

BURRELLES LUCE MEDIA MEASUREMENT 2008						
Myrtle Beach Travel Stories by Media Type						
	DAILY NEWSPAPERS	NON-DAILY NEWSPAPERS	CONSUMER MAGAZINES	TRADE MAGAZINES	WEB	TOTALS
Jan	24	8	2	1	55	90
Feb	49	3	6	6	77	141
Mar	40	17	7	3	75	142
Apr	57	1	11	11	122	202
May	243	17	11	8	376	655
June	234	47	14	7	85	387
July	198	17	10	9	78	312
Aug	134	10	2	4	59	209
Sept	54	15	16	9	35	129
Oct	82	12	7	10	27	138
Nov	29	13	8	10	65	125
Dec	28	6	14	2	118	168
	1172	166	79	58	962	2698
Myrtle Beach Ad Value by Media Type						
	DAILY NEWSPAPERS	NON-DAILY NEWSPAPERS	CONSUMER MAGAZINES	TRADE MAGAZINES	WEB	TOTAL AD VALUE PER MONTH
Jan	\$47,175	\$1,768	\$185	\$824	\$364,958	\$414,910
Feb	\$47,300	\$329	\$20,787	\$5,228	\$606,635	\$680,279
Mar	\$139,519	\$786	\$43,390	\$5,173	\$260,251	\$449,119
Apr	\$297,697	\$251	\$200,608	\$147,674	\$1,031,573	\$1,677,803
May	\$1,589,541	\$9,490	\$316,716	\$42,354	\$3,754,338	\$5,712,439
June	\$894,539	\$9,294	\$195,929	\$32,721	\$522,802	\$1,655,285
July	\$673,283	\$4,889	\$247,324	\$41,264	\$102,131	\$1,068,891
Aug	\$270,095	\$1,506	\$2,629	\$6,228	\$243,937	\$524,395
Sept	\$135,784	\$3,604	\$31,488	\$44,703	\$109,821	\$325,400
Oct	\$153,607	\$4,313	\$342,996	\$77,468	\$50,427	\$628,811
Nov	\$56,559	\$3,885	\$91,850	\$51,776	\$65,193	\$269,263
Dec	\$62,926	\$2,160	\$131,447	\$1,848	\$565,827	\$764,208
TOTAL	\$4,368,025	\$42,275	\$1,625,349	\$457,261	\$7,677,893	\$14,170,803
						TOTAL AD VALUE JAN-DEC
						\$14,170,803