

Georgia Tourism, Germany / Austria / Switzerland

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

UP TO MARCH 2011

MEDIA WORK, RESULTS

News Wire Service Broadcasts

DATE	SERVICE	CATEGORY	THEMES	SOURCE	COVERAGE / NOTES
2011/03/11	Dpa/tmn	The feature and travel news services of dpa, Germany's equivalent of the Associated Press	Announcement of the "Dolphin Tales" show Atlanta: Georgia Aquarium	ITB meeting with Kevin Langston	Owned by the newspapers. Articles syndicated to most media in Germany and redistributed to partner services in Austria and Switzerland.

Print Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2011/03/23	Aerzte Zeitung	Daily newspaper for physicians	Antebellum Trail Pilgrimage Macon: 1842 Inn Madison: Heritage Hall, Madison Oaks Milledgeville: Old Governor's Mansion	Press release "Antebellum Trail Pilgrimage", March 16, 2011	60000	1200
2011/03/20	OWL am Sonntag	Sunday newspaper, Bielefeld	Antebellum Trail Pilgrimage	Press release "Antebellum Trail Pilgrimage", March 16, 2011	295400	400
2011/03/19	Hanauer Anzeiger	Daily newspaper, Hanau	TUI's fly & drive of the South Atlanta Savannah	Press release by online travel agency e-Kolumbus, November 23, 2011, based on project we supported with the 2010 poster promotion	17600	320
2011/03/19	Hamburger Morgenpost	Daily newspaper, Hamburg	Antebellum Trail Pilgrimage Macon: 1842 Inn, Cannonball House Madison: Heritage Hall Athens	Press release "Antebellum Trail Pilgrimage", March 16, 2011	126200	6390

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2011/02/06	Der Tagesspiegel	Daily newspaper, Berlin	Savannah Savannah Music Festival, African-American Tours, Ghost Talk Tours, B. Mathews, Bonaventure Cemetery, Mabel Francis Potter's Cupcake Emporium, Mercer Williams House, Mulberry Inn, River Street, Savannah School of Arts and Design, Staybridge Suites, Telfair Academy, Wright Square, Wright Square Cafe	Work with the travel editor Gerd Seidemann	120800	14600
2011/02/08	Klosterneuburger Nachrichten	Daily newspaper, Klosterneuburg, Austria	Article on the amarikareisen.at Deep South USA presentation, Jan.20, 2011 Atlanta	amarikareisen.at presentation Jan. 20, 2011	2800	300
201102/01	Travel Industry Professional Exclusive	USA issue of travel trade journal, Austria	Destinations in the South Atlanta: Blind Willie's, CNN, Margaret Mitchell House, Martin Luther King National Historic Site, World of Coca Cola Savannah Antebellum Trail Athens Macon	Work wit editor Janin Nachtweh	20000	2500
2011/01/30	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
2011/01/28	Travel One	Travel trade magazine	Announcement of Georgia travel show 100% Urlaub airing Feb. 2nd	Visit Karl Teuschl, April 2008	21000	300

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2011/01/27	Travel Inside	USA sales supplement of travel trade magazine, Austria	Georgia Coast Savannah: Town squares, Tybee Island, Jekyll Island: Jekyll Island Club Hotel Sea Island: The Cloister St. Simons Island: Fort Frederica, Museum of Costal History Little St. Simons Island Blackbeard Island National Wildlife Refuge Brunswick Darien Eulonia Fort King George Historic Site Ossabaw Island Valona	Constant work with the editors	10700	3900
2011/01/20	Traveller	Travel trade journal, Austria	The Discover America Guide 2011 Georgia	Work with the Visit USA Committee Austria	7500	300
2011/01/19	Klosterneuburger Nachrichten	Daily newspaper, Klosterneuburg, Austria	Announcement of the amerikareisen.at Deep South consumer event, Jan.20, 2011 Georgia Coast	amerikareisen.at presentation Jan. 20, 2011	2800	300
2011/01/17	Travel Industry Professional	Travel trade journal, Austria	Announcement of the Visit USA Seminar, Feb.3, 2011 in Vienna Georgia	Visit USA presentation, Feb.3, 2011	8500	300
2011/01/13	Traveller	Travel trade journal, Austria	Announcement for the Visit USA presentation, Feb.3, 2011 in Vienna	Visit USA presentation, Feb.3, 2011	7500	300
2011/01/01	Golf Fee Card Guide 2011-2012	Golf Travel Guide published by Mastercard	Braselton: Château Élan Winery&Resort Bainbridge: PinesGolf Course Hoschton: Reunion Golf Club Macon: Oakview Golf & Country Club McDonough: Cotton Field Golf Club Richmond Hill: Waterfront Landing Vidalia: Rocky Creek Golf Club Warner Robbins: The Landings Golf Club	Editorial contact + their own research (selection on entry by them)	62000	5200

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2010/12/22	Skal Journal Germany	Tourism Association membership journal	Georgia theme night in Bielefeld with AAR and Delta Air Lines Atlanta: CNN, Georgia Aquarium, World of Coca Cola Golden Isles Savannah AAR Delta Air Lines	Article written by Wolfgang Streitboerger, photography produced by Raphael Tenschert	5000	1000
2010/12/18	Suedthueringer Presse Plus	Travel section of four newspapers in the state of Thuringia	Sea Island among National Geographic's list of the most beautiful beaches	Constant work with the editors	124300	2000
2011/12/16	Zeit Magazin	Weekly newspaper, nationwide	Hip Hop scene in Atlanta Club Fusion, Club Ritz, CNN, Lavish Lounge, Pool Palace, Studio 72,	Constant work with the editors	494000	117200
2010/12/13	America Journal	Travel magazine, Germany	Jekyll Island Credle Adventure Tours, Jekyll Island Club and Hotel, Jekyll Island Museum, Georgia Sea Turtle Center, Sea Jay's in the Jekyll Harbor Marina, St. Andrews Beach, The Driftwood Bistro at Villas by the Sea	Visit Marion Frahm and Michal Lindner, March 2010	38500	32350
2010/12/01	Fifty	Magazine for the 50+ years target group	Golden Isles Cumberland Island: Greyfield Inn Jekyll Island: Jekyll Island Club Hotel Little St. Simons Island Atlanta Brunswick Delta Air Lines	Visits Beate Baum, September, 2010, and Imke Lass, October 2010	301000	59200
2010/12/01	Meiers Welt	VIP magazine by major tour operator Meier's Weltreisen, Germany Note: This is extra to the paidpage in the same issue	The South: Atlanta: CNN, Georgia Aquarium, Margaret Mitchell House, Martin Luther King Jr. National Historic Site, World of Coca Cola Antebellum Trail Athens	Sales synergy	7000	650

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2010/11/25	Westfalen Blatt	Daily newspaper, Bielefeld	Georgia theme night in Bielefeld with AAR and Delta Air Lines Atlanta: Margaret Mitchell House, World of Coca Cola Antebellum Trail Athens Appalachian Trail Macon AAR Delta Air Lines	Reporter invited by us to the event	152400	7000
2010/11/22	Westfalen Blatt	Daily newspaper, Bielefeld	Georgia's presence in Germany	Visit by reporter Bernd Bexte at German Georgia office, November 17, 2010	152400	7000
2010/11/18	Capital	Monthly public-interest business magazine	Golden Isles Cumberland Island: Greyfield Inn Jekyll Island: Jekyll Island Club Hotel Little St. Simons Island Sea Island: The Cloister Atlanta Brunswick Delta Air Lines	Visits Beate Baum, September, 2010, and Imke Lass, October 2010	173000	162800
2010/11/11	Weltwoche	Weekly lifestyle magazine, Switzerland	The South by motorcycle Atlanta: Bone's	Continuous work with the editors	81700	5600
2010/10/23	Neue Westfaelische	Daily newspaper, Bielefeld	Athens & vicinity Athens: Athens Music History Tour, City Hall, Farm 255, 40 Watts Club, Hotel Indigo, Oconee Hill Cemetery, Railroad Trestle, Terrapin Brewery, The Grit, Weaver D's Dahlonaga: Black Stock Vineyards & Winery Atlanta: Airport Delta Air Lines Meier's Weltreisen	Group press fam, June 2010, Thomas Klingebiel	279900	24800

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2010/10/23	Neue Osnabruecker Zeitung	Daily newspaper, Osnabrueck	Athens & vicinity Athens: AthFest, Athens Music History Tour, City Hall, Farm 255, 40 Watts Club, Hotel Indigo, Oconee Hill Cemetery, Railroad Trestle, Terrapin Brewery, The Grit, Weaver D's Dahlonaga: Black Stock Vineyards & Winery Atlanta: Airport Delta Air Lines Meier's Weltreisen	Group press fam, June 2010, Thomas Klingebiel	308000	29600
2010/10/01	CMC Newsletter	Newsletter of the Country Music Club of Switzerland	Plains Peanut Festival	Press release "Plains Peanut Festival", August 31, 2010	150	200
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
2010/09/25	Vorarlberger Nachrichten	Daily newspaper, Voralberg, Austria	Savannah: Carriage rides, mansions, squares, Savannah River Boat Tour Sapelo Island: Gullah culture Tybee Island: Lighthouse	Visit Egmont Strigl, continuous work with the editor	63500	3100
2010/09/16	Neue Westfaelische	Daily newspaper, Bielefeld	Three early REM albums re-mastered 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

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
2010/09/11	General-Anzeiger	Daily newspaper, Bonn	The Plains Peanut Festival	Press release "Plains Peanut Festival", August 31, 2010	100000	4100
2010/09/04	Landeszeitung	Daily newspaper, Lueneburg	Athens and Dahlenega Athens: Agora, Athfest, Athens Music Heritage Tour, Farm 255 Restaurant, Farmers Market, Jittery Joe's, State Botanical Garden, Town Hall, Weaver D's, Wuxtry Dahlenega: BlackStock Vineyards and Winery, Corkscrew Cafe, Crisson Gold Mine Atlanta: Hartsfield Jackson International Airport Blue Ridge Mountains Delta Air Lines	Group press fam, June 2010, Nicole Wehr	40200	3150
2010/09/04	Altmark Zeitung	Daily newspaper, Salzwedel	Athens and Dahlenega Athens: Agora, Athfest, Athens Music Heritage Tour, Farm 255 Restaurant, Farmers Market, Jittery Joe's, State Botanical Garden, Town Hall, Weaver D's, Wuxtry Dahlenega: BlackStock Vineyards and Winery, Corkscrew Cafe, Crisson Gold Mine Atlanta: Hartsfield Jackson International Airport Blue Ridge Mountains Delta Air Lines	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, Bueckeberg	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

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
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	SchaumburgerLippische 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

DATE	TITLE	CATEGORY	THEMES	SOURCE	CIRCULATION	AD VALUE EURO
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
2010/07/25	Badische Neueste Nachrichten	Daily newspaper, Karlsruhe	Savannah: Carriage rides, mansions, squares, Savannah River Boat Tour Sapelo Island: Gullah culture Tybee Island: Lighthouse	Visit Egmont Strigl, continuous work with the editor	133700	15950
2010/07/01 Rerun of story printed 2010/02/24	America Journal Extra	Special issue of America Journal for consumer shows	USA by AMTRAK Atlanta: Martin Luther King National Historic Site, Centennial Olympic Park, World of Coca Cola, CNN, Jimmy Carter Presidential Library & Museum, Lenox & Phipps shopping, MARTA, Hartsfield airport, Sweet Auburn District	Visit January 2010, Hannes Klug	10000	600
				Circulation:	19230550	748560 Euro Fixing March 31st, 2011: x 1.4204 US\$ 1,063,200
No advertisements possible in publications marked zero.						

TV Broadcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
2011/03/07 3:15 pm Rerun of show aired 2011/03/04	n-tv News network, nationwide	Story on WIFI technology on Lufthansa flights Atlanta: Georgia Aquarium	Lufthansa FAM, February 2011, Anna Schubert	4'53" total 0'40' on Atlanta	All of Germany, Austria and Switzerland via cable, all of Europe via free direct satellite, worldwide via internet livestream	1560
2011/03/05 8:30 am Rerun of show aired 2011/03/04	n-tv News network, nationwide	Story on WIFI technology on Lufthansa flights Atlanta: Georgia Aquarium	Lufthansa FAM, February 2011, Anna Schubert	4'53" total 0'40' on Atlanta	All of Germany, Austria and Switzerland via cable, all of Europe via free direct satellite, worldwide via internet livestream	760
2011/03/04 6:30 pm	n-tv News network, nationwide	Story on WIFI technology on Lufthansa flights Atlanta: Georgia Aquarium	Lufthansa FAM, February 2011, Anna Schubert	4'53" total 0'40' on Atlanta	All of Germany, Austria and Switzerland via cable, all of Europe via free direct satellite, worldwide via internet livestream	2120
2011/02/04 2:00 pm Rerun of show aired 2010/03/11	3 Sat 100% Urlaub	Macon: 1842 Inn, Hay House Madison: Downtown, Pilgrimages Milledgeville: Antebellum Inn, Lockerly Hall, Old Governor's Mansion, Trolley tours Golden Isles: St. Simons beach shots at King & Prince Resort, Lady Jane, Credle's Adventures Antebellum Trail Okefenokee National Wildlife Refuge	Karl Teuschl filming, April 2008	12'00"	All of Germany, Austria and Switzerland via cable, all of Europe via free direct satellite	0
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

DATE	NETWORK	THEMES	SOURCE	LENGTH	REACH	AD VALUE EURO
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
					Total	4440 Euro Fixing March 31st, 2011: x 1.4204 US\$ 6200
No advertisements possible on network marked zero. The real value is high.						

Radio Broadcasts

DATE	NETWORK	CATEGORY	THEMES	SOURCE	NUMBER OF LISTENERS	ADD VALUE
2011/02/02	Country Radio Switzerland	Online Radio	Live interview with Wolfgang Streitboerger at Visit USA show Zurich Atlanta Golden Isles: Credle Adventure Tours, Sea Island Civil War Sesquicentennial Delta Air Lines	We arranged for the broadcast with the executive producer David Bolli to promote the Swiss VUSA show	15000	500
2011/01/10-15	Radio 21	Radio network, state of Lower Saxony with Hannover	One-week Atlanta promotion, with TUI Radio quiz, the price being a four day trip to Atlanta Georgia Aquarium, Centennial Olympic Park, CNN, Philips Arena, Piedmont Park, Ritz Carlton, World of Coca Cola The attractions were promoted many times over the course of five days.	TUI and our work with TUI	100000	2000
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	15000	500
				Total:	130000	3000 Euro Fixing March 31st, 2011: x 1.4204 US\$ 4200

Online Appearances

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2011/03/17	Fineartreisen	Travel website	Antebellum Trail Pilgrimage Macon: 1842 Inn, Cannonball House Madison: Heritage Hall Athens	Press release "Antebellum Trail Pilgrimage", March 16, 2011	http://fineartreisen.de/html/20110317_28334.php	500
2011/03/16	VUSA Germany	Website of German Visit USA Committee	Antebellum Trail Pilgrimage Macon: 1842 Inn, Cannonball House Madison: Heritage Hall Athens	Press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.vusa.travel/index.php/presse/221-suedstaatenvillen-oeffnen-ihre-tueren	500
2011/03/16	Magazin USA	Travel website	Antebellum Trail Pilgrimage Macon: 1842 Inn, Cannonball House Madison: Heritage Hall Athens	Press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.zeitgeistusa.de/2011/03/sudstaatenvillen-offnen-ihre-tueren/#more-1655	500
2011/03/16	Amerikareisen	Travel website. Austria	Antebellum Trail Pilgrimage Macon: 1842 Inn, Cannonball House Madison: Heritage Hall Athens	Press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.canadareisen.at/blog/blog-usa/764-georgia-suedstaatenvillen-oeffnen-ihre-tueren	200
2011/03/16	BeLocal	Travel website	Antebellum Trail Pilgrimage Macon: 1842 Inn, Cannonball House Madison: Heritage Hall Athens	Press release "Antebellum Trail Pilgrimage", March 16, 2011	http://www.belocal.de/georgia/veranstaltungen/georgias_antebellum_trail_pilgrimage/seite_1,61742,17,252654.html	500
2011/03/11	Frankfurt Airport	Website of Frankfurt airport	Announcement of the "Dolphin Tales" show Atlanta: Georgia Aquarium	Dpa press release "Georgia Aquarium opens dolphin show", March 11, 2011	http://www.frankfurt-airport.de/content/frankfurt_airport/de/news0/20110311-georgia_aquarium.html	1000
2011/03/01	Amerikareisen	Travel website. Austria	Cherry Blossom Festival Macon: Central City Park, Georgia Music Hall of Fame, Hay House, New Fellowship Missionary Baptist Church Antebellum Trail	Our special of the month for March 2011	http://www.canadareisen.at/blog/blog-usa/751-georgia-kirschbluete-in-macon-das-cherry-blossom-festival	200
2011/01/30	Radio 21	Website of radio network, state of Lower Saxony with Hannover	Winner of the radio quiz in Atlanta with a slide show: Der Biergarten, Georgia Aquarium, Hard Rock Cafe, Philips Arena, World of Coca Cola	TUI and our work with TUI	http://www.radio21.de/cms/index.php?id=845	1000

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2011/01/10	Amerikareisen	Travel website. Austria	Georgia's Civil War history Atlanta: Cyclorama, Margaret Mitchell House, Stone Mountain Fort MacAllister Resaca Tunnel Hill	Our Special of the Month for February 2011	http://www.amerikareisen.at/blog/blog-usa/725-georgia-erinnert-an-den-buergerkrieg	200
2011/01/10	Amerikareisen	Travel website. Austria	The Jekyll Island Club Jekyll Island: Credle's Adventures, Georgia Seaturtle Center, Great Dunes Golf Course, Indian Mound Course, Jekyll Island Club, Oleander Course, Pine Lakes Course Brunswick Cumberland Island Little St. Simons Island Savannah Sea Island	Our Special of the Month for January 2011	http://www.amerikareisen.at/blog/blog-usa/702-georgia-das-jekyll-island-club-hotel-urlaub-im-stil-der-alten-millionaere	200
2010/12/28	Capital	Website of public-interest business magazine	Golden Isles Cumberland Island: Greyfield Inn Jekyll Island: Jekyll Island Club Hotel Little St. Simons Island Sea Island: The Cloister Atlanta Brunswick Delta Air Lines	Visits Beate Baum, September, 2010, and Imke Lass, October 2010	http://www.capital.de/guide/:Jekyll-Island--Geburtsort-einer-Geldmacht/100035094.html	2000
2010/12/22	Amerikareisen	Travel website. Austria	Georgia Music Hall of Fame Macon: Georgia Music Hall of Fame	Our special of the month for November 2007	http://www.amerikareisen.at/blog/blog-usa/697-musiklegenden-in-der-georgia-music-hall-of-fame	200
2010/12/22	Amerikareisen	Travel website. Austria	High Museum of Art Atlanta: High Museum of Art	Our Special of the Month for November 2008	http://www.amerikareisen.at/blog/blog-usa/696-georgia-das-high-museum-of-art-kunst-auf-weltniveau	200
2010/12/01	Amerikareisen	Travel website. Austria	CNN votes the Cumberland Island National Seashore one of the most beautiful beaches in the US	Our online news story for October 2010	http://www.amerikareisen.at/blog/blog-usa/634-georgia-cumberland-island	200

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2010/12/01	Amerikareisen	Travel website. Austria	Marietta Atlanta: Margaret Mitchell House Marietta: Archibald Howell House, Benson-Hardin-Mills House, Gone With the Wind Museum, Gordon-Padgett-Owens House, Marietta Conderate Cemetery, Marietta National Cemetery, McLellan-Apple-Bullington House, Millwood-Luxemburger-Kinney House, Reese-Romijn-Powell House	Our Special of the Month for December 2010	http://www.amerikareisen.at/blog/blog-usa/633-georgia-marietta-atlantas-huebsche-nachbarin	200
2010/12/01	Amerikareisen	Travel website. Austria	Columbus Columbus: Cannon Brew Pub, Coca Cola Science Space Center, Springer Opera House, Warm Springs: Little White House Andersonville National Historic Site	Our Special of the Month for November 2010	http://www.amerikareisen.at/blog/blog-usa/632-georgia-columbus-grosses-herz-aus-stahl	200
2010/12/01	Frankfurt_Live	Lifestyle website	TUI's fly & drive of the South Atlanta Savannah	Press release by online travel agency e-Kolumbus, November 23, 2011, based on project we supported with the poster promotion	http://www.frankfurt-live.com/front_content.php?idcat=185&idart=47421	1000
2010/11/23	Reisenews Online	Travel website	TUI's fly & drive of the South Atlanta Savannah	Press release by online travel agency e-Kolumbus, November 23, 2011, based on project we supported with the poster promotion	http://www.reisenews-online.de/2010/11/23/amerikas-suedstaaten-die-heimat-von-scarlett-o-hara/	500
2010/11/23	Abenteuer und Reisen	Travel website	TUI's fly & drive of the South Atlanta Savannah	Press release by online travel agency e-Kolumbus, November 23, 2011, based on project we supported with the poster promotion	http://www.abenteuer-reisen.de/node/32058	500

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
2010/11/23	Open PR	Public relations website	TUI's fly & drive of the South Atlanta Savannah	Press release by online travel agency e-Kolumbus, November 23, 2011, based on project we supported with the poster promotion	http://www.openpr.de/drucken/488513/Auf-den-Spuren-von-Scarlett-O-Hara-Zeitreise-in-die-Vergangenheit-und-Gegenwart-des-Grand-Old-South.html	500
2010/11/22	Westfalen Blatt	Website of daily newspaper, Bielefeld	Georgia's presence in Germany	Visit by reporter Bernd Bexte at German Georgia office, November 17, 2010	http://westfalen-blatt.de/nachrichten/generator/reg_show.php?id=43947&TB_iframe=true&width=500&height=450&PH_PSESSID=6fee6f652095671f437d19a0bb5e6982	1000
2010/10/29	Thalia.at	Website of a major chain of European bookstores, Austria	Announcement for a slide presentation on the South Atlanta: CNN, World of Coca Cola Golden Isles Okfenokee Wildlife Refuge Savannah	Work with Karin Ochenbauer, Americareisen.at	http://www.thalia.at/shop/ama_ho_mestartseite/thalia-veranstaltungen/showDetail/2457/	500
2010/10/28	Amerikareisen	Travel website. Austria	Halloween in Savannah Colonial Park Cemetery, Ghost Tours, Old Pink House	Our Special of the Month for October 2010	http://www.amerikareisen.at/blog/blog-usa/568-halloween-erwunschenes-savannah	200
2010/10/23	Neue Westfaelische	Website of daily newspaper, Bielefeld	Athens & vicinity Athens: Athens Music History Tour, City Hall, Farm 255, 40 Watts Club, Hotel Indigo, Oconee Hill Cemetery, Railroad Trestle, Terrapin Brewery, The Grit, Weaver D's Dahlonga: Black Stock Vineyards & Winery Atlanta: Airport Delta Air Lines Meier's Weltreisen	Group press fam, June 2010, Thomas Klingebiel	http://www.nw-news.de/info/nw_reise/3873713_Athens_rockt.html	2000
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/index	25000

DATE	TITLE	CATEGORY	THEMES	SOURCE	ADDRESS	AD VALUE EURO
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/destination/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
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/events/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	43500 Euro Fixing March 31st, 2011: x 1.4204 US\$ 61,700

Podcasts

DATE	NETWORK	THEMES	SOURCE	LENGTH	ADDRESS
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DATE	NETWORK	THEMES	SOURCE	LENGTH	ADDRESS
2011/03/05 Podcast of show aired 2011/03/04	n-tv News network	Story on WIFI technology on Lufthansa flights Atlanta: Georgia Aquarium	Lufthansa FAM, February 2011, Anna Schubert	4'53" total 0'40' on Atlanta	http://www.n-tv.de/ratgeber/Sendungen/n-tv-Ratgeber-Hightech-article2763201.html
2011/02/03 Recording of show aired 2011/02/02	Country Radio Switzerland Online Radio	Interview with Wolfgang Streitboerger at Visit USA presentation, Zurich Atlanta Golden Isles: Credle Adventure Tours, Sea Island Civil War Sesquicentennial Delta Air Lines	Constant work with editor David Bolli	6'05"	http://countryradio.ch/assets/media/visit_USA_special_david_bolli_crs.mp3
2011/01/30	Radio 21	Website of radio network, state of Lower Saxony with Hannover Link to Youtube with video showing winners experience their price trip: Philips Arena	TUI and our work with TUI.	2'04"	http://www.radio21.de/cms/index.php?id=845

Electronic Newsletters by E-Mail

DATE	TITLE	CATEGORY	THEMES	SOURCE	NO. RECIPIENTS
2011/02/02	Meiers Weltreisen Newsletter	Consumer newsletter	Tour of the South Atlanta: CNN, Georgia Aquarium, Hilton, LaQuinta Inn, Margaret Mitchell House, Martin Luther King National Historic Site, World of Coca Cola Athens: Foundry Park Inn & Spa, Music clubs Chattanooga: Lookout Mountain, Rock City Gardens Antebellum Trail		10000
				Total:	10000

Paid Advertisements

DATE	TITLE	CATEGORY	THEMES	SOURCE OF \$\$\$	CIRCULATION
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201102/01	Travel Industry Professional Exclusive	USA issue of travel trade journal, Austria	Destinations in the South Atlanta: CNN, Georgia Aquarium, Margaret Mitchell House, Martin Luther King National Historic Site, World of Coca Cola Golden Isles: Jekyll Island, Little St. Simons, Sea Island, St. Simons Island Macon: Georgia Music Hall of Fame Savannah: Savannah Music Festival Antebellum Trail Athens	GDEcD	25000
2010/12/13	America Journal	Travel magazine, Germany	Savannah	Visit Savannah	38500
2010/12/01	Meiers Welt	VIP magazine by major tour operator Meier's Weltreisen, Germany Note: This is extra to the paif page in the same issue	Georgia Special Athens: Music Clubs Atlanta: Martin Luther King Jr. National Historic Site, Stone Mountain Plains: Jimmy Carter National Historic Site Savannah: Savannah Music Festival Antebellum Trail Chickamauga National Military Park Golden Isles Macon New Echota Cherokee Capital Historic Site Okefenokee Wildlife Refuge	State of Georgia	7000
2010/09/20	Bertelsmann Club	Magazine for members of the Bertelsmann book club in Germany	Coach tour of the South, combined with a cruise Atlanta: Martin Luther King Historic Site	Deep South USA member states including Georgia paying ¼, managed by us	1750000
2010/09/01	America Journal	Travel magazine, Germany	See Rock City Rock City Gardens, Big Rock Grill	Rock City	38500
					1859000

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

Month	Theme	Link
April 2011	Fernbank Museum of Natural History	http://www.georgiaonmymind.de/neu_apr11.php
March 2011	Cherry Blossom Festival in Macon	http://www.georgiaonmymind.de/neu_mar11.php
February 2011	Georgia Civil War Sesquicentennial	http://www.georgiaonmymind.de/neu_feb11.php
January 2011	Jekyll Island Club Hotel	http://www.georgiaonmymind.de/neu_jan11.php
December 2010	Marietta	http://www.georgiaonmymind.de/neu_dez10.php
November 2010	Columbus	http://www.georgiaonmymind.de/neu_nov10.php

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