

Monster Jam East Rutherford, NJ Media Tracker 2023

Date	Outlet	Location	Story Title	Audience	Publicity Value	Topic
Broadcast				Audience	Publicity Value	Topic
5/12/2023	Good Day Wake Up (WNYW-TV/FOX)	New York, NY	Good Day Wake Up - 5:01 AM	27,321	\$1,311.31	East Rutherford, NJ
5/12/2023	Good Day Wake Up 2 (WNYW-TV/FOX)	New York, NY	Good Day Wake Up - 5:19 AM	27,321	\$1,311.31	East Rutherford, NJ
5/12/2023	Good Day Wake Up 2 (WNYW-TV/FOX)	New York, NY	Good Day Wake Up 2 - 6:56 AM	42,937	\$1,946.95	East Rutherford, NJ
5/12/2023	Good Day Wake Up 2 (WNYW-TV/FOX)	New York, NY	Good Day Wake Up 2 - 8:56 AM	57,360	\$2,277.28	East Rutherford, NJ
5/12/2023	Good Day Wake Up 2 (WNYW-TV/FOX)	New York, NY	Good Day Wake Up 2 - 6:26 AM	42,937	\$1,946.95	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 6:46 AM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 7:15 AM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 7:44 AM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 8:45 AM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 9:45 AM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 10:15 AM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 10:45 AM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 11:15 AM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 11:45 AM	N/A	N/A	East Rutherford, NJ
5/12/2023	WMBC News (WMBC-TV/Ind)	New York, NY	WMBC News - 11:30 AM	N/A	N/A	East Rutherford, NJ
5/12/2023	WMBC News (WMBC-TV/Ind)	New York, NY	WMBC News - 11:54 AM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 12:16 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 12:46 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 1:46 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 2:46 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 3:16 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 3:46 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 4:25 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 5:25 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 5:55 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 6:26 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 6:56 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 7:56 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 8:24 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 8:54 PM	N/A	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey (News 12/Ind)	Edison, NJ	News 12 New Jersey - 9:54 PM	N/A	N/A	East Rutherford, NJ

Online

UVPM

Publicity Value

Topic

4/2/2023	NJ.com	Iselin, NJ	The concerts and events coming to MetLife Stadium in 2023	8,161,376	\$16,355.96	East Rutherford, NJ
5/11/2023	NJFamily.com	New Providence, NJ	Things To Do This Mother's Day Weekend In and Around NJ May 12-14	88,747	\$166.84	East Rutherford, NJ
5/11/2023	DOAC.com	New York, NY	Monster Jam	193,384	N/A	East Rutherford, NJ
5/11/2023	Fox5NY.com	New York, NY	NYC weekend events: Things to do across the Tri-State area	824,909	\$1,550.83	East Rutherford, NJ
5/11/2023	NJ.com	Iselin, N	20 N.J. arts/entertainment events to check out this weekend and beyond (May 12-16)	8,161,376	\$15,318.78	East Rutherford, NJ
5/12/2023	NewJersey.News12.com	Edison, NJ	High-flying excitement: Monster Jam returns to MetLife stadium in East Rutherford	522,228	\$981.79	East Rutherford, NJ
5/12/2023	HudsonValley.News12.com	West Nyack, NY	High-flying excitement: Monster Jam returns to MetLife stadium in East Rutherford	56,628	\$106.46	East Rutherford, NJ
5/12/2023	Bronx.News12.com	Bronx, NY	High-flying excitement: Monster Jam returns to MetLife stadium in East Rutherford	430,473	\$760.51	East Rutherford, NJ
5/12/2023	Brooklyn.News12.com	Woodbury, NY	High-flying excitement: Monster Jam returns to MetLife stadium in East Rutherford	164,843	\$309.90	East Rutherford, NJ
5/12/2023	LongIsland.News12.com	Woodbury, NY	High-flying excitement: Monster Jam returns to MetLife stadium in East Rutherford	505,105	\$938.38	East Rutherford, NJ
5/12/2023	Westchester.News12.com	Yonkers, NY	High-flying excitement: Monster Jam returns to MetLife stadium in East Rutherford	230,495	\$433.33	East Rutherford, NJ
Social Media				Followers/Likes		Topic
5/12/2023	FOX 5 / Fox5NY.com Facebook	New York, NY	Facebook	2,300,000	N/A	East Rutherford, NJ
5/12/2023	FOX5NY Twitter	New York, NY	Twitter	139,600	N/A	East Rutherford, NJ
5/12/2023	Jim Murdoch Twitter	Edison, NJ	Twitter	8,585	N/A	East Rutherford, NJ
5/12/2023	News 12 New Jersey Facebook	Edison, NJ	Facebook	728,000	N/A	East Rutherford, NJ
Influencers				Followers/Likes		Topic
5/16/2023	Em.loren_ TikTok	New Jersey	TikTok	46,000	N/A	East Rutherford, NJ
5/16/2023	Em.loren_ TikTok	New Jersey	Instagram	5,248	N/A	East Rutherford, NJ
5/16/2023	Ms_ozl Instagram Story	New Jersey	Instagram Story	24,265	N/A	East Rutherford, NJ
5/17/2023	Ms_ozl Instagram	New Jersey	Instagram	24,260	N/A	East Rutherford, NJ
				TOTAL AUDIENCE	22,813,398	\$45,716.58
				TOTAL STORIES	50	