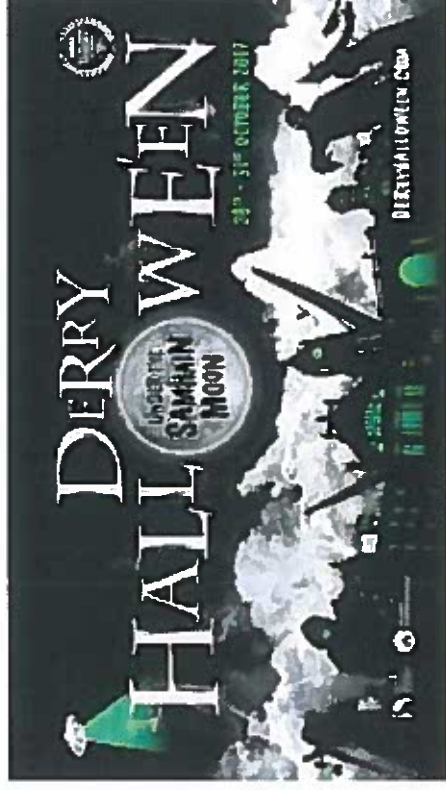




Derry City and Strabane District Council

Halloween Festival 2017

Media Evaluation Report



Prepared by NIMMS



Beechill Industrial Park, 96 Beechill Road. Belfast . BT8 7QN.
Tel 028 90649012. www.nimms.co.uk



Summary

Coverage Volume

The following Media Evaluation report covers a total of **203 items** (108 print media, 33 radio, 12 television and 50 online items) received by the Derry Halloween Festival during the period 1st September – 7th November 2017.

Coverage Value

This figure is based on the cost of buying the space in the publications at current advertising rate.

The value of total coverage received by the Derry Halloween Festival during the period was equivalent to: **£353,573.48**

Top Print Publication



Top Broadcast Station

Source	Volume	Weight cm2 / minutes	Value £
Print	108	55,044	£246,528.08
Broadcast	45	268	£46,080.00
Online	50	N/A	£60,965.39

Top Website



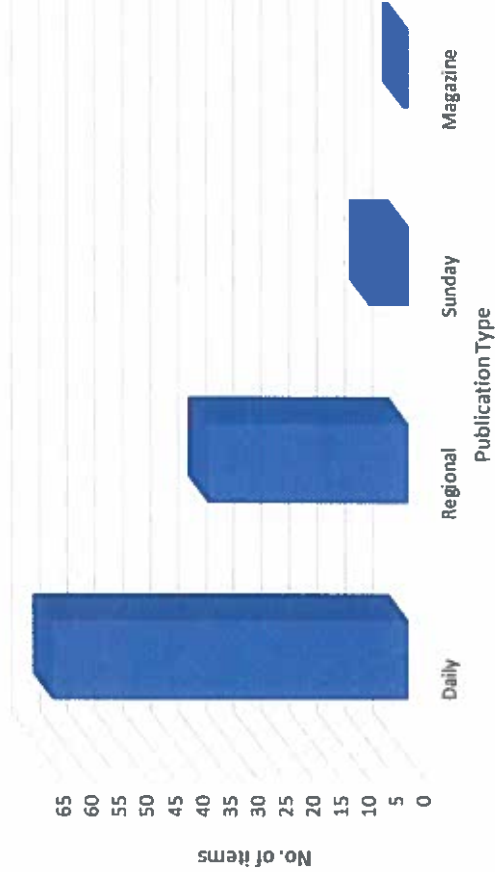


Print

Period	Volume	Weight (cm2)	Value
01/09/17 – 07/11/17	108	55,044	£246,528

Publication Type	No of Items
Daily	64
Regional	36
Sunday	7
Magazine	1

Publication Type - No. of items



Daily Titles	Volume	AVE
Irish News	14	£25,235
The News Letter	5	£24,031
Belfast Telegraph - AM	5	£11,402
Daily Mirror	3	£6,736
Belfast Telegraph - North West	3	£1,193
Irish Times	2	£34,040
Irish Independent	2	£33,338
Irish Daily Star	2	£14,273
Magazines	Volume	AVE
Northern Woman	1	£236
Regional Titles	Volume	AVE
Derry News	16	£22,669
Derry Journal	13	£13,062
Strabane Weekly News	6	£3,633
Mid-Ulster Mail (inc South Derry Edition)	4	£8,933
Strabane Chronicle	4	£2,909
Portadown Times	3	£8,590
County Derry Post	2	£1,548
Lurgan Mail	2	£6,880
Roe Valley Sentinel	2	£990
Sunday Titles	Volume	AVE
Sunday World	4	£6,623
Sunday Life	3	£5,871



Broadcast

All Broadcast Coverage			Radio			Television		
Volume	Duration (Minutes)	AVE	Volume	Duration (Minutes)	AVE	Volume	Duration (Minutes)	AVE
45	268	£46,080	33	247	£20,700	12	21	£25,380

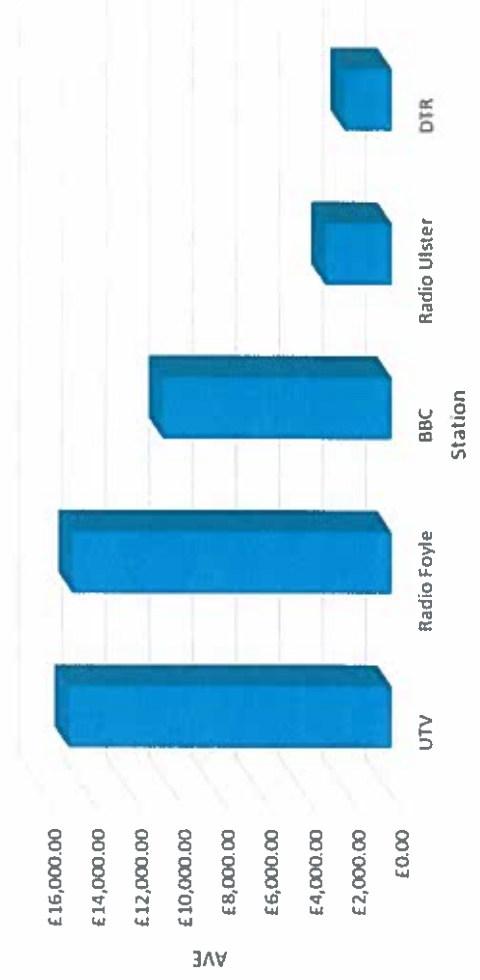
Station	No of items
UTV	3
Radio Foyle	18
BBC	9
Radio Ulster	3
DTR	7
U105	2
Q Radio	3

Top five stations by volume



Top five stations by value

Station	Value
UTV	£14,860.00
Radio Foyle	£14,690.00
BBC	£10,520.00
Radio Ulster	£3,040.00
DTR	£2,160.00
U105	£760.00
Q Radio	£50.00



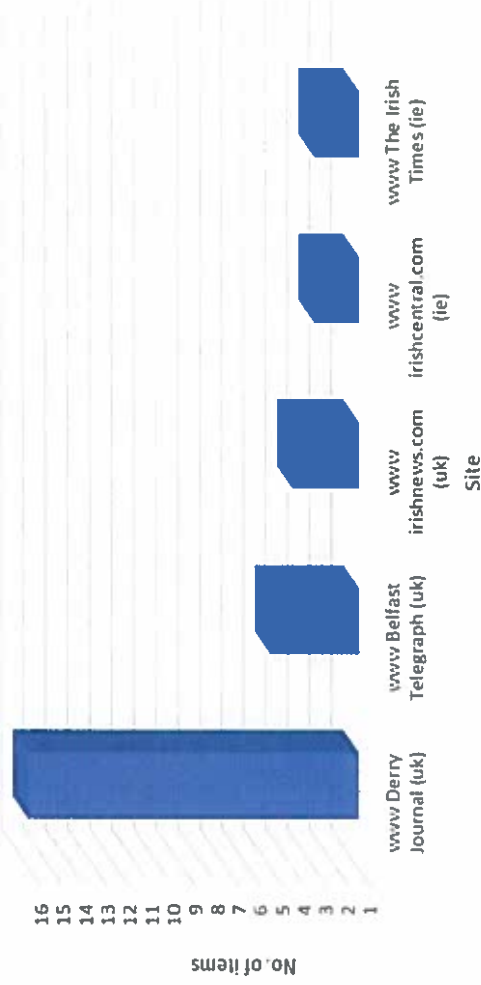
Online



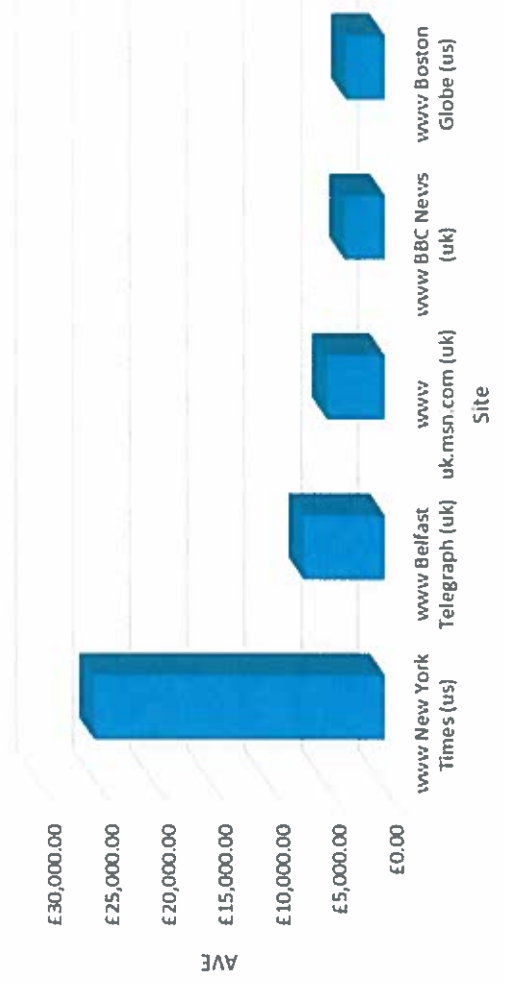
Period	Volume	Weight (cm2)	Value
01/09/17 – 07/11/17	50	N/A	£60,965.39

Site	No of items	Value
www Derry Journal (uk)	16	£1,969.11
www Belfast Telegraph (uk)	5	£7,099.75
www irishnews.com (uk)	4	£1,257.26
www irishcentral.com (ie)	3	£3,115.01
www The Irish Times (ie)	3	£2,714.51
www Belfast Live (uk)	2	£900.00
www Londonderry Sentinel (uk)	2	£66.63
www BBC News (uk)	2	£3,470.00
www New York Times (us)	1	£25,460.00
www joe.ie (ie)	1	£350.13
www The Independent (uk)	1	£1,450.00
www thejournal.ie (ie)	1	£970.10
www discovernorthernireland.com (ie)	1	£240.62
www UTV Northern Ireland (uk)	1	£820.00
www Strabane Chronicle (uk)	1	£28.48
www Boston Globe (us)	1	£3,340.00
www 4ni.co.uk (uk)	1	£165.42
www her.ie (ie)	1	£133.32
www uk.msn.com (uk)	1	£5,030.00
www herfamily.ie (ie)	1	£185.07
www Irish Central (us)	1	£2,200.00

Top five sites by volume



Top five sites by value

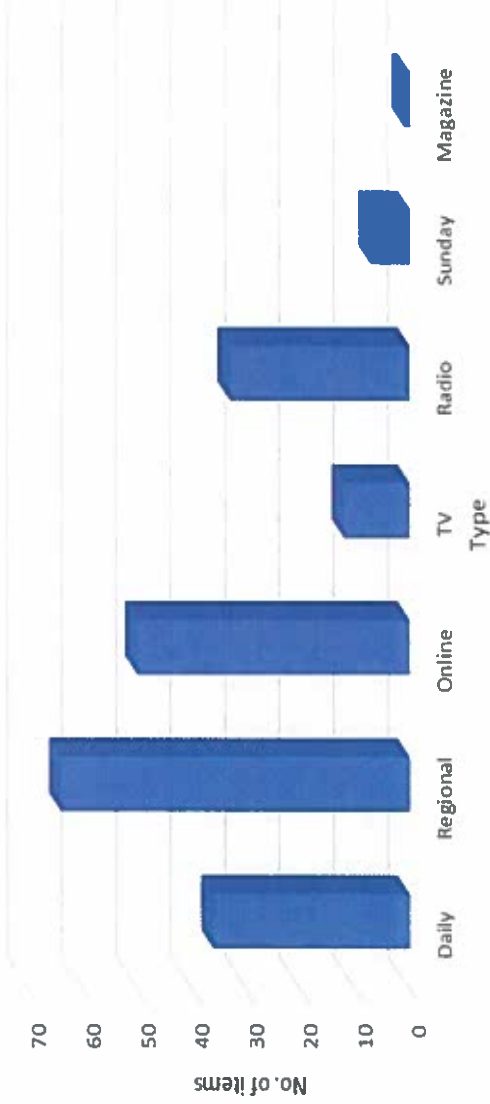


Media Source

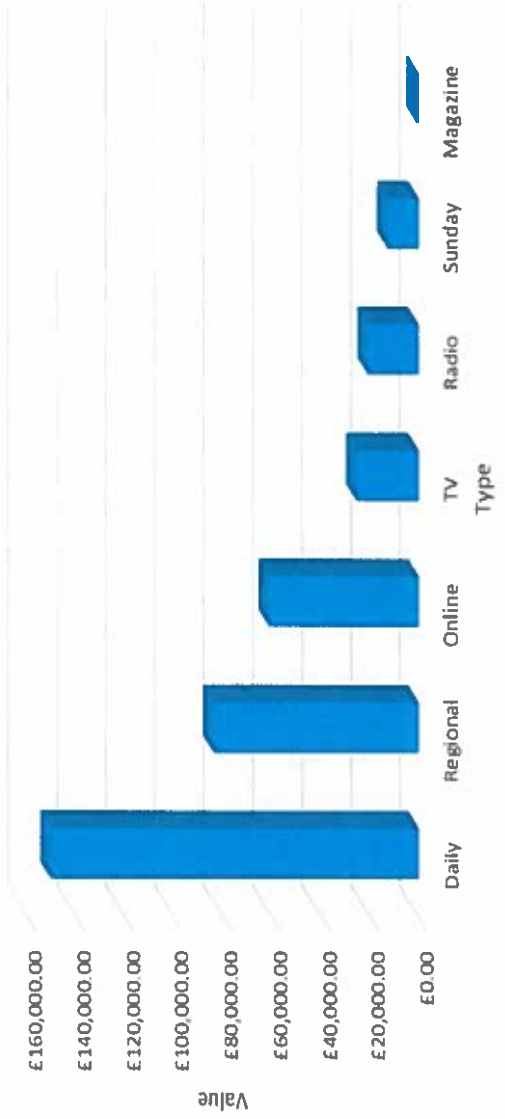


Source	No of items
Regional	64
Online	50
Daily	36
Radio	33
TV	12
Sunday	7
Magazine	1

Source by volume



Source by Value

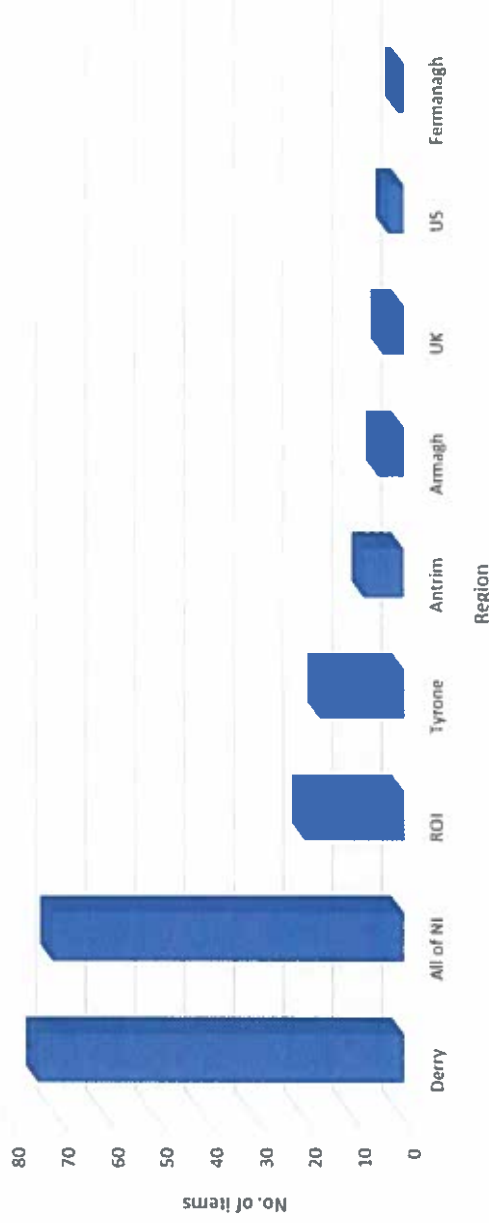


Source	Value
Daily	£60,965.39
Regional	£83,552.45
Online	£20,700.00
TV	£25,380.00
Radio	£12,493.31
Sunday	£150,246.57
Magazine	£235.75

Region

Region	No. of Items
Derry	74
All of NI	71
ROI	20
Tyrone	17
Antrim	8
Armagh	5
UK	4
US	3
Fermanagh	1

Region by volume



Region by Value

Region	Value
All of NI	£125,372.48
ROI	£90,551.47
Derry	£55,996.63
US	£31,000.00
Tyrone	£17,561.76
Armagh	£15,469.71
UK	£9,950.00
Antrim	£6,872.93
Fermanagh	£798.49

