digital Value	Estimated Print Value	Total Estimated Value
August-22	Caroline Eubanks	This Is My South + Social Media 11 Historic Homes in Vicksburg You Can Actually Visit	https://www.thisismysouth.com/historic-homes-in-vicksburg/	Digital	184,901	N/A	184,901	\$1,710	N/A	\$1,710
August-22	Deb Thompson	MSN Travel 6 Unique Mississippi Weekend Getaways	https://www.msn.com/en-us/travel/tripideas/6-unique-mississippi-weekend-getaways/ar-AA10LRH5	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
August-22	Deb Thompson	VN Explorer 6 Unique Mississippi Weekend Getaways	https://vnexplorer.net/6-unique-mississippi-weekend-getaways-s3391436.html	Digital	475,134	N/A	475,134	\$4,395	N/A	\$4,395
August-22	Heather Berzak	MSN Food and Drink Where to get the best chicken & waffles in the US	https://www.msn.com/en-us/foodanddrink/foodnews/where-to-get-the-best-chicken-and-waffles-in-the-us/ss-AAT84ux	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
August-22	John	VN Explorer 9 Great National Parks in Mississippi	https://vnexplorer.net/9-great-national-parks-in-mississippi-s3427525.html	Digital	475,134	N/A	475,134	\$4,395	N/A	\$4,395
August-22	Deb Thompson	MSN Travel Stroll Through Art & History at Vicksburg National Military Park	https://www.msn.com/en-us/travel/tripideas/stroll-through-art-history-at-vicksburg-national-military-park/ar-AA10SnLM	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
August-22	Deb Thompson	MSN Travel McRaven Home - The Most Haunted House in Mississippi	https://www.msn.com/en-us/news/other/mcraven-home--the-most-haunted-house-in-mississippi/ar-AA113jmk	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
August-22	Jennifer Young	Only In Your State Visitor Center Mississippi Ghost Stories	https://www.onlyinyourstate.com/mississippi/most-haunted-house-in-ms-is-terrifying/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
September-22	Melanie Day	Country 103.7 The Strangest Food Museums To Visit In The US	https://country1037fm.com/listicle/the-strangest-food-museums-to-visit-in-the-us/	Digital	28,571	N/A	28,571	\$264	N/A	\$264
September-22	Melanie Day	V101.9 The Strangest Food Museums To Visit In The US	https://v1019.com/listicle/the-strangest-food-museums-to-visit-in-the-us/	Digital	255,465	N/A	255,465	\$2,363	N/A	\$2,363
September-22	Melanie Day	KISS 95.1 The Strangest Food Museums To Visit In The US	https://kiss951.com/listicle/the-strangest-food-museums-to-visit-in-the-us/	Digital	279,531	N/A	279,531	\$2,586	N/A	\$2,586
September-22	Melanie Day	K104.7 The Strangest Food Museums To Visit In The US	https://k1047.com/listicle/the-strangest-food-museums-to-visit-in-the-us/	Digital	6,300	N/A	6,300	N/A	N/A	N/A
September-22	Lauren Feather	The Travel 10 Terrifyingly Haunted US Destinations to Visit This Fall Season	https://www.thetravel.com/haunted-us-destinations-to-visit-this-fall/	Digital	2,639,984	N/A	2,639,984	\$24,420	N/A	\$24,420
September-22	Lauren Feather	MSN Travel 10 Terrifyingly Haunted US Destinations to Visit This Fall Season	https://www.msn.com/en-us/travel/tripideas/10-terrifyingly-haunted-us-destinations-to-visit-this-fall-season/ar-AA11s2nk	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
September-22	Lauren Feather	VN Explorer 10 Terrifyingly Haunted US Destinations to Visit This Fall Season	https://vnexplorer.net/10-terrifyingly-haunted-us-destinations-to-visit-this-fall-season-s3908636.html	Digital	475,134	N/A	475,134	\$4,395	N/A	\$4,395
September-22	Tori Jane	Only In Your State Visitor Center Waynesboro Shubuta Road	https://www.onlyinyourstate.com/mississippi/devil-worshipper-road-in-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
September-22	Sherry Laskin	Cruise Maven Mississippi Riv er Cruise from New Orleans to Memphis Review and Photos	https://cruisemaven.com/mississippi-river-cruise-from-new-orleans/	Digital	135,926	N/A	135,926	\$1,257	N/A	\$1,257

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September-22	Melody Pittman	MSN Travel 10 Fun Things To Do In Vicksburg, MS	https://www.msn.com/en-us/travel/tripideas/10-fun-things-to-do-in-vicksburg-ms/ar-AA11x9fn?li=BBnbkIE	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
September-22	Melody Pittman	VN Explorer 10 Fun Things To Do In Vicksburg, MS	https://vnexplorer.net/10-fun-things-to-do-in-vicksburg-ms-s3974091.html	Digital	475,134	N/A	475,134	\$4,395	N/A	\$4,395
September-22	NMK Staff	NMK World Mississippi's 5 Best Bird Watching Spots This Summer	https://nmk.world/mississippi-5-best-bird-watching-spots-this-summer-184711/	Digital	50,778	N/A	50,778	\$470	N/A	\$470
September-22	Katie Skrzek	Wherever Family Haunted Travel Destinationa Around The Country	https://whereverfamily.com/haunted-travel-destinations-around-the-country/	Digital	29,516	N/A	29,516	\$273	N/A	\$273
September-22	Hallie Milstein	Southern Living The Best (and Weirdest) Road Trip in Every Southern State	https://www.southernliving.com/travel/road-trip-pit-stops	Digital	11,400,000	N/A	11,400,000	\$105,450	N/A	\$105,450
September-22	LRC Fall Getaways Roundup Release	Gay Travelers Magazine & SM Posts Farm Fun, Festivals, Fearsome Haunts and Spooky Tours in These 13 Southeastern Destinations	https://www.gaytravelersmagazine.com/farm-fun-festivals-fearsome-haunts-and-spooky-tours-in-these-13-southeastern-destinations.html	Digital	16,285	N/A	16,285	\$151	N/A	\$151
September-22	Park Ranger John	MSN Travel Vicksburg National Military Park - Mississippi	https://www.msn.com/en-us/travel/news/vicksburg-national-military-park-mississippi/ar-AA11Jut0?li=BBnbkIE	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
September-22	Louis DeNicola	MSN Travel Visit These Cheap Must-See Attractions Across America	https://www.msn.com/en-us/travel/tripideas/visit-these-cheap-must-see-attractions-across-america/ss-AAYnvLX	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
September-22	Brandi Perry	Eat Drink Mississippi Walnut Hills: A Story Steeped in History	https://www.eatdrinkmississippi.com/post/walnut-hills-a-story-steeped-in-history	Digital	3,000	N/A	3,000	N/A	N/A	N/A
September-22	Jodi Smith	Ranker The Most Haunted Houses in America by State	https://www.ranker.com/list/haunted-houses-by-state/jodi-smith	Digital	30,000,000	N/A	30,000,000	\$277,500	N/A	\$277,500
September-22	Zoe Yarbrough	Style Blueprint 11 Epic Southern Ghost Tours	https://styleblueprint.com/everyday/southern-ghost-tours/	Digital	300,000	N/A	300,000	\$2,775	N/A	\$2,775
September-22	Andrea Reeves	The Enquirer + 19 Additional Media Outlets These epic fall hikes are within driving distance of Ohio	https://www.cincinnati.com/story/entertainment/2022/09/23/where-to-go-hiking-near-ohio-for-the-best-fall-foliage/9751776002/	Digital	8,015,963,685	N/A	8,015,963,685	\$74,147,664	N/A	\$74,147,664
September-22	Paige Townley	Good Grit 4 Ghoulishly Good Times in Mississippi	https://goodgritmag.com/blogs/news/4-ghoulishly-good-times-in-mississippi	Digital	19,422	N/A	19,422	\$180	N/A	\$180
September-22	Renee Cosme	The Travel 10 Southern Ghost Stories (& Where to Find Them In Real Life)	https://www.thetravel.com/southern-ghost-stories-where-to-find-them/	Digital	2,639,984	N/A	2,639,984	\$24,420	N/A	\$24,420
September-22	Renee Cosme	MSN Travel 10 Southern Ghost Stories (& Where to Find Them In Real Life)	https://www.msn.com/en-us/travel/news/10-southern-ghost-stories-where-to-find-them-in-real-life/ar-AA12dHrq?li=BBnbkIE	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
September-22	Renee Cosme	Press From 10 Southern Ghost Stories (& Where to Find Them In Real Life)	https://pressfrom.info/us/news/us/-1004680-10-southern-ghost-stories-where-to-find-them-in-real-life.html	Digital	1,023,384	N/A	1,023,384	\$9,466	N/A	\$9,466
September-22	Renee Cosme	Press Review 24 10 Southern Ghost Stories (& Where to Find Them In Real Life)	https://pressreview24.com/us/news/us/-1004680-10-southern-ghost-stories-where-to-find-them-in-real-life.html	Digital	3,000	N/A	3,000	N/A	N/A	N/A

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September-22	Brie Dyas & Hadley Mendelsohn	House Beautiful The Most Haunted Houses in Every State (and Their Horrifying Back Stories)	https://www.housebeautiful.com/lifestyle/q4790/most-haunted-home-50-states/?slide=23	Digital	9,700,000	N/A	9,700,000	\$89,725	N/A	\$89,725
September-22	Brianna Goebel	20 Southern Events & Happenings: Oct. 2022 11 Epic Southern Ghost Tours	https://styleblueprint.com/everyday/southern-events-october	Digital	356,000	N/A	356,000	\$3,293	N/A	\$3,293
October-22	Angel Madison	Popular Mechanics Beautiful Photos of All 50 States	https://www.popularmechanics.com/culture/q41449346/beautiful-photos-of-usa/	Digital	14,737,275	N/A	14,737,275	\$136,320	N/A	\$136,320
October-22	Angel Madison	MSN Travel Beautiful Photos of All 50 States	https://www.msn.com/en-sg/travel/tripideas/beautiful-photos-of-all-50-states/ss-AA12s0hC	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
October-22	Scott Hartbeck	Travel Pulse The 50 Spookiest Places to Visit This October	https://www.travelpulse.com/gallery/destinations/the-50-spookiest-places-to-visit-this-october.html?image=22	Digital	800,000	N/A	800,000	\$7,400	N/A	\$7,400
October-22	Exclusive Global News Staff	Exclusive Global News 15 Things to Do in Mississippi & Places to Visit	https://www.exclusiveglobalnews.com/15-things-to-do-in-mississippi-places-to-visit/	Digital	124,236	N/A	124,236	\$1,149	N/A	\$1,149
October-22	Haven Staff	Haven Alabama and Mississippi Towns Perfect For Outdoor Enthusiasts	https://havenlifestyles.com/alabama-and-mississippi-towns-perfect-for-outdoor-enthusiasts/	Digital	29,876	N/A	29,876	\$276	N/A	\$276
October-22	Deb Thompson	Just Short of Crazy + Social Media A Stay at the Haunted Duff Green Mansion in Vicksburg MS	https://www.justshortofcrazy.com/duff-green-mansion/	Digital	148,301	N/A	148,301	\$1,372	N/A	\$1,372
October-22	Deb Thompson	MSN Travel A Stay at the Haunted Duff Green Mansion in Vicksburg MS	https://www.msn.com/en-us/news/other/a-stay-at-the-haunted-duff-green-mansion-in-vicksburg-ms/ar-AA12StbY	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
October-22	Deb Thompson	Just Short of Crazy + Social Media 10 Southern Ghost Tours That Will Make You Believe	https://www.justshortofcrazy.com/southern-ghost-tours/	Digital	148,301	N/A	148,301	\$1,372	N/A	\$1,372
October-22	Deb Thompson	MSN Travel 10 Southern Ghost Tours That Will Make You Believe	https://www.msn.com/en-us/news/other/10-southern-ghost-tours-that-will-make-you-believe/ar-AA12Snig	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
October-22	Mira Temkin	Splash Magazines Vicksburg - The Key to a Great Mississippi Getaway	https://splashmags.com/index.php/2022/10/13/vicksburg-the-key-to-a-great-mississippi-getaway/#qsc.tab=0	Digital	413,964	N/A	413,964	\$3,829	N/A	\$3,829
October-22	Rob Kachelriess (Direct LRC Result)	MSN Travel The Creepiest, Most Mysterious Haunted Hotels in Every State	https://www.msn.com/en-us/travel/article/the-creepiest-most-mysterious-haunted-hotels-in-every-state/ar-AA12YPkr?li=BBnbkIE	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
October-22	Rob Kachelriess (Direct LRC Result)	Thrillist The Creepiest, Most Mysterious Haunted Hotels in Every State	https://www.thrillist.com/travel/nation/most-haunted-hotels-in-america	Digital	30,000,000	N/A	30,000,000	\$277,500	N/A	\$277,500
October-22	Jessica Patterson-Smith	Sun Herald These are some of the most haunted properties in Mississippi. Will you visit them?	https://www.sunherald.com/entertainment/article266964716.html	Digital	228,624	N/A	228,624	\$2,115	N/A	\$2,115
October-22	Jessica Patterson-Smith	News Break These are some of the most haunted properties in Mississippi. Will you visit them?	https://www.newsbreak.com/news/2791515887619/these-are-some-of-the-most-haunted-properties-in-mississippi-will-you-visit-them	Digital	22,672,724	N/A	22,672,724	\$209,723	N/A	\$209,723
October-22	Rachel Hernandez	WJTV-12 Where are Mississippi's most haunted places?	https://www.wjtv.com/news/state/where-are-mississippis-most-haunted-places/	Digital	559,062	N/A	559,062	\$5,171	N/A	\$5,171

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October-22	Rachel Hernandez	News Break Where are Mississippi's most haunted places?	https://www.newsbreak.com/news/2793298322224/where-are-mississippi-s-most-haunted-places	Digital	22,672,724	N/A	22,672,724	\$209,723	N/A	\$209,723
October-22	Melody Pittman	MSN Travel 5 Great Places to Visit in Mississippi	https://www.msn.com/en-us/travel/tripideas/5-great-places-to-visit-in-mississippi/ar-AA13bX8f?li=BBnbkIE	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
October-22	Darcy Schild Erin McDowell	Insider The Most Haunted Hotel in Every State You Can Actually Stay At - If you dare	https://www.insider.com/most-haunted-hotel-in-each-state	Digital	50,780,709	N/A	50,780,709	\$469,722	N/A	\$469,722
October-22	Inside Express Staff	Inside Express The Most Haunted Hotel in Every State You Can Stay at This Year	https://insidexpress.com/news/the-most-haunted-hotel-in-every-state-you-can-stay-at-this-year/	Digital	41,454	N/A	41,454	\$383	N/A	\$383
October-22	Inside Express Staff	MSN Travel The Most Haunted Hotel in Every State You Can Stay at This Year	https://www.msn.com/en-ie/travel/news/the-most-haunted-hotel-in-every-state-you-can-actually-stay-at-if-you-dare/ss-AA13ccel?li=BBr5MKc	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
October-22	Melody Pittman	MSN Travel 50 Cool Things To Do In Mississippi	https://www.msn.com/en-us/travel/tripideas/50-cool-things-to-do-in-mississippi/ar-AA131Zh6?li=BBnbkIE	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
October-22	Mira Temkin	Eye on Channel Hang Out in the Key City—Vicksburg, Mississippi	https://eyeonchannel.com/uncategorized/hang-out-in-the-key-city-vicksburg-mississippi/	Digital	10,029	N/A	10,029	N/A	N/A	N/A
October-22	Mira Temkin	Blogarama Hang Out in the Key City—Vicksburg, Mississippi	https://www.blogarama.com/arts-and-entertainment-blogs/1296442-urbanmatter-chicago-blog/46436749-hang-key-city-vicksburg-mississippi	Digital	5,901,116	N/A	5,901,116	\$54,585	N/A	\$54,585
October-22	Mira Temkin	Urban Matter Hang Out in the Key City—Vicksburg, Mississippi	https://urbanmatter.com/chicago/hang-out-in-the-key-city-vicksburg-mississippi/	Digital	745,416	N/A	745,416	\$6,895	N/A	\$6,895
October-22	Laura Ray	Travel Awaits 21 Amazing Warm U.S. Cities to Visit in November 2022	https://www.travelawaits.com/2815498/best-warm-us-cities-november/	Digital	4,700,000	N/A	4,700,000	\$43,475	N/A	\$43,475
October-22	Laura Ray	MSN Travel 21 Amazing Warm U.S. Cities to Visit in November 2022	https://www.msn.com/en-us/travel/tripideas/21-amazing-warm-u-s-cities-to-visit-in-november-2022/ar-AA13qax8?li=BBnbkIE	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
October-22	Laura Ray	Up Job News 21 Amazing Warm U.S. Cities to Visit in November 2022	https://upjobsnews.com/21-amazing-warm-u-s-cities-to-visit-in-november-2022-more-latest-news/	Digital	121,200	N/A	121,200	\$1,121	N/A	\$1,121
October-22	Zoe Yarbrough	Style Blueprint Haunted Mississippi: The Scariest Places + Their Stories	https://styleblueprint.com/everyday/haunted-mississippi/	Digital	300,000	N/A	300,000	\$2,775	N/A	\$2,775
October-22	Terry Ward	MSN News The scariest haunted houses in the US and the stories behind them	https://www.msn.com/en-us/news/us/the-scariest-haunted-houses-in-the-us-and-the-stories-behind-them/ss-AA13iCi6?li=BBnbkIE	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
October-22	Brian Johnston	Traveller Best stops on Highway 61 in the US: America's other legendary road trip	https://www.traveller.com.au/best-stops-on-highway-61-in-the-us-americas-other-legendary-road-trip-h27chv	Digital	2,368,703	N/A	2,368,703	\$21,911	N/A	\$21,911
October-22	Terri Cowart Frazier	Vicksburg Post Mississippi's most haunted house holds Halloween Candlelight Tours	https://www.vicksburgpost.com/2022/10/23/outlook-tour-mississippi-most-haunted-house-by-candlelight/	Digital	160,954	N/A	160,954	\$1,489	N/A	\$1,489
October-22	Alyssa Arbuckle	Super Talk Mississippi's most haunted house holds Halloween Candlelight Tours	https://www.supertalk.fm/mississippi-most-haunted-house-holds-halloween-candlelight-tours/	Digital	166,650	N/A	166,650	\$1,542	N/A	\$1,542

2022 Year-End
LRC Media Monitoring and Published Results Report
Vicksburg, Mississippi
January 6, 2023

Publication Date	Author	Publication Name & Article Title	Online Article Location/Link	Media Type	Digital Impressions	Print Impressions	Total Impressions	Estimated Digital Value	Estimated Print Value	Total Estimated Value
October-22	Beth D'Addano	Country Roads Magazine + Social Media Beyond the Battle	https://countryroadsmagazine.com/travel/getaways/art-lovers-guide-to-vicksburg/	Digital & Print	163,798	75,000	238,798	\$1,515	\$6,270	\$7,785
October-22	Magnolia State Life Staff	Magnolia State Live Tour Mississippi's Most Haunted House by Candlelight	https://www.magnoliastatelive.com/2022/10/23/tour-mississippi-most-haunted-house-by-candlelight/	Digital	42,872	N/A	42,872	\$397	N/A	\$397
October-22	Magnolia State Life Staff	News Break Tour Mississippi's Most Haunted House by Candlelight	https://www.newsbreak.com/news/2796280826336/tour-mississippi-most-haunted-house-by-candlelight	Digital	22,672,724	N/A	22,672,724	\$209,723	N/A	\$209,723
October-22	Vacation Idea Staff	Vacation Idea 22 Best Things to Do in Mississippi	https://vacationidea.com/attractions/best-things-to-do-in-mississippi.html	Digital	3,571,722	N/A	3,571,722	\$33,038	N/A	\$33,038
October-22	Big 7 Travel Staff	Big Seven Travel 7 of the Most Haunted Places in Mississippi	https://bigseventravel.com/7-of-the-most-haunted-places-in-mississippi/	Digital	885,938	N/A	885,938	\$8,195	N/A	\$8,195
October-22	Big 7 Travel Staff	Ugolini 7 of the Most Haunted Places in Mississippi	https://ugolini.co.th/ugolini/7-of-the-most-haunted-places-in-mississippi-big-7-travel/	Digital	194,556	N/A	194,556	\$1,800	N/A	\$1,800
November-22	News Lane Staff	News Lane 21 Amazing Warm U.S. Cities To Visit in November 2022	https://newslanes.com/2022/11/15/21-amazing-warm-u-s-cities-to-visit-in-november-2022/	Digital	217,413	N/A	217,413	\$2,011	N/A	\$2,011
November-22	Shira	Travel Raval 29 Best Things To Do in Vicksburg, Mississippi	https://travelraval.com/blog/things-to-do-in-vicksburg-mississippi/	Digital	10,120	N/A	10,120	N/A	N/A	N/A
November-22	Stephanie Osmanski	Parade It's Lit! The 50 Best Christmas Light Displays in Each State Will Bring You a Whole Watt of Holiday Cheer	https://parade.com/1128674/stephanieosmanski/christmas-light-displays-near-me/	Digital	27,176,216	N/A	27,176,216	\$251,380	N/A	\$251,380
November-22	Daniella DiRienzo	Only In Your State 11 Winter Festivals in Mississippi That Are Simply Unforgettable	https://www.onlyinyourstate.com/mississippi/11-unforgettable-christmas-displays-in-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
November-22	Daniella DiRienzo	Only In Your State Here Are 12 Spots in Mississippi You Must Explore This Winter	https://www.onlyinyourstate.com/mississippi/ms-places-to-explore-in-winter/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
November-22	Vacation Idea Staff	Vacation Idea 25 Best Mississippi Weekend Getaways	https://vacationidea.com/weekend_getaways/best-in-mississippi.html	Digital	3,571,722	N/A	3,571,722	\$33,038	N/A	\$33,038
December-22	R Thomas Berner	State College Travels Interrupted	https://www.statecollegemagazine.com/articles/travels-interrupted/	Digital & Print	18,293	35,000	53,293	\$169	\$2,527	\$2,696
December-22	Harriet Comley	Travel 2 Next 6 National Parks in Louisiana	https://travel2next.com/national-parks-in-louisiana/	Digital	500,126	N/A	500,126	\$4,626	N/A	\$4,626
December-22	Magnolia State Life Staff	Magnolia State Live These 2 Mississippi dishes named some of 2022's most memorable in the country	https://www.magnoliastatelive.com/2022/12/13/food-writers-name-these-2-mississippi-bites-some-of-2022s-most-memorable-in-the-country/	Digital	42,872	N/A	42,872	\$397	N/A	\$397
December-22	Magnolia State Life Staff	News Break These 2 Mississippi dishes named some of 2022's most memorable in the country	https://www.newsbreak.com/news/2856667401678/these-2-mississippi-dishes-named-some-of-2022-s-most-memorable-in-the-country	Digital	22,672,724	N/A	22,672,724	\$209,723	N/A	\$209,723
December-22	NY Times Staff	New York Times 25 Restaurant Dishes We Couldn't Stop Thinking About This Year	https://www.nytimes.com/2022/12/09/dining/best-restaurant-dishes-2022.html	Digital	804,571,362	N/A	804,571,362	\$7,442,285	N/A	\$7,442,285

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Publication Date	Author	Publication Name & Article Title	Online Article Location/Link	Media Type	Digital Impressions	Print Impressions	Total Impressions	Estimated Digital Value	Estimated Print Value	Total Estimated Value
December-22	Lesli Peterson	MSN Travel 25 All-Time Best Things To Do in Mississippi	https://www.msn.com/en-us/travel/tripideas/25-all-time-best-things-to-do-in-mississippi/ar-AAZTFCy	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
December-22	More Than Just Parks Staff	More Than Just Parks 5 Amazing National Parks Near Jackson You'll Love (Photos + Guide)	https://morethanjuparks.com/national-parks-near-jackson/	Digital	28,391	N/A	28,391	\$263	N/A	\$263
December-22	Jackie Sheckler Finch	All Things Cruise American Cruise Lines: Low river means bus ride to board American Symphony	https://allthingscruise.com/american-cruise-lines-low-river-means-bus-ride-to-board-american-symphony/	Digital	31,636	N/A	31,636	\$293	N/A	\$293
December-22	Aunindita Bhatia	The Travel 10 Spots In Mississippi You Must Explore This Winter (Besides The Famed Beau Rivage Casino)	https://www.thetravel.com/best-spots-in-mississippi-to-see-in-winter/	Digital	1,524,168	N/A	1,524,168	\$14,099	N/A	\$14,099
December-22	William Suphan	Only In Your State Visitor Center The Best Attractions in Mississippi	https://www.onlyinyourstate.com/mississippi/the-friendship-oak-in-ms-is-one-of-the-oldest-things-in-america/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
December-22	Jackie Sheckler Finch	All Things Cruise American Cruise Lines: History of 'Teddy Bears' on Vicksburg flood wall	https://allthingscruise.com/american-cruise-lines-history-of-teddy-bears-on-vicksburg-flood-wall/	Digital	31,636	N/A	31,636	\$293	N/A	\$293
December-22	Christina Rado	Family Destinations Guide 15 Best Restaurants in Vicksburg, MS-- Top-Rated Places to Eat!	https://familydestinationsguide.com/best-restaurants-in-vicksburg-ms/	Digital	15,234	N/A	15,234	\$141	N/A	\$141
December-22	Daniella DiRienzo	Only In Your State Secret Places in Mississippi	https://www.onlyinyourstate.com/mississippi/10-best-kept-secrets-in-ms/	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
December-22	Jackie Sheckler Finch	All Things Cruise American Cruise Lines: Story of 'Old Abe' at Vicksburg National Military Park	https://allthingscruise.com/american-cruise-lines-story-of-old-abe-at-vicksburg-national-military-park/	Digital	31,636	N/A	31,636	\$293	N/A	\$293
214 PUBLISHED RESULTS				TOTALS	42,738,235,275	688,595	42,738,923,870	\$395,328,227	\$21,605	\$395,349,832

*Not previously reported

LRC REPORTING METHODOLOGY

When available, LRC provides the number of impressions and estimated ad values, because combined with media credibility, they are considered a good measure for showing the "prominence" and influencing power of published results.

Digital Impressions represent the opportunity to view the article online and are based on the average number of Unique Monthly Visitors (UMVs), digital subscribers and/or social media followers when applicable. **Digital Value** is computed by applying a trusted formula provided by ITK Information Services, a media monitoring company, to the number of digital impressions.

Print impressions are based on the publication's readership. When readership is not available, LRC multiplies circulation by 2.5 to determine readership. **Print Value** is based on current advertising rates for the space the article occupied. LRC does not apply an industry multiplier typically calculated at 2.5 times the determined ad value.

Broadcast Impressions are based on the number of potential viewers/listeners at the time the story aired as provided by the broadcast station. **Broadcast Value** is based on current advertising rates for the time slot and duration of the coverage.