**2012 NORTH AMERICAN SAFE BOATING AWARENESS WEEK**

**MEDIA OUTREACH**

|  |  |  |  |
| --- | --- | --- | --- |
| **MEDIA** | **2012 Impressions** | **% Increase** | **2011 Impressions** |
| **Total Community Clippings Impressions** | **13,052,607** | **9.5** | **11,916,069** |
| **Total Radio** | **36,485,852** | **16** | **31,442,662** |
| **Total Major Newspapers** | **6,516,201** | **-13.3** | **7,515,286** |
| **Total Television** | **24,790,762** | **-1.7** | **25,208,762** |
| **Total Magazines & Misc.** | **4,837,935** | **20.8** | **4,005,822** |
| **GRAND TOTAL** | **85,683,357** | **7.0** | **80,088,601** |
|  |  |  |  |
|  | **2012 Outlets** | **% Increase** | **2011 Outlets** |
| **Total Community Clippings Impressions** | **229** | **-44** | **409** |
| **Total Radio** | **280** | **20** | **234** |
| **Total Major Newspapers** | **94** | **-22** | **120** |
| **Total Television** | **119** | **-1** | **120** |
| **Total Magazines & Misc.** | **17** | **0** | **17** |
| **GRAND TOTAL** | **739** | **-18** | **900** |