



Coverage Book

Giancola: Royal
Royal 2023
(11/02/2023 - 11/10/2023)

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The Royal and other things to do in Toronto this weekend

Publish Date: 11/02/2023

Outlet Name: torontosun.com

City, Province: National, CDN

Media Type: Website

Reach: 2,848,000

P.E.S.O.: Earned

MRP Quality Criteria

Tone: Balanced

Bonus: No

Brand Mention: Yes

Key Message(s): Yes

Image: Yes

Contact: Yes

Call to Action: Yes

Source / File Link:

<https://torontosun.com/news/local-news/the-royal-and-other-things-to-do-in-toronto-this-weekend-31>

Notes:



The Royal Agricultural Winter Fair returns to Toronto's Exhibition Place

Publish Date: 11/02/2023

Outlet Name: globalnews.ca/video

City, Province: National, CDN

Media Type: Website

Reach: 120,000

P.E.S.O.: Earned

MRP Quality Criteria

Tone: Positive

Bonus: No

Brand Mention: Yes

Key Message(s): Yes

Image: Yes

Contact: Yes

Call to Action: Yes

Source / File Link:

<https://globalnews.ca/video/10067880/the-royal-agricultural-winter-fair-returns-to-torontos-exhibition-place>

Notes:



Royal Winter Fair brings farm to Toronto

Publish Date: 11/03/2023

Outlet Name: toronto.ctvnews.ca/video

City, Province: National, CDN

Media Type: Website

Reach: 240,000

P.E.S.O.: Earned

MRP Quality Criteria

Tone: Positive

Bonus: No

Brand Mention: Yes

Key Message(s): Yes

Image: Yes

Contact: No

Call to Action: Yes

Source / File Link:

<https://toronto.ctvnews.ca/video/c2800579-royal-winter-fair-brings-farm-to-toronto>

Notes:



Weekend need-to-know: Royal Winter Fair kicks off 10-day festivities

Publish Date: 11/03/2023

Outlet Name: toronto.citynews.ca

City, Province: National, CDN

Media Type: Website

Reach: 1,977,000

P.E.S.O.: Earned

MRP Quality Criteria

Tone: Positive

Bonus: No

Brand Mention: Yes

Key Message(s): Yes

Image: Yes

Contact: Yes

Call to Action: Yes

Source / File Link:

<https://toronto.citynews.ca/2023/11/03/weekend-need-to-know-royal-winter-fair-kicks-off-10-day-festivities/>

Notes:



Northern Ontario pavilion opens at Royal Agricultural Winter Fair

Publish Date: 11/06/2023

Outlet Name: timminstoday.com

City, Province: National, CDN

Media Type: Website

Reach: 273,000

P.E.S.O.: Earned

MRP Quality Criteria

Tone: Positive

Bonus: No

Brand Mention: Yes

Key Message(s): Yes

Image: Yes

Contact: Yes

Call to Action: Yes

Source / File Link:

<https://www.timminstoday.com/local-news/northern-ontario-pavilion-opens-at-royal-agricultural-winter-fair-7790437>

Notes:



IN PHOTOS: Highlights from the 101st Royal Agricultural Winter Fair

Publish Date: 11/10/2023

Outlet Name: cbc.ca/news/canada

City, Province: National, CDN

Media Type: Website

Reach: 700,000

P.E.S.O.: Earned

MRP Quality Criteria

Tone: Balanced

Bonus: No

Brand Mention: Yes

Key Message(s): Yes

Image: Yes

Contact: No

Call to Action: No

Source / File Link:

<https://www.cbc.ca/news/canada/photos/royal-agricultural-winter-fair-photo-scroller-1.7024860>

Notes: