

Lightscape at BBG

2023 Media Recap

Prepared by RUBENSTEIN

Season Overview

Lightscape returned to Brooklyn Botanic Garden in 2023, marking its third year in New York. Reimagined and bigger than ever before, Lightscape 2023 featured 18 installations from international light artists and over one million individual lights along the mile-long trail.

RUBENSTEIN worked to establish Lightscape as a New York City contemporary classic for the winter season in both earned and social media. In a competitive holiday landscape, and on the heels of a comparatively underwhelming prior year, we understood the need to be aggressive and strategic in repositioning Lightscape as a go-to winter experience. Our strategy was built on three pillars:

1. **Social media:** Given the visual spectacle of Lightscape and the explicit goal to drive ticket sales, we prioritized social media in line with earned media, developing an integrated strategy that dedicated separate resources to cultivating content creators. (See: Slide 16)
2. **Newsworthy moments:** We brainstormed and executed a new moment—Lights On—to create a sense of urgency, generate awareness, and build excitement for the opening of Lightscape.
3. **Consistent outreach:** We conducted proactive outreach to media multiple times during Lightscape’s six-week duration, ensuring ongoing visibility and assuring press it was never too late to cover. We utilized multiple angles (food, music) as well as point-in-time framing (e.g. “last chance”) to give us a platform for outreach.

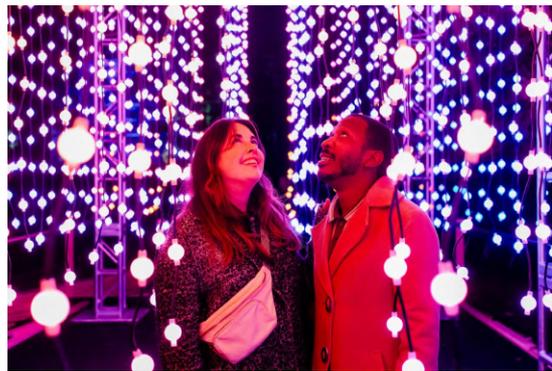
Given the Garden’s ticketing insights, namely that local Brooklynites are at the core of Lightscape’s audience, we focused on borough and metro print, broadcast, and online media and local “things to do” content creators, in addition to regional and national publications.

By the Numbers

Lightscape at Brooklyn Botanic Garden in 2023 earned 2,740,153 estimated print impressions, 92,565,765 estimated wire impressions, 18,470,336 estimated broadcast impressions, 1,079,111,282 estimated online impressions, and 5,365,652 estimated social impressions.

The following is an overview of media and social media coverage of Lightscape at Brooklyn Botanic Garden for 2023:

| | |
|--------------------------|----------|
| Photos | Slide 4 |
| Earned Media..... | Slide 5 |
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Earned Media

Earned Media Highlights

- *Gothamist* spoke with members of the Brooklyn Botanic Garden team, Squidsoup team, and ITHACA team for a look at how Lightscape comes together
- *The New Yorker* featured a behind-the-scenes look at Lightscape's installation in *Talk of the Town*
- Roger Clark visited the Garden for Lightscape, pre-taping and filming live shots for *NY1*'s morning show
- *Forbes* included Lightscape in their ultimate guide to holiday attractions in New York City

Media Highlights - Online

THE NEW YORKER

NATURE. IMPROVED

THE BROOKLYN BOTANIC GARDEN'S NOT-SO-CHRISTMAS SPECTACULAR



Glass explained that she hoped Lightscape, in its third year, would be a big money-maker for the garden. (Adult admission is around forty dollars.) It's a collaboration with a subsidiary of Sony Music. She said that during the planning sessions she'd told them, "We want to do this, but it can't be Christmas-themed, because it's Brooklyn." Glass continued, "And they said, 'But it's *really* Christmas, right?'" She'd replied, "No! I want something that's like the pagan heart of Brooklyn." "Jingle Bells" and "Frosty the Snowman" were forbidden. No reindeer. Not a single Christmas tree. Instead, a thirty-five-foot-tall light sculpture (name: Contemporary Tree) was installed on a lawn, near an actual conifer (*Pinus strobus*). Glass recalled, "I was, like, 'We'll take that tree, but there can't be a star on top!'" When the sculpture arrived, there was a star on top. "And I was, like, 'You've got to cut off the star!'" Marsden's team replaced it with a glowing orb. ♦

Gothamist

Lightscape returns to Brooklyn Botanic Garden to cast a 'Winter Spell'

The piece "Frost Tree" features solid gold lights running up the tree's bark and branches.

It was featured in last year's show and returns brighter than ever before because the lights illustrating its root system have gotten longer.

Bottrell said the toughest part of working with older trees is making sure they stay intact while heavy equipment is attached to them.

"It's not just about the technology, it's not just about the power, it's not just about the artwork," she said, "but it's that case of trying to ensure that we are constantly working to protect the collection that's been here for hundreds of years and needs to be here for hundreds of years as well."

BROOKLYN MAGAZINE

LIGHTSCAPE IS BACK AT BBG WITH A MILLION LIGHTS, NEW SURPRISES, TAYLOR SWIFT AND A 'BROOKLYN HIP-HOP ZONE'

Lightscape, the mile-long nighttime trail featuring 18 different illuminated installations, opens tonight for its third straight holiday season at Brooklyn Botanic Garden.

It's become one of the city's most popular holiday outings, and this year BBG has upped the crowd-pleasing ante even further with a newly curated soundtrack featuring none other than Elton John, Miley Cyrus and Taylor Swift, who croons "Snow on the Beach" (with Lana Del Rey) right near the very end of your journey. If that's not your speed, there's also an area they're calling the "Brooklyn Hip-Hop Zone," blasting old-school bangers from local legends including Mos Def, MC Lyte and Digable Planets.

The whole thing has been created once again by a UK outfit called Culture Creative — the entire installation took 18 days to build — and, as co-owner Ian Bone tells Brooklyn Magazine, they couldn't be happier to be back for the third year. "New York is such a magical place," Bone says. "Brooklyn, even within New York, is an especially fantastic place. This is such a lovely garden too, very innovative, and I think the people who come out really care about the art."



Media Highlights - Online



Lightscape at Brooklyn Botanic Garden

Lightscape, an illuminated trail of art from local and international artists, features the iconic Winter Cathedral and a larger Fire Garden—all set to over a million lights, color and music. This year, it has been reimaged with a longer trail and new immersive experiences along the way, including "Supernova," a 24-foot-high illuminated Moravian star, a sparkling new Chandelier Walk and a giant red poppy blossoms of Floraison that hover above the trail.

As always, a curated playlist of music brings the light art to life, but this year, BBG is celebrating the 50th anniversary of hip-hop with "Kaleido Circle," an illuminated area in Oak Circle that will play a mix of hip-hop songs by influential Brooklyn musicians, curated by Queens-based artist Sherwin Banfield.

Of course, there will be food concessions along the trail that will still offer seasonal treats like hot cocoa, hot cider, and mulled wine as well as light bites, cookies and sweets.

Forbes

The Ultimate Guide To Holiday Attractions In New York City



This year, 2023, marks the third year of "Lightscape," an after-dark, mile-long illuminated trail leading past the Brooklyn Botanic Garden's landscapes. This nighttime showing brings attendees through 18 installations created by international light artists and design collectives.

Installations include "Supernova," a 24-foot-high illuminated Moravian star by Studio Vertigo, and "Sea of Light" by Ithaca Studio, which illuminates BBG's Cherry Esplanade, a broad green lawn lined with green and red oak trees, with a moving sequence of light.



Taylor Swift, Elton John music featured at Brooklyn Botanic Garden holiday show



"Normally, this would be dead and quiet here after 5 p.m. Everybody would have gone home, except the squirrels and the raccoons. So, we are bringing out thousands of people every night — families, friends, gathering during the holidays on a beautiful evening, and enjoying this place at night," Benepe said.

A new display at the show, called "Dancing Watercolors," is one of the opening attractions on a mile-long illuminated trail. Near the Japanese Hill-and-Pond Garden, the showcase features trees with changing backdrops that shimmer across the water in tune with music from the movie "The Polar Express."

"I call this Bellagio meets 'Into the Woods,'" Benepe said.

Now, in its third year, "Lightscape" features 18 different installations along an expanded and reimaged trail from international light artists and design collectives.

It's all happening to a soundtrack of eclectic holiday, pop and classical music from artists like Taylor Swift, Elton John and Philip Glass.

"Lightscape" will be on display at Brooklyn Botanic Garden through Jan. 1.

Media Highlights - Online

BUSINESS INSIDER

Seasonal depression is right around the corner. 'Winter cities' know how to fight it.

On a recent Sunday night in Brooklyn, New York, light rain and low temperatures didn't stop nearly 2,000 people from weaving their way through the Brooklyn Botanic Garden's mile-long holiday light show. The immersive "Lightscape," which is stroller- and wheelchair-friendly, is bringing people outside at a time of year when the Garden would normally be "cold, dark, and closed by 4:30," said Adrian Benepé, the Botanic Garden's president and CEO.

Benepé, a former NYC Parks Commissioner, says interest in outdoor activities in the city has surged in recent years, accelerated by the pandemic. When the Botanic Garden debuted its Lightscape show in November 2020, he was blown away by attendance. The show attracted more than 150,000 visitors during its six weeks, Benepé said, during a time of year when the Garden normally gets between 5,000 and 10,000 visitors a month. It's a financial boon during the Garden's slowest time of year, and good for the institution's brand. It's also good for public health.



10 best under-the-radar holiday events in New York City

The [New York Botanical Garden has its annual holiday train show](#). But over in Brooklyn, the Botanic Garden has its reimagined Lightscape show, which debuted in 2021. Brand new works of immersive light art are on display throughout the gardens through January 1. Over a million lights cover a one-mile trail on the floor, in the trees, in sculpture form (including a 24-foot-high illuminated Moravian star), and more. This year's Lightscape features a new playlist with songs by Taylor Swift, Elton John, Philip Glass, Viter Ukrainian Folk Choir, and others, as well as a Brooklyn hip-hop zone celebrating the genre's 50th anniversary.

"As visitors enter Lightscape, they find fountain sculptures in the pond of the Japanese Hill-and-Pond Garden. These carefully placed works create a fountain and light show in one of BBC's most iconic gardens. Trees along the route are illuminated to highlight the beauty of their natural forms. A selection of BBC's horse chestnut trees features special illuminated art from the Garden's archives of botanical illustrations," a press release states.



* SECRET NYC

Over 1 Million Dazzling Lights Will Illuminate BGC's After-Dark Holiday Trail

The holiday trail was a massive success in its East Coast debut, after originally launching at the Royal Botanic Gardens, Kew, in London in 2014. The 2023 show will feature the **Sea of Light**, bathing Cherry Esplanade in a stunning show of music and light, and **Meadow of Light**, brightening the Osborne Garden.

Be sure to explore some of BGC's horsechestnut trees that will be adorned with illuminated art from the Garden's archives of botanical illustration. Walk through a tunnel of hundreds of pink and purple hanging lights in the Plant Family Collection that will have you "oo-ing" & "aw-ing" the whole way.



Media Highlights - Online



Start Some New Traditions This Year with the Best Holiday Events in NYC



Lightscape at Brooklyn Botanic Garden

Starting November 17, 9 am-12 am

Prospect Park, tickets are \$34

This annual tradition at the Brooklyn Botanic Garden is one of New York City's top festive illuminations to hit up. *Lightscape* is an immersive experience featuring an after-dark lit trail of decor and art with light bites and holiday music under the moonlight. Ticket prices vary according to peak and off-peak days, so plan ahead in advance. When it comes to the best selfie spots, head to the brighter illumination rather than areas with orange or green.

untapped new york.



SPEND A WINTER EVENING AT NYC'S MOST DAZZLING LIGHT SHOW

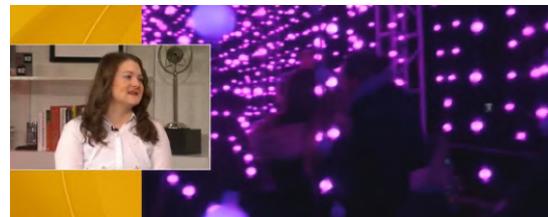
The Brooklyn Botanic Garden is an urban oasis in the heart of Brooklyn where New Yorkers can get closer to the world of plants. A day in the garden can foster curiosity and a love for the environment in the whole family. This love carries on into the cold winter season with *Lightscape*. The mesmerizing light displays are inspired by the landscape of the garden, including the trees, water features, and architecture. The giant trees of the garden are wrapped in lights and glowing dandelions and flowers hang above you as you enter the experience.

Pop-up dining areas are offered throughout the trail, with hot chocolate, s'mores in a jar, and other seasonal treats to snack on. You will feel like you're walking through a winter wonderland with a scrumptious homemade donut in hand.

President and CEO of Brooklyn Botanic Garden says, "Nowhere else in the city will you find a more mesmerizing way to spend a winter night, celebrating the season and joining friends and family to experience New York's new contemporary classic for the holidays." He is absolutely right about this. *Lightscape* will be on view from November 17th, 2023 through January 1st, 2024.



Where to see the best holiday light displays around New York City



NEW YORK – 'Tis the season for holiday light displays, and there are so many options around New York City.

Time Out New York's Things to Do Editor Rosslyne Culgan stopped by with her list of some of the best places to see the lights.

Finally in Brooklyn, the Botanic Garden combines lights and nature.

"They reinvent *Lightscape* every single year, this year is no exception," she said.

Media Highlights - Broadcast (TV and Radio)



Media Highlights - Broadcast (TV and Radio)



Media Highlights - Broadcast (TV and Radio)



Media Highlights - Wire

alamy



 CLINTON HERALD
News About You!



HJNEWS



Social Media

Social Media Overview

Social media was a core piece of RUBENSTEIN's strategy. "Things to do" and New York City lifestyle content creators are highly influential in driving visits to pop-ups and other temporary exhibitions, so we prioritized a social media strategy that brought content creators to Brooklyn Botanic Garden throughout Lightscape's duration.

Our social media strategy for Lightscape 2023 consisted of four key components:

1. **An exclusive influencer preview:** To jumpstart influencer coverage and create momentum going into the 2023 Lightscape season, we planned an influencer tour and cocktail event, giving the content creators in attendance an advance and customized look at what Lightscape would offer for 2023. Adrian gave remarks at the cocktail event, toasting the beginning of an exciting, new iteration of Lightscape. The RUBENSTEIN team also connected BBG with The New Savant, a Brooklyn-based candle company who provided cedar-scented candles to be gifted following the cocktail event.
2. **Giveaways:** We worked with Peter to suggest giveaway partnerships with influencers, as well as influencer protocol, for giveaways on social media.
3. **Season-long outreach:** The RUBENSTEIN team continued to pursue relationships with influencers who were unable to attend the preview night, successfully coordinating additional influencer visits throughout the season.
4. **City Girls Who Walk:** We worked with City Girls Who Walk, a social media-based social club promoting connection and offline meetups, to plan a walk at the Garden as one of their December social events. Identifying a mid-tier partner towards the end of the season continued to drive attendance and bring new guests to the Garden for the first time.

Overall, RUBENSTEIN coordinated the visit of 17 unique influencers throughout the season, resulting in over 5,365,652 estimated views on Instagram and TikTok.

Social Media Highlights

- *@NYCLoveNYC*'s initial Instagram reel from the press preview climbed to over 2.8M views and amassed over 71K shares
- *@SincerelyMaureen*'s ticket giveaway post on Instagram earned over 2M views, with approximately 1.8K individuals entering the raffle
- *@TheMeganDaily* called Lightscape “the most phenomenal light show, if not holiday attraction, in NYC this year”

Social Media Highlights

Average Socialite

@averagesocialite | Instagram

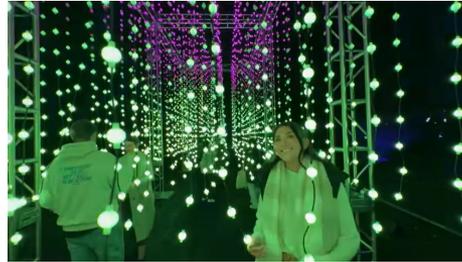
Followers: 105K



Brooke Miccio

@brookemiccio | YouTube

Followers: 344K



Chief Preeth

@chief_preeth | TikTok

Followers: 107.5K



Social Media Highlights

Court and Kelly

@courtankelly | Instagram

Followers: 60.5K



Fishes Flourish

@fishsflourish | Instagram

Followers: 85K



FOMO Feed

@fomofeed | Instagram

Followers: 138K

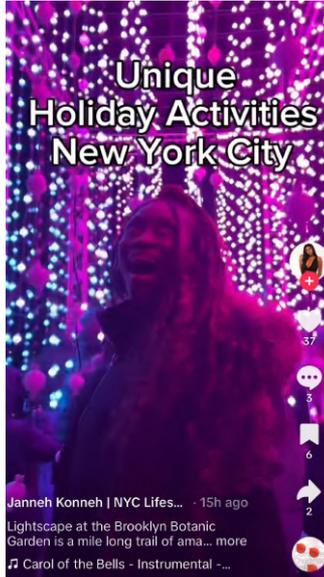


Social Media Highlights

Janneh Konneh

@jannehkonneh | TikTok

Followers: 71.9K



Keara Sheri

@ksheri_ | Instagram

Followers: 4.4K



MiAnne Chan

@mianne.chan | Instagram

Followers: 61.5K



Social Media Highlights

MickMickNYC

@mickmicknyc | Instagram

Followers: 220K



New York City 4 All

@newyorkcity4all | Instagram

Followers: 137K



New York City Kopp

@newyorkcitykopp | Instagram

Followers: 393K



Social Media Highlights

Noelle Downing

@noelledowning | Instagram

Followers: 490K



NYC Loves NYC

@nyclovesnyc | Instagram

Followers: 328K



Sincerely Maureen

@sincerelymaureen | Instagram

Followers: 119K



Social Media Highlights

The Megan Daily
@themegandaily | Instagram
Followers: 22.8K



Viveca Chow
@vivecachow | Instagram
Followers: 133K

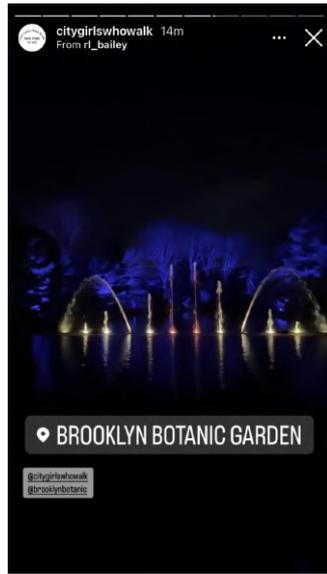


City Girls Who Walk

- *City Girls Who Walk* visited the Garden on December 14, with the partnership resulting in 24 tickets sold
- Of those who attend the walk, over 50% identified that it was their first time coming to the Garden

City Girls Who Walk Highlights

City Girls Who Walk
@citygirlshowalk | Instagram
Followers: 59.5K



Media Index

Total Estimated Media Impressions: 1,198,253,188

Estimated Print Impressions: 2,740,153

Estimated Wire Impressions: 92,565,765

Estimated Online Impressions: 1,079,111,282

Estimated Broadcast Impressions: 18,470,336

Estimated Social Impressions: 5,365,652

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|---------------------------|--------------------------------------|------------|-------------|
| <i>Wire (Continued)</i> | | | |
| The Herald Journal | Lantern Garden | 11/18/2023 | 119,930 |
| The Herald Journal | Supernova | 11/18/2023 | 119,930 |
| The Herald Journal | Winter Cathedral | 11/18/2023 | 119,930 |
| Bluefield Daily Telegraph | Dancing Water Colors | 11/18/2023 | 111,694 |
| Bluefield Daily Telegraph | Frost Tree | 11/18/2023 | 111,694 |
| The Daily Reflector | Lantern Garden | 11/18/2023 | 99,175 |
| The Daily Reflector | Winter Cathedral | 11/18/2023 | 99,175 |
| Goshen News | Floraison | 11/18/2023 | 68,093 |
| Goshen News | Frost Tree | 11/18/2023 | 68,093 |
| Goshen News | Supernova | 11/18/2023 | 68,093 |
| Clinton Herald | Floraison | 11/18/2023 | 55,764 |
| Clinton Herald | Lantern Garden | 11/18/2023 | 55,764 |
| Clinton Herald | Submergence | 11/18/2023 | 55,764 |
| Clinton Herald | Supernova | 11/18/2023 | 55,764 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|--------------------|--|------------|------------------|
| <i>Print</i> | | | |
| The New Yorker | Lights Up! | 12/11/2023 | 1,221,132 |
| El Diario | #Agenda | 11/23/2023 | 971,339 |
| New York Post | Yule Love It! | 11/29/2023 | 515,030 |
| Queens Daily Eagle | Americans Ditch Gadgets for Shared Experiences This Holiday Season | 11/30/2023 | 32,652 |
| TOTAL: | | | 2,740,153 |
| <i>Wire</i> | | | |
| Alamy | Dancing Water Colors | 11/18/2023 | 13,008,345 |
| Alamy | Floraison | 11/18/2023 | 13,008,345 |
| Alamy | Frost Tree | 11/18/2023 | 13,008,345 |
| Alamy | Lantern Garden | 11/18/2023 | 13,008,345 |
| Alamy | Submergence | 11/18/2023 | 13,008,345 |
| Alamy | Supernova | 11/18/2023 | 13,008,345 |
| Alamy | Winter Cathedral | 11/18/2023 | 13,008,345 |
| The Herald Journal | Floraison | 11/18/2023 | 119,930 |
| The Herald Journal | Frost Tree | 11/18/2023 | 119,930 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|-------------------------|---|------------|-------------------|
| <i>Wire (Continued)</i> | | | |
| Clinton Herald | Winter Cathedral | 11/18/2023 | 55,764 |
| SIPA USA | Series: NY: Brooklyn Botanic Garden Lightscape Celebrates Winter Solstice | 12/22/2023 | 2,863 |
| TOTAL: | | | 92,565,765 |
| <i>Online</i> | | | |
| Yahoo! News | 14 Festive Drive-Thru Christmas Lights in NY and NJ (Plus, a Few You Can See on Foot) | 10/20/2023 | 422,951,989 |
| Forbes | The Ultimate Guide To Holiday Attractions In New York City | 11/26/2023 | 69,090,272 |
| New York Post | 10 things to do in NYC for the holidays that you've likely never done | 11/28/2023 | 59,161,075 |
| The Independent | 6 of the best Christmas holidays to New York | 10/9/2023 | 50,851,960 |
| Good Housekeeping | 15 Best Destinations to Visit in November 2023 | 10/5/2023 | 44,103,262 |
| CBS New York | Where to see the best holiday light displays around New York City | 12/20/2023 | 43,092,355 |
| Business Insider | Seasonal depression is right around the corner. 'Winter cities' know how to fight it. | 12/10/2023 | 40,406,197 |
| CBS New York | Brooklyn Botanic Garden lights up for the holidays | 11/18/2023 | 37,446,105 |
| Bloomberg News | Sheekey Daily Read | 11/15/2023 | 28,503,276 |
| Time Out New York | The 21 best things to do this fall in NYC | 8/17/2023 | 21,183,224 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|---------------------------|---|------------|-------------|
| <i>Online (Continued)</i> | | | |
| Time Out New York | NYC events in November 2023 | 9/28/2023 | 21,183,224 |
| Time Out New York | Here's the full list of NYC Christmas light switch-on dates for 2023's holiday season | 11/14/2023 | 21,183,224 |
| Time Out New York | Lightscape at Brooklyn Botanic Garden | 11/16/2023 | 21,183,224 |
| Time Out New York | The best things to do on Christmas Eve in NYC | 12/2/2023 | 21,183,224 |
| Time Out New York | Where to see stunning holiday lights in NYC | 12/4/2023 | 21,183,224 |
| Time Out New York | How to spend Christmas in NYC with kids | 12/11/2023 | 21,183,224 |
| Time Out New York | NYC events in December 2023 | 12/13/2023 | 21,183,224 |
| Time Out New York | Time Out editors share their favorite holiday traditions, from tree lightings to festive bar crawls | 12/8/2023 | 21,183,224 |
| AOL | 14 Festive Drive-Thru Christmas Lights in NY and NJ (Plus, a Few You Can See on Foot) | 10/20/2023 | 19,335,409 |
| The New Yorker | Goings On | 12/8/2023 | 9,281,459 |
| The New Yorker | The Brooklyn Botanic Garden's Not-So-Christmas Spectacular The New Yorker | 12/11/2023 | 9,281,459 |
| Sydney Morning Herald | Elf is my favourite Christmas movie, so I lived like an elf in New York | 12/22/2023 | 8,697,290 |
| YardBarker | 20 cheap holiday activities in New York City | 11/28/2023 | 4,488,364 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|---------------------------|---|------------|-------------|
| <i>Online (Continued)</i> | | | |
| PureWow | 14 Festive Drive-Thru Christmas Lights in NY and NJ (Plus, a Few You Can See on Foot) | 10/20/2023 | 4,375,845 |
| PureWow | What to Do in NYC This Month, from Epic Workouts to the Macy's Parade | 11/14/2023 | 4,375,845 |
| Thrillist | Start Some New Traditions This Year with the Best Holiday Events in NYC | 11/13/2023 | 3,798,416 |
| Gothamist | Lightscape returns to Brooklyn Botanic Garden to cast a 'Winter Spell' | 11/17/2023 | 1,919,810 |
| Gothamist | Where to take out-of-towners when they visit NYC this holiday season | 11/22/2023 | 1,919,810 |
| Patch | Nutcracker Suite,' Holiday Trains, Secret Jazz: NYC Weekend Events | 11/17/2023 | 1,919,810 |
| El Diario | Agenda de eventos: qué hacer en Nueva York del 23 al 29 de noviembre | 11/23/2023 | 1,867,519 |
| UPI | Lightscape Returns to New York City at Brooklyn Botanic Garden | 11/18/2023 | 1,846,468 |
| World Journal | Brooklyn Botanic Garden light show shines | 11/22/2023 | 1,780,423 |
| PIX11 | Lightscape 2023 illuminates Brooklyn: A festive mile-long trail of lights | 11/19/2023 | 1,633,992 |
| Broadway World | Celebrate The Winter Solstice At Brooklyn Botanic Garden's LIGHTSCAPE | 12/15/2023 | 1,605,478 |
| Mommy Poppins | Lightscape | 11/16/2023 | 1,232,696 |
| Mommy Poppins | Astra Lumina Lights Up Queens Botanical Garden with After-Dark Walk-Thru | 12/18/2023 | 1,232,696 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|---------------------------|--|------------|-------------|
| <i>Online (Continued)</i> | | | |
| Hyperallergic | Hyperallergic Fall 2023 New York Art Guide | 9/1/2023 | 1,028,165 |
| Tiny Beans | Shine Bright! The Best NYC Holiday Lights & Displays | 11/13/2023 | 935,046 |
| NY1 | Your 2023 guide to celebrating the holidays in New York City | 11/28/2023 | 869,673 |
| NY1 | Taylor Swift, Elton John music featured at Brooklyn Botanic Garden holiday show | 12/5/2023 | 869,673 |
| NY1 | Overall crime down in November, but hate crimes still up, NYPD says; MTA tests out new subway turnstiles | 12/5/2023 | 869,673 |
| Secret NYC | Over 1 Million Dazzling Lights Will Illuminate BBG's After-Dark Holiday Trail | 11/21/2023 | 790,649 |
| Observer | A Guide to the Artsiest, Craziest, Most Extra Christmas Trees in New York City | 12/20/2023 | 770,013 |
| amNY | Your winter arts guide for New York City 2023 | 11/21/2023 | 543,417 |
| amNY | Things to do this weekend in NYC, Nov. 24-26 | 11/21/2023 | 543,417 |
| She Buys Travel | Free Things to Do in New York City in the Winter, Recommended by a Local | 11/16/2023 | 366,365 |
| Untapped Cities | 15 MUST-SEE ART INSTALLATIONS IN NYC, NOVEMBER 2023 | 11/1/2023 | 358,029 |
| Untapped New York | SPEND A WINTER EVENING AT NYC'S MOST DAZZLING LIGHT SHOW | 11/24/2023 | 358,029 |
| Brownstoner | Brooklyn Botanic Garden Set to Shimmer With the Return of 'Lightscape' | 11/10/2023 | 286,178 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|---------------------------|--|------------|-------------|
| <i>Online (Continued)</i> | | | |
| Brownstoner | Top 5 Stories on Brownstoner This Week: Lightscape Opens at Brooklyn Botanic Garden | 11/18/2023 | 286,178 |
| Yale Daily News | A New Yorker's guide to Christmas in NYC | 11/30/2023 | 263,100 |
| News 12 Brooklyn | Taking a look inside the festive fun of Lightscape at the Brooklyn Botanic Garden | 11/23/2023 | 257,025 |
| News 12 The Bronx | Taking a look inside the festive fun of Lightscape at the Brooklyn Botanic Garden | 11/23/2023 | 257,025 |
| Martin Cid Magazine | Lightscape Returns to Brooklyn Botanical Garden This Holiday Season New York | 10/12/2023 | 228,957 |
| 6SQFT | Where to see holiday lights in NYC this year | 11/28/2023 | 220,705 |
| 6SQFT | 10 best under-the-radar holiday events in New York City | 11/30/2023 | 220,705 |
| La Voce di New York | A Brooklyn un milione di luci illuminerà il giardino botanico | 11/24/2023 | 167,707 |
| Brooklyn Paper | Light up the night: 'Lightscape' brings dazzling holiday display to the Brooklyn Botanic Garden starting Nov. 17 | 11/9/2023 | 159,067 |
| Brooklyn Daily Eagle | What's News, Breaking: Tuesday, 11/21/23 | 11/21/2023 | 141,733 |
| Brooklyn Daily Eagle | Our World in Photos: December 19 | 12/19/2023 | 141,733 |
| NJ Family | Head to Brooklyn to Walk Through a Mile of Musical Holiday Lights | 10/19/2023 | 128,496 |
| NJ Family | Things To Do This Weekend In And Around New Jersey November 17-19 | 11/16/2023 | 128,496 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|---------------------------|---|------------|-------------|
| <i>Online (Continued)</i> | | | |
| NJ Family | Things To Do This Weekend In And Around New Jersey December 8-10 | 12/6/2023 | 128,496 |
| NJ Family | These Attractions are Open on Christmas Eve and Christmas Day In and Around NJ | 12/11/2023 | 128,496 |
| NJ Family | Things To Do This Weekend In And Around New Jersey This Christmas Weekend | 12/20/2023 | 128,496 |
| Brooklyn Magazine | PREVIEW: BROOKLYN BOTANIC GARDEN'S STUNNING HOLIDAY LIGHTSCAPE RETURNS THIS MONTH | 11/1/2023 | 87,961 |
| Brooklyn Magazine | HOLIDAY MARKETS AND LCD SOUND SYSTEM: 17 THINGS TO DO THIS WEEKEND | 11/16/2023 | 87,961 |
| Brooklyn Magazine | LIGHTSCAPE IS BACK AT BBG WITH A MILLION LIGHTS, NEW SURPRISES, TAYLOR SWIFT AND A 'BROOKLYN HIP-HOP ZONE' | 11/17/2023 | 87,961 |
| Brooklyn Magazine | 17 THINGS TO DO IN BROOKLYN THIS WEEKEND (THAT AREN'T SANTACON) | 12/7/2023 | 87,961 |
| New York Family | Lightscape Returns to Brooklyn Botanical Garden This Holiday Season New York | 11/1/2023 | 77,408 |
| New York Family | Holiday Light Shows Around New York 2023 | 11/22/2023 | 77,408 |
| Travel Pirates | Top Christmas Markets Across the US to Get You in the Festive Spirit | 8/24/2023 | 62,846 |
| BK Reader | Brooklyn Botanic Garden's Lightscape Returns This November | 10/24/2023 | 62,011 |
| W42ST | Cold As Ice | 11/30/2023 | 47,900 |
| The City Life | THREE-MONTH COUNTDOWN TO THANKSGIVING: NEW YORK CITY TOURISM + CONVENTIONS INVITES VISITORS TO CELEBRATE THE HOLIDAYS IN NYC'S FIVE BOROUGHES | 8/23/2023 | 8,827 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|---------------------------------|--|------------|----------------------|
| <i>Online (Continued)</i> | | | |
| BKLYNEvents | Holiday Train Show, The Rockettes' Christmas Spectacular, Black History, Film Festival | 11/17/2023 | N/A |
| Brown Harris Stevens Newsletter | New York Events to Enjoy this Month | 11/1/2023 | N/A |
| Macaroni Kid | Lightscape at Brooklyn Botanic Garden in Prospect Heights | 11/19/2023 | N/A |
| New Yorkled | Brooklyn Botanic Garden's Lightscape Returns for a Dazzling Winter Spectacle | 11/8/2023 | N/A |
| New Yorkled | Brooklyn Botanic Garden to Celebrate Opening of its Illuminated Winter Trail Lightscape With "Lights On" Moment | 11/17/2023 | N/A |
| Roosevelt Islander | Watch Video Highlights From Trip To The Brooklyn Botanic Garden's Lightscape Holiday Light Show Last Night - Still Open Tonight And New Year's Day | 12/31/2023 | N/A |
| The Skint | FRI-MON 11-17-20 Skint Weekend | 11/17/2023 | N/A |
| TOTAL: | | | 1,079,111,282 |
| <i>Broadcast</i> | | | |
| WINS-AM | Nov 17, 2023 7:18 AM EST | 11/17/2023 | 615,930 |
| WINS-AM | Nov 17, 2023 6:17 AM EST | 11/17/2023 | 590,614 |
| WINS-AM | Nov 17, 2023 7:57 PM EST | 11/17/2023 | 538,686 |
| WINS-AM | Nov 17, 2023 7:43 PM EST | 11/17/2023 | 538,686 |
| WINS-AM | Nov 17, 2023 07:43 PM EST | 11/17/2023 | 538,686 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| WCBS-AM | Nov 17, 2023 10:29 AM EST | 11/17/2023 | 537,758 |
| WCBS-AM | Nov 17, 2023 8:54 AM EST | 11/17/2023 | 509,200 |
| WINS-AM | Nov 17, 2023 8:56 PM EST | 11/17/2023 | 498,519 |
| WINS-AM | Nov 17, 2023 8:43 PM EST | 11/17/2023 | 498,519 |
| WCBS-AM | Nov 17, 2023 07:30 PM EST | 11/17/2023 | 473,977 |
| WCBS-AM | Nov 17, 2023 6:55 AM EST | 11/17/2023 | 469,852 |
| WINS-AM | Nov 17, 2023 9:56 PM EST | 11/17/2023 | 452,859 |
| WINS-AM | Nov 17, 2023 9:43 PM EST | 11/17/2023 | 452,859 |
| WINS-AM | Nov 17, 2023 10:57 PM EST | 11/17/2023 | 401,641 |
| WINS-AM | Nov 17, 2023 10:43 PM EST | 11/17/2023 | 401,641 |
| WNYC-FM | Nov 17, 2023 07:06 PM EST | 11/17/2023 | 380,549 |
| WINS-AM | Nov 17, 2023 11:57 PM EST | 11/17/2023 | 344,800 |
| WINS-AM | Nov 17, 2023 11:44 PM EST | 11/17/2023 | 344,800 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| WINS-AM | Nov 18, 2023 4:56 AM EST | 11/18/2023 | 291,750 |
| WINS-AM | Nov 18, 2023 4:44 AM EST | 11/18/2023 | 291,750 |
| WINS-AM | Nov 18, 2023 3:57 AM EST | 11/18/2023 | 270,207 |
| WINS-AM | Nov 18, 2023 3:45 AM EST | 11/18/2023 | 270,207 |
| WINS-AM | Nov 18, 2023 2:57 AM EST | 11/18/2023 | 246,233 |
| WINS-AM | Nov 18, 2023 2:44 AM EST | 11/18/2023 | 246,233 |
| WINS-AM | Nov 18, 2023 1:57 AM EST | 11/18/2023 | 219,863 |
| WINS-AM | Nov 18, 2023 12:57 AM EST | 11/18/2023 | 191,135 |
| WINS-AM | Nov 18, 2023 12:43 AM EST | 11/18/2023 | 191,135 |
| N12BX | Nov 23, 2023 7:44 AM EST | 11/23/2023 | 149,081 |
| N12BX | Nov 23, 2023 7:14 AM EST | 11/23/2023 | 149,081 |
| N12BX | Nov 24, 2023 7:56 AM EST | 11/24/2023 | 135,956 |
| N12BX | Nov 24, 2023 7:55 AM EST | 11/24/2023 | 135,956 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12BX | Nov 24, 2023 7:26 AM EST | 11/24/2023 | 135,956 |
| N12BX | Nov 24, 2023 7:25 AM EST | 11/24/2023 | 135,956 |
| WNBC | Nov 17, 2023 6:54 AM EST | 11/17/2023 | 97,820 |
| N12BX | Nov 23, 2023 8:14 AM EST | 11/23/2023 | 91,764 |
| N12BX | Nov 23, 2023 8:13 AM EST | 11/23/2023 | 91,764 |
| N12BX | Nov 24, 2023 8:26 AM EST | 11/24/2023 | 78,448 |
| N12BX | Nov 24, 2023 8:25 AM EST | 11/24/2023 | 78,448 |
| WPIX | Nov 17, 2023 10:19 PM EST | 11/17/2023 | 68,990 |
| WPIX | Nov 19, 2023 10:15 PM EST | 11/19/2023 | 68,460 |
| WPIX | Nov 19, 2023 10:13 PM EST | 11/19/2023 | 68,460 |
| WNBC | Nov 17, 2023 12:57 PM EST | 11/17/2023 | 63,406 |
| WPIX | Dec 21, 2023 10:19 PM EST | 12/21/2023 | 59,207 |
| N12BX | Nov 18, 2023 7:56 AM EST | 11/18/2023 | 58,624 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12BX | Nov 18, 2023 7:26 AM EST | 11/18/2023 | 58,624 |
| N12BX | Nov 25, 2023 7:48 AM EST | 11/25/2023 | 58,624 |
| N12BX | Nov 25, 2023 7:46 AM EST | 11/25/2023 | 58,624 |
| N12BX | Nov 25, 2023 7:18 AM EST | 11/25/2023 | 58,624 |
| N12BX | Nov 25, 2023 7:16 AM EST | 11/25/2023 | 58,624 |
| WNBC | Nov 17, 2023 5:54 AM EST | 11/17/2023 | 52,249 |
| N12BX | Nov 26, 2023 8:46 AM EST | 11/26/2023 | 50,366 |
| N12BX | Nov 26, 2023 8:16 AM EST | 11/26/2023 | 50,366 |
| N12BX | Nov 23, 2023 9:25 PM EST | 11/23/2023 | 48,887 |
| N12BX | Nov 23, 2023 9:23 PM EST | 11/23/2023 | 48,887 |
| N12BX | Dec 7, 2023 9:45 PM EST | 12/7/2023 | 48,887 |
| N12BX | Dec 7, 2023 9:43 PM EST | 12/7/2023 | 48,887 |
| N12BX | Nov 17, 2023 11:35 PM EST | 11/17/2023 | 48,857 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12BX | Nov 17, 2023 11:05 PM EST | 11/17/2023 | 48,857 |
| N12BX | Nov 24, 2023 9:26 AM EST | 11/24/2023 | 47,305 |
| N12BX | Nov 24, 2023 9:25 AM EST | 11/24/2023 | 47,305 |
| N12BX | Nov 23, 2023 8:25 PM EST | 11/23/2023 | 46,868 |
| N12BX | Nov 23, 2023 8:23 PM EST | 11/23/2023 | 46,868 |
| N12BX | Nov 18, 2023 6:35 AM EST | 11/18/2023 | 44,514 |
| N12BX | Nov 18, 2023 6:05 AM EST | 11/18/2023 | 44,514 |
| NY1HDSI | Dec 5, 2023 8:56 AM EST | 12/5/2023 | 43,946 |
| NY1HDSI | Dec 5, 2023 8:54 AM EST | 12/5/2023 | 43,946 |
| WPIX | Nov 20, 2023 8:38 AM EST | 11/20/2023 | 43,816 |
| WABC | Nov 17, 2023 4:53 AM EST | 11/17/2023 | 43,369 |
| N12BX | Nov 18, 2023 9:26 AM EST | 11/18/2023 | 43,241 |
| N12BX | Nov 25, 2023 9:18 AM EST | 11/25/2023 | 43,241 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|--|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12BX | Nov 25, 2023 9:16 AM EST | 11/25/2023 | 43,241 |
| N12BX | Dec 7, 2023 7:15 PM EST | 12/7/2023 | 42,883 |
| N12BX | Dec 7, 2023 7:13 PM EST | 12/7/2023 | 42,883 |
| N12BX | Dec 9, 2023 11:45 AM EST | 12/9/2023 | 42,842 |
| N12BX | Dec 9, 2023 11:43 AM EST | 12/9/2023 | 42,842 |
| N12BX | Nov 18, 2023 8:56 AM EST | 11/18/2023 | 42,562 |
| N12BX | Nov 18, 2023 8:26 AM EST | 11/18/2023 | 42,562 |
| N12BX | Nov 25, 2023 8:48 AM EST | 11/25/2023 | 42,562 |
| N12BX | Nov 25, 2023 8:46 AM EST | 11/25/2023 | 42,562 |
| N12BX | Nov 25, 2023 8:18 AM EST | 11/25/2023 | 42,562 |
| N12BX | Nov 25, 2023 8:16 AM EST | 11/25/2023 | 42,562 |
| NY1HD | Dec 5, 2023 7:53 AM EST | 12/5/2023 | 42,542 |
| NY1HD | Dec 5, 2023 7:49 AM EST | 12/5/2023 | 42,542 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HD | Nov 29, 2023 10:44 AM EST | 11/29/2023 | 41,534 |
| N12BX | Nov 23, 2023 9:45 AM EST | 11/23/2023 | 41,113 |
| N12BX | Nov 23, 2023 9:44 AM EST | 11/23/2023 | 41,113 |
| N12BX | Nov 23, 2023 9:43 AM EST | 11/23/2023 | 41,113 |
| N12BX | Nov 23, 2023 9:14 AM EST | 11/23/2023 | 41,113 |
| N12BX | Nov 23, 2023 9:13 AM EST | 11/23/2023 | 41,113 |
| N12BX | Nov 26, 2023 9:54 AM EST | 11/26/2023 | 40,919 |
| N12BX | Nov 26, 2023 9:16 AM EST | 11/26/2023 | 40,919 |
| N12BX | Nov 23, 2023 5:56 PM EST | 11/23/2023 | 40,520 |
| N12BX | Nov 23, 2023 5:54 PM EST | 11/23/2023 | 40,520 |
| N12BX | Nov 23, 2023 5:25 PM EST | 11/23/2023 | 40,520 |
| N12BX | Nov 23, 2023 5:23 PM EST | 11/23/2023 | 40,520 |
| WPIX | Nov 17, 2023 8:44 AM EST | 11/17/2023 | 38,980 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12BX | Nov 18, 2023 5:35 AM EST | 11/18/2023 | 37,753 |
| N12BX | Nov 18, 2023 5:05 AM EST | 11/18/2023 | 37,753 |
| NY1HDSI | Dec 5, 2023 7:53 AM EST | 12/5/2023 | 37,194 |
| NY1HDSI | Dec 5, 2023 7:49 AM EST | 12/5/2023 | 37,194 |
| NY1HD | Nov 29, 2023 8:44 AM EST | 11/29/2023 | 37,119 |
| NY1HDSI | Nov 29, 2023 9:43 AM EST | 11/29/2023 | 36,997 |
| N12BX | Nov 17, 2023 9:53 PM EST | 11/17/2023 | 36,676 |
| N12BX | Nov 17, 2023 9:23 PM EST | 11/17/2023 | 36,676 |
| N12BX | Nov 17, 2023 10:35 PM EST | 11/17/2023 | 35,524 |
| N12BX | Nov 17, 2023 10:05 PM EST | 11/17/2023 | 35,524 |
| WPIX | Nov 20, 2023 7:24 AM EST | 11/20/2023 | 34,686 |
| N12BX | Nov 17, 2023 8:53 PM EST | 11/17/2023 | 34,028 |
| N12BX | Nov 17, 2023 8:23 PM EST | 11/17/2023 | 34,028 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| WPIX | Dec 21, 2023 8:44 AM EST | 12/21/2023 | 33,991 |
| N12BX | Nov 26, 2023 10:54 AM EST | 11/26/2023 | 33,436 |
| N12BX | Nov 26, 2023 10:24 AM EST | 11/26/2023 | 33,436 |
| N12BX | Nov 23, 2023 6:55 PM EST | 11/23/2023 | 32,946 |
| N12BX | Nov 23, 2023 6:53 PM EST | 11/23/2023 | 32,946 |
| N12BX | Nov 23, 2023 6:25 PM EST | 11/23/2023 | 32,946 |
| N12BX | Nov 23, 2023 6:23 PM EST | 11/23/2023 | 32,946 |
| N12BX | Nov 18, 2023 3:35 AM EST | 11/18/2023 | 32,522 |
| N12BX | Nov 18, 2023 3:05 AM EST | 11/18/2023 | 32,522 |
| N12LI | Dec 9, 2023 11:45 AM EST | 12/9/2023 | 32,077 |
| N12LI | Dec 9, 2023 11:43 AM EST | 12/9/2023 | 32,077 |
| NY1HDSI | Dec 5, 2023 9:53 AM EST | 12/5/2023 | 31,941 |
| NY1HDSI | Dec 5, 2023 9:50 AM EST | 12/5/2023 | 31,941 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HD | Nov 29, 2023 11:43 AM EST | 11/29/2023 | 31,231 |
| NY1HDSI | Nov 29, 2023 7:49 AM EST | 11/29/2023 | 31,172 |
| N12BX | Nov 26, 2023 11:24 AM EST | 11/26/2023 | 29,605 |
| N12LI | Dec 7, 2023 7:15 PM EST | 12/7/2023 | 29,003 |
| N12LI | Dec 7, 2023 7:13 PM EST | 12/7/2023 | 29,003 |
| NY1HDSI | Nov 29, 2023 10:44 AM EST | 11/29/2023 | 27,978 |
| NY1HD | Dec 5, 2023 8:56 AM EST | 12/5/2023 | 26,663 |
| NY1HD | Dec 5, 2023 8:54 AM EST | 12/5/2023 | 26,663 |
| NY1HDSI | Dec 5, 2023 6:54 AM EST | 12/5/2023 | 26,308 |
| N12BX | Nov 26, 2023 7:47 AM EST | 11/26/2023 | 26,268 |
| N12BX | Nov 26, 2023 7:46 AM EST | 11/26/2023 | 26,268 |
| N12BX | Nov 26, 2023 7:16 AM EST | 11/26/2023 | 26,268 |
| NY1HD | Dec 5, 2023 6:54 AM EST | 12/5/2023 | 26,168 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HD | Nov 29, 2023 9:43 AM EST | 11/29/2023 | 26,123 |
| WPIX | Nov 20, 2023 4:35 PM EST | 11/20/2023 | 25,486 |
| NY1HD | Nov 29, 2023 6:44 AM EST | 11/29/2023 | 24,553 |
| NY1HD | Dec 5, 2023 10:55 AM EST | 12/5/2023 | 24,491 |
| NY1HD | Dec 5, 2023 10:54 AM EST | 12/5/2023 | 24,491 |
| NY1HD | Dec 5, 2023 10:53 AM EST | 12/5/2023 | 24,491 |
| NY1HD | Dec 5, 2023 10:50 AM EST | 12/5/2023 | 24,491 |
| NY1HDSI | Dec 9, 2023 6:53 PM EST | 12/9/2023 | 24,266 |
| NY1HDSI | Dec 5, 2023 10:54 AM EST | 12/5/2023 | 24,202 |
| NY1HDSI | Dec 5, 2023 10:53 AM EST | 12/5/2023 | 24,202 |
| NY1HDSI | Dec 5, 2023 10:50 AM EST | 12/5/2023 | 24,202 |
| N12BX | Nov 18, 2023 12:35 AM EST | 11/18/2023 | 24,033 |
| N12BX | Nov 18, 2023 12:05 AM EST | 11/18/2023 | 24,033 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HD | Dec 5, 2023 9:53 AM EST | 12/5/2023 | 23,263 |
| NY1HD | Dec 5, 2023 9:50 AM EST | 12/5/2023 | 23,263 |
| N12BX | Nov 18, 2023 4:35 AM EST | 11/18/2023 | 23,242 |
| N12BX | Nov 18, 2023 4:05 AM EST | 11/18/2023 | 23,242 |
| WPIX | Nov 20, 2023 6:57 PM EST | 11/20/2023 | 23,196 |
| N12LI | Dec 7, 2023 9:45 PM EST | 12/7/2023 | 21,844 |
| N12LI | Dec 7, 2023 9:43 PM EST | 12/7/2023 | 21,844 |
| NY1HD | Dec 9, 2023 6:53 PM EST | 12/9/2023 | 21,773 |
| N12BX | Nov 23, 2023 10:15 AM EST | 11/23/2023 | 20,830 |
| N12BX | Nov 23, 2023 10:14 AM EST | 11/23/2023 | 20,830 |
| N12BX | Nov 23, 2023 10:13 AM EST | 11/23/2023 | 20,830 |
| WPIX | Nov 20, 2023 6:25 AM EST | 11/20/2023 | 20,738 |
| WPIX | Nov 20, 2023 6:21 AM EST | 11/20/2023 | 20,738 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|--|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HD | Dec 5, 2023 6:55 PM EST | 12/5/2023 | 20,427 |
| NY1HD | Dec 5, 2023 6:53 PM EST | 12/5/2023 | 20,427 |
| N12BX | Nov 23, 2023 4:55 PM EST | 11/23/2023 | 20,397 |
| N12BX | Nov 23, 2023 4:53 PM EST | 11/23/2023 | 20,397 |
| N12BX | Nov 23, 2023 4:25 PM EST | 11/23/2023 | 20,397 |
| N12BX | Nov 23, 2023 4:23 PM EST | 11/23/2023 | 20,397 |
| NY1HDSI | Dec 9, 2023 8:55 PM EST | 12/9/2023 | 20,084 |
| NY1HDSI | Dec 9, 2023 8:54 PM EST | 12/9/2023 | 20,084 |
| N12BX | Nov 18, 2023 2:35 AM EST | 11/18/2023 | 20,022 |
| N12BX | Nov 18, 2023 2:05 AM EST | 11/18/2023 | 20,022 |
| NY1HDSI | Nov 29, 2023 6:44 AM EST | 11/29/2023 | 20,013 |
| NY1HD | Dec 5, 2023 9:54 PM EST | 12/5/2023 | 19,566 |
| WPIX | Nov 20, 2023 5:25 AM EST | 11/20/2023 | 19,543 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HDSI | Nov 29, 2023 11:43 AM EST | 11/29/2023 | 19,438 |
| NY1HDSI | Dec 3, 2023 7:35 AM EST | 12/3/2023 | 18,747 |
| N12BX | Nov 23, 2023 1:55 PM EST | 11/23/2023 | 18,483 |
| N12BX | Nov 23, 2023 1:53 PM EST | 11/23/2023 | 18,483 |
| N12BX | Nov 23, 2023 1:25 PM EST | 11/23/2023 | 18,483 |
| N12BX | Nov 23, 2023 1:23 PM EST | 11/23/2023 | 18,483 |
| NY1HDSI | Dec 9, 2023 9:55 PM EST | 12/9/2023 | 18,070 |
| NY1HDSI | Dec 9, 2023 9:54 PM EST | 12/9/2023 | 18,070 |
| NY1HDSI | Dec 9, 2023 9:25 PM EST | 12/9/2023 | 18,070 |
| NY1HDSI | Dec 9, 2023 9:24 PM EST | 12/9/2023 | 18,070 |
| NY1HDSI | Dec 9, 2023 9:23 PM EST | 12/9/2023 | 18,070 |
| NY1HDSI | Dec 5, 2023 12:44 PM EST | 12/5/2023 | 17,759 |
| NY1HDSI | Dec 5, 2023 12:43 PM EST | 12/5/2023 | 17,759 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|--|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HDSI | Dec 5, 2023 12:42 PM EST | 12/5/2023 | 17,759 |
| NY1HD | Dec 5, 2023 12:44 PM EST | 12/5/2023 | 17,387 |
| NY1HD | Dec 5, 2023 12:43 PM EST | 12/5/2023 | 17,387 |
| NY1HD | Dec 5, 2023 12:42 PM EST | 12/5/2023 | 17,387 |
| NY1HDSI | Dec 5, 2023 5:23 PM EST | 12/5/2023 | 16,888 |
| NY1HDSI | Dec 5, 2023 5:22 PM EST | 12/5/2023 | 16,888 |
| NY1HD | Dec 5, 2023 2:45 PM EST | 12/5/2023 | 16,803 |
| NY1HD | Dec 5, 2023 2:44 PM EST | 12/5/2023 | 16,803 |
| NY1HD | Dec 5, 2023 2:43 PM EST | 12/5/2023 | 16,803 |
| NY1HDSI | Dec 3, 2023 10:17 AM EST | 12/3/2023 | 16,703 |
| WPIX | Nov 20, 2023 4:28 AM EST | 11/20/2023 | 16,251 |
| WPIX | Nov 20, 2023 4:26 AM EST | 11/20/2023 | 16,251 |
| NY1HD | Dec 5, 2023 8:53 PM EST | 12/5/2023 | 16,000 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HDSI | Dec 5, 2023 10:10 PM EST | 12/5/2023 | 15,753 |
| N12BX | Nov 23, 2023 2:55 PM EST | 11/23/2023 | 15,126 |
| N12BX | Nov 23, 2023 2:53 PM EST | 11/23/2023 | 15,126 |
| NY1HDSI | Dec 5, 2023 8:53 PM EST | 12/5/2023 | 14,995 |
| N12BX | Nov 23, 2023 12:45 PM EST | 11/23/2023 | 14,758 |
| N12BX | Nov 23, 2023 12:44 PM EST | 11/23/2023 | 14,758 |
| N12BX | Nov 23, 2023 12:43 PM EST | 11/23/2023 | 14,758 |
| N12BX | Nov 23, 2023 12:15 PM EST | 11/23/2023 | 14,758 |
| N12BX | Nov 23, 2023 12:14 PM EST | 11/23/2023 | 14,758 |
| N12BX | Nov 23, 2023 12:13 PM EST | 11/23/2023 | 14,758 |
| NY1HDSI | Dec 5, 2023 6:53 PM EST | 12/5/2023 | 14,685 |
| N12BX | Nov 26, 2023 12:54 PM EST | 11/26/2023 | 14,537 |
| N12BX | Nov 26, 2023 12:24 PM EST | 11/26/2023 | 14,537 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|-----------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HDSI | Dec 6, 2023 5:53 AM EST | 12/6/2023 | 14,172 |
| NY1HDSI | Dec 6, 2023 5:27 AM EST | 12/6/2023 | 14,172 |
| NY1HDSI | Dec 6, 2023 5:26 AM EST | 12/6/2023 | 14,172 |
| NY1HD | Dec 9, 2023 8:55 PM EST | 12/9/2023 | 14,120 |
| NY1HD | Dec 9, 2023 8:54 PM EST | 12/9/2023 | 14,120 |
| NY1HD | Dec 5, 2023 5:23 PM EST | 12/5/2023 | 14,103 |
| NY1HD | Dec 5, 2023 5:22 PM EST | 12/5/2023 | 14,103 |
| NY1HD | Dec 3, 2023 7:35 AM EST | 12/3/2023 | 13,978 |
| NY1HD | Dec 5, 2023 3:45 PM EST | 12/5/2023 | 13,815 |
| NY1HD | Dec 5, 2023 3:44 PM EST | 12/5/2023 | 13,815 |
| NY1HD | Dec 5, 2023 3:43 PM EST | 12/5/2023 | 13,815 |
| NY1HD | Dec 9, 2023 9:55 PM EST | 12/9/2023 | 13,777 |
| NY1HD | Dec 9, 2023 9:54 PM EST | 12/9/2023 | 13,777 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|--|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HD | Dec 9, 2023 9:25 PM EST | 12/9/2023 | 13,777 |
| NY1HD | Dec 9, 2023 9:24 PM EST | 12/9/2023 | 13,777 |
| NY1HD | Dec 9, 2023 9:23 PM EST | 12/9/2023 | 13,777 |
| N12BX | Nov 23, 2023 3:25 PM EST | 11/23/2023 | 13,582 |
| N12BX | Nov 23, 2023 3:23 PM EST | 11/23/2023 | 13,582 |
| NY1HD | Dec 6, 2023 1:10 AM EST | 12/6/2023 | 13,224 |
| NY1HD | Dec 9, 2023 11:56 PM EST | 12/9/2023 | 13,197 |
| NY1HD | Dec 9, 2023 11:55 PM EST | 12/9/2023 | 13,197 |
| NY1HDSI | Dec 9, 2023 11:56 PM EST | 12/9/2023 | 12,581 |
| NY1HDSI | Dec 9, 2023 11:55 PM EST | 12/9/2023 | 12,581 |
| NY1HD | Dec 5, 2023 1:42 PM EST | 12/5/2023 | 12,329 |
| NY1HD | Dec 5, 2023 1:41 PM EST | 12/5/2023 | 12,329 |
| NY1HD | Dec 5, 2023 1:40 PM EST | 12/5/2023 | 12,329 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|--|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HDSI | Dec 5, 2023 1:42 PM EST | 12/5/2023 | 12,288 |
| NY1HDSI | Dec 5, 2023 1:41 PM EST | 12/5/2023 | 12,288 |
| NY1HDSI | Dec 5, 2023 1:40 PM EST | 12/5/2023 | 12,288 |
| NY1HD | Dec 5, 2023 4:53 PM EST | 12/5/2023 | 11,912 |
| NY1HD | Dec 5, 2023 4:52 PM EST | 12/5/2023 | 11,912 |
| NY1HD | Dec 5, 2023 4:25 PM EST | 12/5/2023 | 11,912 |
| NY1HD | Dec 5, 2023 4:24 PM EST | 12/5/2023 | 11,912 |
| NY1HDSI | Dec 6, 2023 3:55 AM EST | 12/6/2023 | 11,836 |
| NY1HDSI | Dec 6, 2023 3:53 AM EST | 12/6/2023 | 11,836 |
| NY1HDSI | Dec 6, 2023 3:27 AM EST | 12/6/2023 | 11,836 |
| NY1HDSI | Dec 6, 2023 3:26 AM EST | 12/6/2023 | 11,836 |
| N12BX | Nov 18, 2023 1:35 AM EST | 11/18/2023 | 11,755 |
| N12BX | Nov 18, 2023 1:05 AM EST | 11/18/2023 | 11,755 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HDSI | Dec 5, 2023 4:53 PM EST | 12/5/2023 | 11,754 |
| NY1HDSI | Dec 5, 2023 4:52 PM EST | 12/5/2023 | 11,754 |
| NY1HDSI | Dec 5, 2023 4:25 PM EST | 12/5/2023 | 11,754 |
| NY1HDSI | Dec 5, 2023 4:24 PM EST | 12/5/2023 | 11,754 |
| NY1HDSI | Dec 6, 2023 4:55 AM EST | 12/6/2023 | 11,073 |
| NY1HDSI | Dec 6, 2023 4:53 AM EST | 12/6/2023 | 11,073 |
| NY1HDSI | Dec 6, 2023 4:27 AM EST | 12/6/2023 | 11,073 |
| NY1HDSI | Dec 6, 2023 4:26 AM EST | 12/6/2023 | 11,073 |
| N12BX | Nov 23, 2023 11:15 AM EST | 11/23/2023 | 11,052 |
| N12BX | Nov 23, 2023 11:14 AM EST | 11/23/2023 | 11,052 |
| N12BX | Nov 23, 2023 11:13 AM EST | 11/23/2023 | 11,052 |
| NY1HD | Dec 5, 2023 10:10 PM EST | 12/5/2023 | 10,958 |
| NY1HD | Dec 6, 2023 12:54 AM EST | 12/6/2023 | 10,631 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|--|-----------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HD | Dec 6, 2023 12:53 AM EST | 12/6/2023 | 10,631 |
| NY1HD | Dec 6, 2023 12:26 AM EST | 12/6/2023 | 10,631 |
| NY1HDSI | Dec 5, 2023 3:45 PM EST | 12/5/2023 | 10,596 |
| NY1HDSI | Dec 5, 2023 3:43 PM EST | 12/5/2023 | 10,596 |
| NY1HDSI | Dec 5, 2023 9:55 PM EST | 12/5/2023 | 10,473 |
| NY1HDSI | Dec 5, 2023 9:54 PM EST | 12/5/2023 | 10,473 |
| NY1HDSI | Dec 6, 2023 12:53 AM EST | 12/6/2023 | 9,463 |
| NY1HDSI | Dec 6, 2023 12:27 AM EST | 12/6/2023 | 9,463 |
| NY1HDSI | Dec 6, 2023 12:26 AM EST | 12/6/2023 | 9,463 |
| NY1HD | Dec 6, 2023 5:54 AM EST | 12/6/2023 | 8,904 |
| NY1HD | Dec 6, 2023 5:53 AM EST | 12/6/2023 | 8,904 |
| NY1HD | Dec 6, 2023 5:27 AM EST | 12/6/2023 | 8,904 |
| NY1HD | Dec 6, 2023 5:26 AM EST | 12/6/2023 | 8,904 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|-----------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| NY1HD | Dec 6, 2023 2:54 AM EST | 12/6/2023 | 7,535 |
| NY1HD | Dec 6, 2023 2:53 AM EST | 12/6/2023 | 7,535 |
| NY1HD | Dec 6, 2023 2:26 AM EST | 12/6/2023 | 7,535 |
| NY1HDSI | Dec 6, 2023 2:53 AM EST | 12/6/2023 | 7,435 |
| NY1HDSI | Dec 6, 2023 2:27 AM EST | 12/6/2023 | 7,435 |
| NY1HDSI | Dec 6, 2023 2:26 AM EST | 12/6/2023 | 7,435 |
| NY1HDSI | Dec 6, 2023 1:10 AM EST | 12/6/2023 | 6,509 |
| NY1HD | Dec 6, 2023 4:53 AM EST | 12/6/2023 | 5,552 |
| NY1HD | Dec 6, 2023 4:26 AM EST | 12/6/2023 | 5,552 |
| NY1HD | Dec 6, 2023 3:53 AM EST | 12/6/2023 | 5,312 |
| NY1HD | Dec 6, 2023 3:26 AM EST | 12/6/2023 | 5,312 |
| N12CT | Dec 7, 2023 7:15 PM EST | 12/7/2023 | 267 |
| N12CT | Dec 7, 2023 7:13 PM EST | 12/7/2023 | 267 |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12CT | Dec 9, 2023 11:45 AM EST | 12/9/2023 | 86 |
| N12CT | Dec 9, 2023 11:43 AM EST | 12/9/2023 | 86 |
| N12CT | Dec 7, 2023 9:45 PM EST | 12/7/2023 | N/A |
| N12CT | Dec 7, 2023 9:43 PM EST | 12/7/2023 | N/A |
| N12KN | Nov 17, 2023 10:25 PM EST | 11/17/2023 | N/A |
| N12KN | Nov 17, 2023 10:23 PM EST | 11/17/2023 | N/A |
| N12KN | Nov 17, 2023 9:53 PM EST | 11/17/2023 | N/A |
| N12KN | Nov 17, 2023 9:23 PM EST | 11/17/2023 | N/A |
| N12KN | Nov 17, 2023 8:53 PM EST | 11/17/2023 | N/A |
| N12KN | Nov 23, 2023 9:56 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 9:55 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 9:26 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 9:25 PM EST | 11/23/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|--|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Nov 23, 2023 8:26 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 8:25 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 6:56 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 6:55 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 6:26 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 6:25 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 5:57 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 5:55 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 5:26 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 5:24 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 4:56 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 4:54 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 4:26 PM EST | 11/23/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Nov 23, 2023 4:24 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 3:26 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 3:24 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 2:56 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 2:54 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 1:56 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 1:54 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 1:26 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 12:56 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 12:26 PM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 11:26 AM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 10:26 AM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 9:56 AM EST | 11/23/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Nov 23, 2023 9:26 AM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 8:26 AM EST | 11/23/2023 | N/A |
| N12KN | Nov 23, 2023 7:56 AM EST | 11/23/2023 | N/A |
| N12KN | Nov 24, 2023 1:18 PM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 1:16 PM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 12:48 PM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 12:46 PM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 12:18 PM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 12:16 PM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 11:18 AM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 11:16 AM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 10:18 AM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 10:16 AM EST | 11/24/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Nov 24, 2023 9:48 AM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 9:47 AM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 9:18 AM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 9:17 AM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 8:18 AM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 8:17 AM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 7:48 AM EST | 11/24/2023 | N/A |
| N12KN | Nov 24, 2023 7:47 AM EST | 11/24/2023 | N/A |
| N12KN | Nov 25, 2023 1:17 PM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 1:16 PM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 1:15 PM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 12:47 PM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 12:46 PM EST | 11/25/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Nov 25, 2023 12:45 PM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 12:17 PM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 12:16 PM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 12:15 PM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 11:17 AM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 11:16 AM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 11:15 AM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 10:17 AM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 10:16 AM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 10:15 AM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 9:46 AM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 9:16 AM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 8:48 AM EST | 11/25/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|--|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Nov 25, 2023 8:46 AM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 8:18 AM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 8:16 AM EST | 11/25/2023 | N/A |
| N12KN | Nov 25, 2023 7:46 AM EST | 11/25/2023 | N/A |
| N12KN | Nov 26, 2023 5:38 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 5:36 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 5:08 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 5:06 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 4:38 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 4:36 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 4:08 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 4:06 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 3:38 PM EST | 11/26/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|--|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Nov 26, 2023 3:36 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 3:08 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 3:06 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 2:38 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 2:36 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 1:38 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 1:36 PM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 9:45 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 9:44 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 9:43 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 9:15 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 9:14 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 9:13 AM EST | 11/26/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|--|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Nov 26, 2023 8:45 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 8:44 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 8:43 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 8:15 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 8:14 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 8:13 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 7:45 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 7:44 AM EST | 11/26/2023 | N/A |
| N12KN | Nov 26, 2023 7:43 AM EST | 11/26/2023 | N/A |
| N12KN | Dec 7, 2023 9:45 PM EST | 12/7/2023 | N/A |
| N12KN | Dec 7, 2023 9:43 PM EST | 12/7/2023 | N/A |
| N12KN | Dec 7, 2023 7:13 PM EST | 12/7/2023 | N/A |
| N12KN | Dec 9, 2023 11:45 AM EST | 12/9/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Dec 9, 2023 11:43 AM EST | 12/9/2023 | N/A |
| N12KN | Dec 28, 2023 11:34 PM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 11:30 PM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 11:04 PM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 11:00 PM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 10:34 PM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 10:30 PM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 12:25 PM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 11:55 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 11:25 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 10:55 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 10:25 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 9:55 AM EST | 12/28/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|--|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Dec 28, 2023 8:55 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 8:25 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 7:55 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 6:25 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 5:55 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 5:09 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 4:39 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 4:09 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 3:39 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 3:09 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 2:39 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 2:09 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 1:39 AM EST | 12/28/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Dec 28, 2023 1:09 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 12:39 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 28, 2023 12:09 AM EST | 12/28/2023 | N/A |
| N12KN | Dec 29, 2023 5:04 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 5:00 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 4:34 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 4:30 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 4:04 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 4:00 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 3:34 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 3:30 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 3:04 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 3:00 AM EST | 12/29/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Dec 29, 2023 2:34 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 2:30 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 2:04 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 2:00 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 1:34 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 1:30 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 1:04 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 1:00 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 12:34 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 12:30 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 12:04 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 12:00 AM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 5:25 PM EST | 12/29/2023 | N/A |

| Outlet | Headline (Hyperlinked) | Date | Impressions |
|------------------------------|---|------------|-------------|
| <i>Broadcast (Continued)</i> | | | |
| N12KN | Dec 29, 2023 4:55 PM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 4:25 PM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 3:55 PM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 3:25 PM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 2:55 PM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 1:55 PM EST | 12/29/2023 | N/A |
| N12KN | Dec 29, 2023 12:55 PM EST | 12/29/2023 | N/A |
| N12NJ | Dec 7, 2023 9:45 PM EST | 12/7/2023 | N/A |
| N12NJ | Dec 7, 2023 9:43 PM EST | 12/7/2023 | N/A |
| N12NJ | Dec 7, 2023 7:15 PM EST | 12/7/2023 | N/A |
| N12NJ | Dec 7, 2023 7:13 PM EST | 12/7/2023 | N/A |
| N12NJ | Dec 9, 2023 11:45 AM EST | 12/9/2023 | N/A |
| N12NJ | Dec 9, 2023 11:43 AM EST | 12/9/2023 | N/A |

| Outlet | Headline (Hyperlinked) | | Date | Impressions | | | |
|------------------------------|---|-----------|---------------|-------------------|--------|--------|-----------------------------------|
| <i>Broadcast (Continued)</i> | | | | | | | |
| N12WC | Dec 7, 2023 9:45 PM EST | | 12/7/2023 | N/A | | | |
| N12WC | Dec 7, 2023 9:43 PM EST | | 12/7/2023 | N/A | | | |
| N12WC | Dec 7, 2023 7:15 PM EST | | 12/7/2023 | N/A | | | |
| N12WC | Dec 7, 2023 7:13 PM EST | | 12/7/2023 | N/A | | | |
| N12WC | Dec 9, 2023 11:45 AM EST | | 12/9/2023 | N/A | | | |
| N12WC | Dec 9, 2023 11:43 AM EST | | 12/9/2023 | N/A | | | |
| WLTW-FM | Nov 18, 2023 01:51 PM EST | | 11/18/2023 | N/A | | | |
| | | | TOTAL: | 18,470,336 | | | |
| Account | Platform | Followers | Likes | Comments | Shares | Views | Link |
| <i>Social</i> | | | | | | | |
| AverageSocialite | Instagram | 105,000 | N/A | N/A | N/A | N/A | Instagram Stories |
| AverageSocialite | Instagram | 105,000 | 408 | 7 | 217 | 14,800 | Instagram Reel |
| BrookeMiccio | Instagram | 129,000 | N/A | N/A | N/A | N/A | Instagram Stories |
| BrookeMiccio | YouTube | 344,000 | 1,000 | 37 | N/A | 36,000 | YouTube Video |

| Account | Platform | Followers | Likes | Comments | Shares | Views | Link |
|---------------------------|-----------|-----------|-------|----------|--------|--------|-------------------------------------|
| <i>Social (Continued)</i> | | | | | | | |
| ChiefPreeth | TikTok | 107,500 | 305 | 14 | 1 | 2,231 | TikTok Video |
| CityGirlsWhoWalk | Instagram | 59,500 | N/A | N/A | N/A | N/A | Instagram Stories |
| CourtandKelly | Instagram | 60,500 | N/A | N/A | N/A | N/A | Instagram Stories |
| FishsFlourish | Instagram | 85,000 | N/A | N/A | N/A | N/A | Instagram Stories |
| FishsFlourish | Instagram | 85,000 | 3,820 | 72 | 1,716 | 95,400 | Instagram Reel |
| FishsFlourish | TikTok | 11,300 | 1,875 | 9 | 772 | 54,000 | TikTok Video |
| FOMOFeed | Instagram | 138,000 | N/A | 15 | N/A | N/A | Instagram Feed Post |
| JannehKonneh | Instagram | 43,000 | N/A | 3 | 72 | 6,857 | Instagram Reel |
| JannehKonneh | TikTok | 71,900 | 91 | 3 | 11 | 3,729 | TikTok Video |
| KSheri | Instagram | 4,400 | N/A | N/A | N/A | N/A | Instagram Stories |
| MiAnneChan | Instagram | 61,500 | N/A | N/A | N/A | N/A | Instagram Stories |
| MickMickNYC | Instagram | 220,000 | N/A | N/A | N/A | N/A | Instagram Stories |
| MyChristmasInNewYork | Instagram | 284,000 | N/A | N/A | N/A | N/A | Instagram Stories |
| NewYorkCity4All | Instagram | 137,000 | 709 | 924 | 88 | 27,400 | Instagram Reel |

| Account | Platform | Followers | Likes | Comments | Shares | Views | Link |
|---------------------------|-----------|-----------|--------|----------|--------|------------------|-----------------------------------|
| <i>Social (Continued)</i> | | | | | | | |
| NewYorkCityKopp | Instagram | 393,000 | 1,904 | 132 | 473 | 58,000 | Instagram Reel |
| NoelleDowning | Instagram | 490,000 | N/A | N/A | N/A | N/A | Instagram Stories |
| NYCLovesNYC | Instagram | 328,000 | N/A | N/A | N/A | N/A | Instagram Stories |
| NYCLovesNYC | Instagram | 328,000 | 77,800 | 1,143 | 74,600 | 2,800,000 | Instagram Reel |
| NYCLovesNYC | Instagram | 328,000 | 2,930 | 723 | 435 | 55,500 | Instagram Reel |
| SincerelyMaureen | Instagram | 119,000 | 98,300 | 2,356 | 49,700 | 2,000,000 | Instagram Reel |
| SincerelyMaureen | Instagram | 119,000 | 2,979 | 49 | 3,521 | 144,000 | Instagram Reel |
| SincerelyMaureen | TikTok | 7,100 | 114 | 4 | 35 | 3,170 | TikTok Video |
| TheMeganDaily | Instagram | 22,800 | 146 | 9 | 61 | 7,400 | Instagram Reel |
| TheMeganDaily | TikTok | 142,100 | 165 | 5 | 26 | 4,186 | TikTok Video |
| VivecaChow | Instagram | 133,000 | 1,293 | 12 | 691 | 47,000 | Instagram Reel |
| VivecaChow | TikTok | 116,100 | 210 | 3 | 24 | 5,979 | TikTok Video |
| TOTAL: | | | | | | 5,365,652 | |