

Number	Title	Medium	Date	Periodicity	Edition	Size	Media value of field	PR coefficient	PR Value
1.	On the end of the school year young people are attracted by alcohol. Parents should pay at	Skolskyservis.sk	28.6.2016	on-line	853 000	PR article	650,00	2	1 300,00
2.	Alcohol destroys children and youth: Shocking statistics	Vysetrenie.sk	28.6.2016	on-line	980 000	PR article	900,00	2	1 800,00
3.	Children and alcohol	Rádio Lumen	29.6.2016	radio	111 000	reportage	2 000,00	1,8	3 600,00
4.	Perfect parents pamper their children with everything, even with their first alcohol shot	Femme.sk	29.6.2016	on-line	45 000	PR article	300,00	2	600,00
5.	PSR Forum	Maminka FB	29.6.2016	on-line	31 201	FB post	250,00	2	500,00
6.	PSR Forum	Fun radio	30.6.2016	radio	447 000	reportage	1 000,00	1,8	1 800,00
7.	Children and alcohol	Rádio Lumen	1.7.2016	radio	111 000	reportage	2 000,00	1,8	3 600,00
8.	Parents, talk to your children about alcohol	Gastroweb.sk	1.7.2016	on-line	30 000	PR article	400,00	2	800,00
9.	Parents, talk to your children about alcohol	Gastroweb FB	1.7.2016	on-line	3 766	FB post	250,00	2	500,00
10.	Let's talk about alcohol	Fádio FM	14.7.2016	radio	123 000	reportage	2 500,00	1,8	4 500,00
11.	Children experience alcohol for the first time during the summer	Rytmus života	30/2016	print	7 000	1/4 4C editorial page	1 100,00	1,8	1 980,00
12.	Don't raise your children to become alcoholics	Új Szó	18.7.2016	print	32 000	1/1 4C editorial page	3 100,00	2	6 200,00
TOTAL							14 450,00		27 180,00

2,0 = spontaneous unpaid publicity, positive / neutral, contains a visual and key messages

1,8 = spontaneous unpaid publicity, positive / neutral, without visual, contains key messages

1,6 = spontaneous unpaid publicity, positive / neutral, contains visual or at least 1 key message

1,5 = contest, barter

1,2 = advertorial