



## PR Insider

Your Public Relations Resource



**March 2012, Volume 8 Number 3**

*PR Insider presents the industry with New Hampshire's media successes, recent articles about visiting our state, travel hot topics, media leads, and editorial calendar opportunities on a monthly basis.*

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### **Fast Facts for February 2012**

- The out-of-state PR effort in February 2012 secured earned print media circulation of **2.5 million** and unique online visitors of **98.3 million**.
- A total of **112 stories** appearing in February in media in Massachusetts, Rhode Island, Connecticut, New York, Vermont, and Pennsylvania as well as national magazines and websites, had an earned media value of **\$215,239**.

### **Media Requests**

- St. Patrick's Day Festivities
- Late Winter Outdoor Adventures
- Vacation Week Specials: April
- Early Spring/Maple Sugar Packages

Please email [kmoore@montagnecom.com](mailto:kmoore@montagnecom.com) with any specials at your property related to these topics for possible inclusion in upcoming press releases or responses to media inquiries.

### **In Case You Missed It...**

Check out these recent stories generated by DTTD and our tourism partners:

- Philadelphia Inquirer: 10 for the Road
  - [Colebrook Winter Carnival](#)
  - [Nashua Orchid Show](#)
  - [Winter Family Farm Day at East Hill Farm](#)
- The Hippo: [Is NH a Hot Spot for Chocolate Tourism?](#)
- First Tracks!! Online Ski Magazine: [Crotched Mountain to Get Southern New Hampshire's First Detachable Quad](#)
- Wicked Local Plymouth: [Heart and Soul](#)
- National Geographic: [World's Best Ski Towns](#)
- Conway Daily Sun: [Ski Promotion](#)

- Yankee Magazine: [Top Five Trees in New England](#)
- CBS News: [Monadnock Visual Arts Tour added to Online Travel Itineraries](#)
- High School - timesunion.com: [Don't Even Question Me, this is the Best Breakfast You'll Ever Have](#)
- Group Tour Magazine: [White Mountains Attractions/NHDTTD](#)
- OnTheSnow: [New Hampshire Resorts Share Kids' Excitement About School Vacation](#)
- The Boston Globe: [A Fine State of Affairs](#)
- NYTimes.com: [In New Hampshire, High School Ski Jumping Still Flies](#)
- Boston.com: [NH Tourism Site Gets Mobile Makeover](#)
- Boston.com: [At the Aviation Museum of NH, the State's History of Flight](#)
- The Hour: [NH Maple Season](#)
- New England Shutterbugs: [Eye-to-Eye With the Hampton Beach Snowy Owl](#)
- USATODAY.com: Survey: [NH Top Ten in "Well-Being"](#)
- Boston.com: [NH Parks Introduce Adventure Travel Blog](#)

### Look For...

Keep an eye out for upcoming articles on the following topics:

- Maple Sugar Season
- Springtime Adventures in New Hampshire
- Spring Skiing

### Social Media

DTTD has announced the March/April VisitNH Fan Benefit with the Sunset Hill House in Sugar Hill: Two nights lodging in a traditional room with king or queen bed with scenic mountain views, full gourmet breakfast each morning and either the maple experience at The Rocks Estate in Bethlehem or a tour of Fullers Sugar House in Lancaster with up to a 60% discount for New Hampshire fans. Anyone who "likes" VisitNH on [Facebook](#) or "follows" VisitNH on [Twitter](#) is eligible to receive the discount.

If you're interested in participating in initiatives like the [VisitNH Fan Benefit](#), contact [epowers@montagnecom.com](mailto:epowers@montagnecom.com).

### Media Relations Highlights

- Philadelphia Inquirer, 10 for the Road: Orchid Show, Nashua; Winter Family
- Farm Day at East Hill Farm, Troy
- Boston Globe, Melanie Nayer – Hotels offering Feb. school vacation deals
- Endless Vacation Magazine, Stirling Kelso – Best corn mazes
- Small Market Meetings, Vickie Mitchell – Historic Boardrooms
- BreezyMama.com, Alex Ota – Top 10 Family Destinations
- Women's Running Magazine, Margie Goldsmith – "Reach the Beach" relay
- TravelingMom.com, Kim Orlando – Summer hiking on Mt. Monadnock

### Contact Us

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