

Monster Jam Philadelphia, PA Media Tracker 2023

Date	Outlet	Location	Story Title	Audience	Publicity Value	Topic
Broadcast				Audience	Publicity Value	Topic
4/14/2023	Eyewitness News at 5 (KYW-TV/CBS)	Philadelphia, PA	Eyewitness News at 5 - 5:52 AM	17,703	\$668.05	Philadelphia, PA
4/14/2023	Actions News at 6:00 AM (WPVI-TV/ABC)	Philadelphia, PA	Action News at 6:00 AM - 6:10 AM	78,845	\$3,270.50	Philadelphia, PA
4/14/2023	Actions News at 6:00 AM (WPVI-TV/ABC)	Philadelphia, PA	Actions News at 6:00 AM - 6:20 AM	78,845	\$19,623.00	Philadelphia, PA
4/14/2023	Actions News at 6:00 AM (WPVI-TV/ABC)	Philadelphia, PA	Actions News at 6:00 AM - 6:54 AM	78,845	\$3,270.50	Philadelphia, PA
4/14/2023	Good Day Philadelphia at 7a (WTFX-TV/FOX)	Philadelphia, PA	Good Day Philadelphia at 7a - 7:19 AM	61,906	\$3,552.60	Philadelphia, PA
4/14/2023	Good Day Philadelphia at 7a (WTFX-TV/FOX)	Philadelphia, PA	Good Day Philadelphia at 7a - 7:53 AM	61,906	\$1,776.30	Philadelphia, PA
4/14/2023	Good Day Philadelphia at 7a (WTFX-TV/FOX)	Philadelphia, PA	Good Day Philadelphia at 7a - 7:56 AM	61,906	\$10,657.80	Philadelphia, PA
4/14/2023	CBS Philadelphia News (WPSG-TV/CW)	Philadelphia, PA	CBS Philadelphia News - 7:59 AM	1,581	\$153.45	Philadelphia, PA
4/14/2023	CBS Mornings (KYW-TV/CBS)	Philadelphia, PA	CBS Mornings - 8:57 AM	47,092	\$1,886.35	Philadelphia, PA
4/14/2023	Good Morning America (WPVI-TV/ABC)	Philadelphia, PA	Good Morning America - 8:59 AM	155,713	\$5,848.15	Philadelphia, PA
4/14/2023	Eyewitness News at 9AM (KYW-TV/CBS)	Philadelphia, PA	Eyewitness News at 9AM - 9:13 AM	31,046	\$1,582.02	Philadelphia, PA
4/14/2023	Eyewitness News at 9AM (KYW-TV/CBS)	Philadelphia, PA	Eyewitness News at 9AM - 9:16 AM	31,046	\$12,656.16	Philadelphia, PA
4/14/2023	Eyewitness News at 12PM (KYW-TV/CBS)	Philadelphia, PA	Eyewitness News at 12PM - 12:08 PM	97,574	\$4,867.61	Philadelphia, PA
4/14/2023	Eyewitness News at 12PM (KYW-TV/CBS)	Philadelphia, PA	Eyewitness News at 12PM - 12:15 PM	97,754	\$4,867.61	Philadelphia, PA
4/14/2023	Action News at 12:30 PM (WPVI-TV/ABC)	Philadelphia, PA	Action News at 12:30 PM - 12:30 PM	125,749	\$6,126.12	Philadelphia, PA
4/14/2023	Action News at 12:30 PM (WPVI-TV/ABC)	Philadelphia, PA	Action News at 12:30 PM - 12:37 PM	125,749	\$24,504.48	Philadelphia, PA
4/14/2023	Eyewitness News at 5 (KYW-TV/CBS)	Philadelphia, PA	Eyewitness News at 5 - 5:13 PM	32,689	\$3,288.60	Philadelphia, PA
4/14/2023	Action News at 5PM (WPVI-TV/ABC)	Philadelphia, PA	Action News at 5PM - 5:35 PM	166,084	\$7,601.85	Philadelphia, PA
4/14/2023	FOX 29 News at 5 (WTFX-TV/FOX)	Philadelphia, PA	FOX 29 News at 5 - 5:52 PM	43,632	\$2,101.95	Philadelphia, PA
4/14/2023	Action News at 10 (WPHL-TV/MyNetworkTV)	Philadelphia, PA	Action News at 10 - 10:41 PM	54,752	\$7,736.02	Philadelphia, PA
4/14/2023	Action News at 10 (WPHL-TV//MyNetworkTV)	Philadelphia, PA	Action News at 10 - 10:53 PM	54,752	\$7,736.02	Philadelphia, PA
4/15/2023	Eyewitness News Weekend Morning (KYW-TV/CBS)	Philadelphia, PA	Eyewitness News Weekend Morning - 5:08 AM	15,743	\$1,298.90	Philadelphia, PA
4/15/2023	Eyewitness News Weekend Morning (KYW-TV/CBS)	Philadelphia, PA	Eyewitness News Weekend Morning - 6:08 AM	15,743	\$1,298.90	Philadelphia, PA
4/15/2023	Action News at 5AM (WPVI-TV/ABC)	Philadelphia, PA	Action News at 5AM - 5:27 AM	29,588	\$2,556.20	Philadelphia, PA
4/15/2023	Action News Weekend 6AM (WPVI-TV/ABC)	Philadelphia, PA	Action News Weekend 6AM - 6:10 AM	49,283	\$2,359.10	Philadelphia, PA
4/15/2023	Action News Weekend 7AM (WPVI-TV/ABC)	Philadelphia, PA	Action News Weekend 7AM - 7:10 AM	87,199	\$3,577.40	Philadelphia, PA
4/15/2023	Action News Weekend 6AM (WPVI-TV/ABC)	Philadelphia, PA	Action News Weekend 6AM - 6:21 AM	49,283	\$4,718.20	Philadelphia, PA
4/15/2023	NBC10 News Today Weekend at 6am (WCAU-TV/NBC)	Philadelphia, PA	NBC10 News Today Weekend at 6am - 6:56 AM	26,316	\$736.25	Philadelphia, PA
4/15/2023	Eyewitness News Weekend Morning (KYW-TV/CBS)	Philadelphia, PA	Eyewitness News Weekend Morning - 9:19 AM	42,939	\$3,713.82	Philadelphia, PA
4/15/2023	Good Morning America: Weekend Edition (WPVI-TV/ABC)	Philadelphia, PA	Good Morning America: Weekend Edition - 10:57 AM	116,163	\$5,011.60	Philadelphia, PA
4/15/2023	NBC 10 News @ 6pm (WCAU-TV/NBC)	Philadelphia, PA	NBC 10 News @ 6pm - 6:25 PM	186,378	\$10,844.92	Philadelphia, PA

Online				UVPM	Publicity Value	Topic
4/13/2023	Inquirer.com	Philadelphia, PA	Trucks and dirt arrive in Philly for Monster Jam	4,919,278	N/A	Philadelphia, PA
4/14/2023	CBSNews.com	Philadelphia, PA	Monster Jam motoring into Philadelphia this weekend	N/A	N/A	Philadelphia, PA
4/14/2023	CBSNews.com	Philadelphia, PA	Monster Jam motors into Lincoln Financial Field on Saturday	N/A	N/A	Philadelphia, PA
4/14/2023	Inquirer.com	Philadelphia, PA	What our photographers saw on Thursday, April 13	4,919,278	N/A	Philadelphia, PA
4/14/2023	FOX29.com	Philadelphia, PA	Monster Jam heading to Lincoln Financial Field Saturday night	1,027,291	N/A	Philadelphia, PA
4/14/2023	6ABC.com	Philadelphia, PA	Monster Jam brings daredevil drivers, high-flying trucks to Lincoln Financial Field on Saturday	3,358,113	N/A	Philadelphia, PA
Social Media				Followers/Likes		Topic
4/14/2023	CBS Philadelphia Facebook	Philadelphia, PA	Facebook	345,000	N/A	Philadelphia, PA
4/14/2023	CBS Philadelphia Twitter	Philadelphia, PA	Twitter	221,300	N/A	Philadelphia, PA
4/14/2023	6abc Action News Facebook	Philadelphia, PA	Facebook	1,300,000	N/A	Philadelphia, PA
4/14/2023	Action News on 6abc Twitter	Philadelphia, PA	Twitter	916,700	N/A	Philadelphia, PA
Influencer				Followers/Likes		Topic
4/8/2023	ToiTimeblog Twitter	Philadelphia, PA	Twitter	2,472	N/A	Philadelphia, PA
4/8/2023	ToiTime Facebook	Philadelphia, PA	Facebook	1,263	N/A	Philadelphia, PA
4/10/2023	Toitimeblog Instagram	Philadelphia, PA	Instagram Story	13,426	N/A	Philadelphia, PA
4/10/2023	Sarah_J_Bonds Instagram	Philadelphia, PA	Instagram Story	1,968	N/A	Philadelphia, PA
4/12/2023	Toitimeblog Instagram	Philadelphia, PA	Instagram Story	13,424	N/A	Philadelphia, PA
4/13/2023	WelcomingSavannah Instagram	Philadelphia, PA	Instagram Story	30,094	N/A	Philadelphia, PA
4/15/2023	ToTimeBlog Instagram	Philadelphia, PA	Instagram	13,438	N/A	Philadelphia, PA
4/17/2023	Sarahjbonds TikTok	Philadelphia, PA	TikTok	45,700	N/A	Philadelphia, PA
4/18/2023	WelcomingSavannah Instagram	Philadelphia, PA	Instagram	30,094	N/A	Philadelphia, PA
				TOTAL AUDIENCE	19,269,205	\$169,890.43
				TOTAL STORIES	50	