



DOG WALK

**Mighty
Texas**

Media Report

Pre-Event Promotion

- Paid Media
 - FB/IG Ads: Reach:
 - Reach: 127,435
 - Times Viewed: 314,483
 - Email campaign to ATX360 audience
 - Reach: 7,000
 - 1,000 Flyers (distributed by SDI partners)
 - Google/Youtube Ads
 - Times Viewed: 393,400
 - FOX7 Ad, Sponsored by DC Law
 - Univision Community Calendar, Sponsored by DC Law
- Earned
 - KXAN-TV (NBC, Austin): [Mighty Texas Dog Walk on Sunday breaks Guinness World Record](#)
 - KXAN-TV (NBC, Austin): [The Mighty Texas Dog Walk returns to Austin on Nov. 13](#)

Pre-Event Promotion

- Shared FB + IG
 - CityDog Austin (Kaxan)
 - 20k followers
 - 15 posts
 - Austin Animal Center: 60k followers
 - Jim Spencer
 - 25k followers
 - 8 posts
- Owned
 - MTDW Website (New Event Website):
 - 8,500 Visitors
 - SDI Email Campaign:
 - 6 Emails
 - 10,458 Opens

Community Calendars via austin360

Publisher	Media	Location	Site Visits	Local Visits
All News Headlines		Local	25K	250
America From Home		National	35K	350
Austin 360		Local	418K	4K
Austin Monthly		Local	52K	516
Bubble Life		National	25K	250
Charm Magazine		Local	25K	250
Daily News and More		Local	25K	250
DearJulius		Global	175K	2K
Do 512		Local	350K	4K
El Clasificado		National	1.8M	176K
Evensi		Global	3M	30K
EventHap		Global	25K	250
Eventrii		Global	5K	48
Events Alert		Global	25K	250
Events Near Here		National	147K	1K
Evvnt		Global	36K	356
Gazette-Enterprise		Local	85K	852

Herald-Zeitung		Local	151K	2K
Houston Press		Local	820K	8K
Jorlio		Global	8K	84
Judys Book		National	120K	1K
Just Landed		Global	354K	4K
Kvue-TV		Local	1.2M	12K
Locanto		Global	120K	1K
Main Event		Global	25K	250
More Content Now		Local	500K	5K
My Texas Daily		Local	25K	250
OTL City Guides & Seat Fillers		National	3K	25
OTL City Guides Austin		Local	500	5
Patch		National	21.3M	213K
Seats For Everyone		National	25K	250
Statesman		Local	2.5M	2.5M
The Internet Book		Global	525K	5K
Time & Money		Local	500K	5K
Upcoming Events		National	8K	77
What Up In Town		Global	37K	371
WikiDo		National	212K	2K

Community Calendars

- Univision
- Austin Monthly Magazine
- Lost In Austin
- Austin Culture Map
- Do 512
- Austintexas.org
- Dripping Springs Outlook
- Austin Woman's Magazine
- Austin Chronicle
- Spectrum News 1
- Austin360

Post Event Media Coverage

- FOX7: [Thousands of dogs gather at Camp Mabry for Mighty Texas Dog Walk](#)
- KVUE (ABC, Austin): [Austin-area pups fetch new world record at Mighty Texas Dog Walk](#)
- UPI: [World's largest coloring book unveiled at Texas dog walking event](#)
- Dripping Springs Century News: [Mighty Dog Walk fetches 11th Guinness World Record](#)
- Boerne Bulletin: [World's largest colouring book unveiled in Texas](#)