

Georgia Tourism, Germany / Austria / Switzerland

FISCAL YEAR 2010-2011 (July 2010-June 2011)

UP TO SEPTEMBER 2010

MEDIA WORK, RESULTS

Print Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2010/09/30	Western Mail	Country music magazine, Germany	Promotional page for 2011 readers group tour of the South Atlanta: World of Coca Cola	Work with tour operator Sea Side Travel, and editors	16500	300
2010/09/16	Neue Westfaelische	Daily newspaper, Bielefeld	Thee early REM albums remastered Athens: Athens Music Heritage Tour	Group press fam, June 2010, Thomas Klingebiel (extra story, travel story to follow)	279900	500
2010/09/13	Touristik Aktuell	Travel trade magazine	Atlanta Georgia Aquarium, CNN, Jimmy Carter Museum, High Museum of Art, Martin Luther King Jr. National Historic Site, outlet shopping, World of Coca Cola	Ongoing work with the editors. Story written by Joerg-Michael Weiss	30800	4500
2010/09/13	Travel Talk	USA sales supplement of travel trade journal, Germany	Georgia as part of Deep South tour Macon: 1842 Inn, photo and named	Ongoing work with the editors. We supplied photography.	31100	2700
2010/09/11	Weser Kurier	Daily newspaper, Bremen	Plains Peanut Festival 2011	Press release "Plains Peanut Festival", August 31, 2010	184400	6100
2010/09/11	General-Anzeiger	Daily newspaper, Bonn	The Plains Peanut Festival	Press release "Plains Peanut Festival", August 31, 2010	100000	4100

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2010/09/04	Landeszeitung	Daily newspaper, Lueneburg	<p>Athens and Dahlenega</p> <p>Athens: Agora, Athfest, Athens Music Heritage Tour, Farm 255 Restaurant, Farmers Market, Jittery Joe's, State Botanical Garden, Town Hall, Weaver D's, Wuxtry</p> <p>Dahlenega: BlackStock Vineyards and Winery, Corkscrew Cafe, Crisson Gold Mine</p> <p>Atlanta: Hartsfield Jackson International Airport</p> <p>Blue Ridge Mountains</p> <p>Delta Air Lines</p>	Group press fam, June 2010, Nicole Wehr	40200	3150
2010/09/04	Altmark Zeitung	Daily newspaper, Salzwedel	<p>Athens and Dahlenega</p> <p>Athens: Agora, Athfest, Athens Music Heritage Tour, Farm 255 Restaurant, Farmers Market, Jittery Joe's, State Botanical Garden, Town Hall, Weaver D's, Wuxtry</p> <p>Dahlenega: BlackStock Vineyards and Winery, Corkscrew Cafe, Crisson Gold Mine</p> <p>Atlanta: Hartsfield Jackson International Airport</p> <p>Blue Ridge Mountains</p> <p>Delta Air Lines</p>	Group press fam, June 2010, Nicole Wehr	19900	1900

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2010/09/04	Kieler Nachrichten	Daily newspaper, Kiel	Athens and Dahlenega Athens: 40 Watts Club, Agora, Athfest, Athens Music Heritage Tour, Farm 255 Restaurant, Farmers Market, Jittery Joe's, Oconee Hill Cemetery, State Botanical Garden, Town Hall, Weaver D's, Wuxtry Dahlenega: BlackStock Vineyards and Winery, Corkscrew Cafe, Crisson Gold Mine Blairsville: Mountain Crossings Atlanta: Hartsfield Jackson International Airport Blue Ridge Mountains Delta Air Lines	Group press fam, June 2010, Nicole Wehr	108800	15100
2010/09/04	Frankfurter Rundschau	Daily newspaper, Frankfurt	The Plains Peanut Festival	Press release "Plains Peanut Festival", August 31, 2010	172900	3600
2010/09/01	America Journal	Travel magazine, Germany	Chattanooga Chanticleer Inn, Rock City Gardens	Visit Marion Frahm and Michal Lindner, March 2010	38500	300
2010/09/01	America Journal	Travel magazine, Germany	Savannah: Forsyth Park Fountain, Mabel Francis Potter's Cupcake Emporium, Mrs. Wilkes Boarding House, River Street Sweets, Tybee Island, Wall's BBQ	Work with the editors. We supplied photography	38500	7500

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2010/08/28	Hannoversche Allgemeine Zeitung/Neue Presse	Daily newspaper, Hannover	Athens and Dahlenega Athens: 40 Watts Club, Agora, Athfest, Athens Music Heritage Tour, Farm 255 Restaurant, Farmers Market, Jittery Joe's, Oconee Hill Cemetery, State Botanical Garden, Town Hall, Weaver D's, Wuxtry Dahlenega: BlackStock Vineyards and Winery, Corkscrew Cafe, Crisson Gold Mine Blairsville: Mountain Crossings Atlanta: Hartsfield Jackson International Airport Blue Ridge Mountains Delta Air Lines	Group press fam, June 2010, Nicole Wehr	230100	33360
2010/08/28	Schaumburger Nachrichten	Daily newspaper, Bueckeburg	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	17200	2400
2010/08/28	Peiner Allgemeine	Daily newspaper, Peine	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	21800	3150
2010/08/28	Hildesheimer Allgemeine Zeitung	Daily newspaper, Hildesheim	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	47700	6900
2010/08/28	Aller Zeitung/Wolfsburger Allgemeine	Daily newspaper, Wolfsburg	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	39300	5700
2010/08/28	Die Harke	Daily newspaper, Nienburg	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	21500	3000
2010/08/28	Walsroder Zeitung	Daily newspaper, Walsrode	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	11700	1690
2010/08/28	Cellesche Zeitung	Daily newspaper, Celle	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	34700	5000
2010/08/28	Niedersaechsisches Tageblatt	Daily newspaper, Lueneburg	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	112900	16400
2010/08/28	Goettinger Tageblatt	Daily newspaper, Goettingen	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	51100	7400
2010/08/28	Taeglicher Anzeiger	Daily newspaper, Holzminden	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	11000	1600
2010/08/28	Seesener Beobachter	Daily newspaper, Seesen	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	5400	780

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2010/08/28	Gandersheimer Kreisblatt	Daily newspaper, Gandersheim	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	5000	730
2010/08/28	Alfelder Zeitung	Daily newspaper, Alfeld	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	9100	1300
2010/08/28	Einbecker Morgenpost	Daily newspaper, Einbeck	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	9300	1300
2010/08/28	Schaumburger Zeitung	Daily newspaper, Rinteln	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	8500	1280
2010/08/28	Schaumburger Lippische Landeszeitung	Daily newspaper, Bueckeberg	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	3700	1000
2010/08/28	Deister -Leine Zeitung	Daily newspaper, Barsinghausen	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	5200	750
2010/08/28	Neue Deister Zeitung	Daily newspaper, Springe	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	6300	900
2010/08/28	Deister- und Weserzeitung	Daily newspaper, Hameln	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	37900	5450
2010/08/28	Leine-Deister-Zeitung	Daily newspaper, Gronau	As above (Hannoversche Allgemeine /Neue Presse)	Group press fam, June 2010, Nicole Wehr	5300	760
2010/08/21	Siegener Zeitung	Daily newspaper, Siegen	New German Atlanta brochure CNN Center, Georgia Aquarium, High Museum of Art, Margaret Mitchell House, Martin Luther King Jr National Historic Site, outlet shopping, World of Coca Cola	Press Release "New German Atlanta brochure", January 14, 2010	63800	1500
2010/08/21	Abendzeitung	Daily newspaper, Munich	Savannah: carriage rides, mansions. squares, Savannah River Boat Tour, The Georgia Queen, Tybee Island Light Station Sapelo Island: Gullah culture	Visit Egmont Strigl, continuous work with the editor	141900	13800
2010/08/14	Berliner Zeitung	Daily newspaper, Berlin	Civil War sites Chattanooga: Chickamauga National Military Park	Work with Raufeld Media, the agency who produce the travel section. The writer, Joern Kaesebier, reported on a private visit without requesting support	147900	500

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2010/08/14	Frankfurter Rundschau	Daily newspaper, Frankfurt	Civil War sites Chattanooga: Chickamauga National Military Park	Work with Raufeld Media, the agency who produce the travel section. The writer, Joern Kaesebier, reported on a private visit without requesting support	172900	500
2010/07/31	Weser Kurier	Daily newspaper, Bremen	Savannah: carriage rides, mansions. squares, Savannah River Boat Tour Sapelo Island: Gullah culture Tybee Island: Lighthouse	Visit Egmont Strigl, continuous work with the editor	184500	25800
2010/07/31	Western Mail	Country music magazine, Germany	Report of Readers Tour of the South 2010 Atlanta	Work with the editors of Western Mail magazine and with the tour operator Seaside Travel	16500	200
2010/07/30	ADAC Motorwelt	Membership magazine of German AAA	Travel to the USA at rising prices The South is more affordable now than some other parts of the USA were last year	Work with the editors	13643000	50000
				Circulation:	16126700	242900 Euro Fixing September 30, 2010: x 1.365 US\$ 331,500
No advertisements possible in publications marked zero.						

TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
2010/09/14	SWR + SR, "Kaffee oder Tee"	Okefenokee Wildlife Refuge	Tri-Ergon filming, April 2009, initiated and escorted by us	5'29"	All of Southwestern Germany (1/4 of German population) on the air, Germany/ Austria/ Switzerland via cable, all of Europe via free analogue and digital satellite.	0
2010/07/20 4:05 pm	SWR + SR, "Kaffee oder Tee"	Bluegrass music with a focus on Tennessee Lookout Mountain, GA: Rock City Gardens	Tri-Ergon filming, April 2009, initiated and escorted by us	5'15" total 0'13' on Rock City Gardens'	All of Southwestern Germany (1/4 of German population) on the air, Germany/ Austria/ Switzerland via cable, all of Europe via free analogue and digital satellite.	0

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
					Total	0
No advertisements possible on network marked zero. The real value is high.						

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS	Ad Value
2010/09/01 11:30 am	Country Radio Switzerland	Online Radio	Plains Peanut Festival Plains: Plains Inn Americus: Windsor Hotel	Press release "Plains Peanut Festival", August 31, 2010	1500000	500
				Total:	1520000	1500 Euro Fixing September 30, 2010: x 1.365 US\$ 2000

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2010/09/14	T-Online	Website of Germany's #1 Internet provider	Georgia Aquarium	Work with editor Susanne Ewald. We provided photography	http://reisen.t-online.de/georgia-aquarium-das-groesste-aquarium-der-welt/id_4284288/8/index	25000
2010/09/13	Touristik Aktuell	Website of travel trade magazine	Atlanta Georgia Aquarium, CNN, Jimmy Carter Museum, High Museum of Art, Martin Luther King Jr. National Historic Site, outlet shopping, World of Coca Cola	Ongoing work with the editors. Story written by Joerg-Michael Weiss	http://www.touristik-aktuell.de/destinationen/nordamerika/news/datum/2010/09/13/atlanta-diese-stadt-schlaeft-nie.html	1000
2010/09/08	Gourmet Report	Culinary website	Plains Peanut Festival Plains: Jimmy Carter National Historic Site, Plains Inn Americus: Windsor Hotel	Press release "Plains Peanut Festival", August 31, 2010	http://www.gourmet-report.de/artikel/336226/Erdnuss-Festival-mit-Jimmy-Carter.html	500
2010/09/07	FineArtReisen	Travel website	Plains Peanut Festival Plains: Jimmy Carter National Historic Site, Plains Inn Americus: Windsor Hotel	Press release "Plains Peanut Festival", August 31, 2010	http://fineartreisen.de/html/20100831_26241.php	500

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2010/09/01	SWR	Website of TV network, Germany	Okefenokee Wildlife Refuge Folkston Waycross	Tri-Ergon filming, April 2009, initiated and escorted by us	http://www.swr.de/kaffee-oder-tee/reise/-/id=2244246/nid=2244246/did=6742342/1pkasz2m/index.html	1000
2010/08/31	BeLocal	Travel website	Plains Peanut Festival Plains: Jimmy Carter National Historic Site, Plains Inn Americus: Windsor Hotel	Press release "Plains Peanut Festival", August 31, 2010	http://www.belocal.de/plains/event/plains_peanut_festival/seite_1,155621,17,245650.html	500
2010/08/31	VUSA Germany	Website of German Visit USA Committee	Plains Peanut Festival Plains: Jimmy Carter National Historic Site, Plains Inn Americus: Windsor Hotel	Press release "Plains Peanut Festival", August 31, 2010	http://www.vusa.travel/index.php/presse/122-erdnuss-festival-mit-jimmy-carter	500
2010/08/31	Magazin USA	Travel website	Plains Peanut Festival Plains: Jimmy Carter National Historic Site, Plains Inn Americus: Windsor Hotel	Press release "Plains Peanut Festival", August 31, 2010	http://www.zeitgeistusa.de/2010/08/erdnuss-festival-mit-jimmy-carter-in-georgia/	500
					Total	29500 Euro Fixing September 30, 2010: x 1.365 US\$ 40,200

Paid Advertisements

DATE	TITLE	CATEGORY	THEMES	SOURCE OF \$\$\$	CIRCULATION
2010/09/01	America Journal	Travel magazine, Germany	See Rock City Rock City Gardens, Big Rock Grill	Rock City	38500

Features “Special of the Month” on www.georgia-usa.de

Month	Theme	Link
October 2010	Halloween in Savannah	http://www.georgiaonmymind.de/neu_okt10.php
September 2010	Plains Peanut Festival	http://www.georgiaonmymind.de/neu_sep10.php
August 2010	World of Coca Cola, Atlanta	http://www.georgiaonmymind.de/neu_aug10.php
July 2010	Pirate's House, Savannah	www.georgiaonmymind.de/neu_jul10.php

News Wire Service Broadcasts

DATE	SERVICE	CATEGORY	THEMES	SOURCE	COVERAGE / NOTES

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS	Ad Value
				Total:	1520000	0
No advertisements possible on networks marked zero. The real value is very high.						

Podcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	ADDRESS

Electronic Newsletters by E-Mail

DATE	TITLE	CATEGORY	THEMES	SOURCE	NO. RECIPIENTS
				Total:	0

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
						0
						US\$ 0