



## **THREE GIRLS' MEGA-TIER & TOP-TIER PRESS**

Forty to fifty percent of the press Three Girls secures for our clients is in Top and Mega-Tier media! This track record is unsurpassed in the PR Industry and is just one of the reasons Three Girls has an excellent reputation of successful campaign results.

### **MAGAZINES**

- **Mega Tier** – Circulation over 1,000,000
- **Top Tier** – Circulation over 200,000\*

*\*Trade press not included*

### **NEWSPAPERS**

- **Mega Tier**
  1. National Papers - *i.e. USA Today, Wall Street Journal, NY Times*
  2. Daily Papers in the Top 30 Media Markets with circulation of 250,000+ *i.e. LA Times, SF Chronicle, Chicago Tribune, St. Louis Dispatch, Baltimore Sun, Pittsburgh Post-Gazette, Seattle Times*
- **Top Tier**
  1. Daily Papers in a Top 30 Media Markets with circulation of 150,000+ *i.e. Florida Today, Philadelphia Morning Call, Boston Telegram & Gazette, Washington Times, St. Petersburg Ledger, Seattle News Tribune*

### **BROADCAST RADIO & TV**

- **Mega Tier**
  1. National broadcast
  2. Local or Regional broadcast in a Top 10 Market on one of the 3 top-rated stations
- **Top Tier** – Local or regional broadcast

### **INTERNET**

- **Mega Tier** – Websites with monthly site traffic of 50,000+ unique visitors
- **Top Tier** - Websites with monthly site traffic of 25,000+ unique visitors