

BURRELLES LUCE MEDIA MEASUREMENT 2009							
Myrtle Beach Travel Stories by Media Type 2009							
	DAILY NEWSPAPERS	NON-DAILY NEWSPAPERS	CONSUMER MAGAZINES	TRADE MAGAZINES	WEB	Wire Services	
Jan	39	75	9	2	241		
Feb	42	8	5	4	208		
Mar	121	22	8	6	344		
Apr	90	10	12	7	305		
May	126	12	9	8	217		
June	58	13	8	5	50		
July	45	6	7	7	403		
Aug	33	5	2	9	208		
Sept	34	4	6	10	105	6	
Oct							
Nov							
Dec							
							TOTAL
	588	155	66	58	2081	6	2954
Myrtle Beach Ad Value by Media Type							
	DAILY NEWSPAPERS	NON-DAILY NEWSPAPERS	CONSUMER MAGAZINES	TRADE MAGAZINES	WEB	AD VALUE PER MONTH	
Jan	\$168,699	\$87,763	\$274,683	\$271	\$2,221,209	\$2,752,625	
Feb	\$60,958	\$1,057	\$16,659	\$4,032	\$3,506,488	\$3,589,194	
Mar	\$171,958	\$3,554	\$316,116	\$24,309	\$3,117,501	\$3,633,438	
Apr	\$124,732	\$5,255	\$269,509	\$16,562	\$3,046,881	\$3,510,246	
May	\$170,462	\$2,983	\$326,465	\$27,999	\$1,250,054	\$1,777,963	
June	\$82,712	\$2,314	\$112,276	\$1,518	\$421,929	\$620,749	
July	\$165,281	\$1,094	\$187,286	\$6,084	\$1,949,814	\$2,309,559	
Aug	\$139,280	\$536	\$326	\$71,212	\$464,733	\$676,087	
Sept	\$79,860	\$7,659	\$20,970	\$78,422	\$954,085	\$1,140,996	
Oct							
Nov							
Dec							
							TOTAL AD VALUE JAN-DEC
	\$1,163,942	\$112,215	\$1,524,290	\$230,409	\$16,932,694		\$19,963,550