



## Hotel Influenza: Media Coverage Report

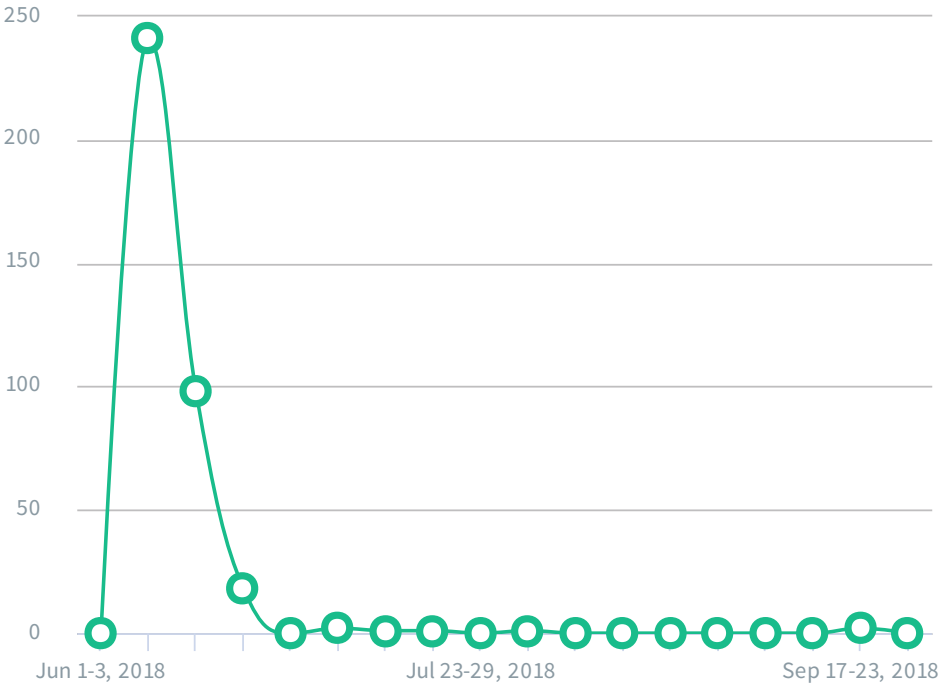
# Total Mentions

DAY

WEEK

MONTH

364 Total Mentions for Jun 1 - Sep 25 2018

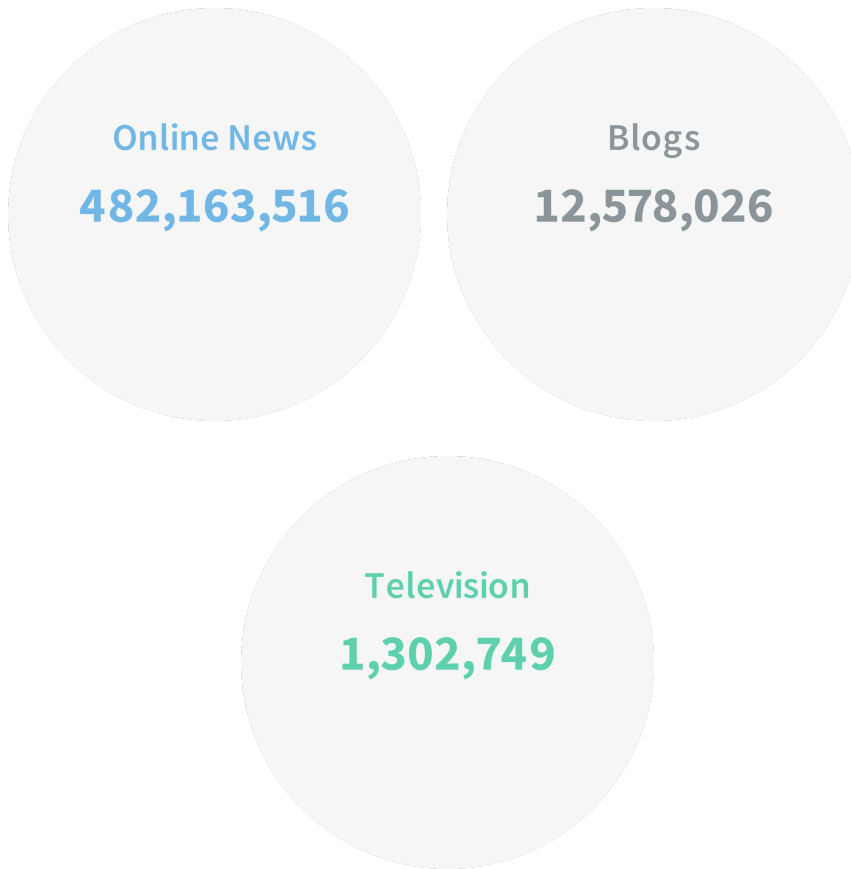


Extended Stay Research Unit over Jun 1, 2018 - Sep 25, 2018

# Aggregate Readership

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Aggregate Readership: 496,044,291


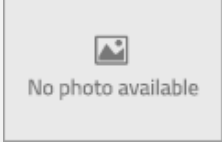

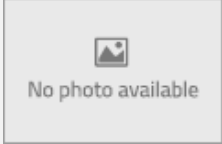

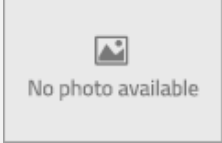



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Aggregate Readership shows a brand's total audience potential reach over a specific amount of time. For example, a search for "Amazon" over 30 days, would add up the potential audience for all articles mentioning "Amazon" during that time frame.


# Highest Readership

<b>1</b>	<b>MSN</b>		
	<b>Zij krijgen 3000 euro door zich te laten besmetten met griep</b> by Stars Insider Jun 10, 2018		
Sentiment	Viewership	Shares	Ad Equivalency
neutral	100,485,212	0	\$188,912
<b>2</b>	<b>MSN</b>		
	<b>University offers \$3,500 to get sick and stay in "Hotel Influenza"</b> by Anthony Bourdain death: Dr. LaPook on suicide risk factors Jun 8, 2018		
Sentiment	Viewership	Shares	Ad Equivalency
neutral	100,485,212	0	\$188,912
<b>3</b>	<b>Daily Mail</b>		
	<b>Would YOU suffer through the flu for \$3,500? Scientists offer to pay guests at 'Hotel Influenza'</b> by Natalie Rahhal For Jun 7, 2018		
Sentiment	Viewership	Shares	Ad Equivalency
neutral	37,395,248	274	\$70,303
<b>4</b>	<b>Forbes</b>		
	<b>Welcome To The 'Hotel Influenza': You Can Get \$3500 With One Catch</b> by Bruce Y. Lee, Contributor Jun 9, 2018		
Sentiment	Viewership	Shares	Ad Equivalency
neutral	35,604,245	135	\$66,936

5 Fox News

University will pay you \$3500 to get the flu and book you a 10-day stay at 'Hotel Influenza'

by Alexandria Hein Jun 7, 2018



Sentiment	Viewership	Shares	Ad Equivalency
neutral	25,912,701	0	\$48,716

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Highest readership articles are based on the readership of each publication (how many people potentially read an article based on unique visitors to the publication's website) and how many times your keyword(s) appear in each article. Access the article by clicking the headline above and then click on the publication you're interested in.

# Top Publishers by Impact

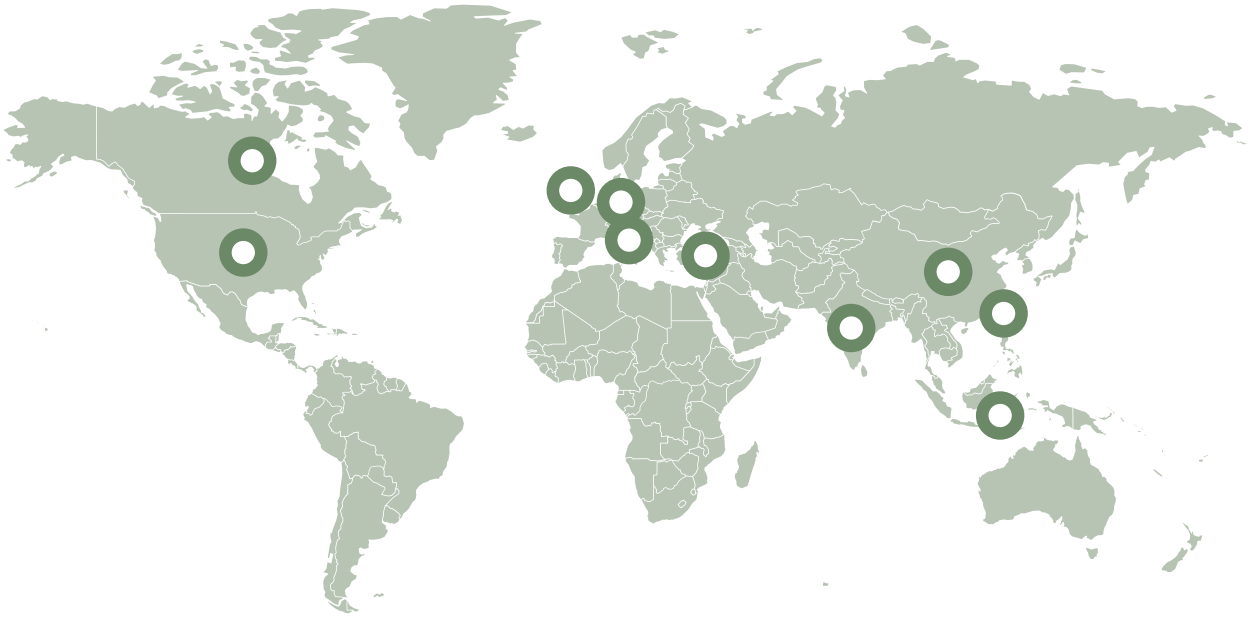


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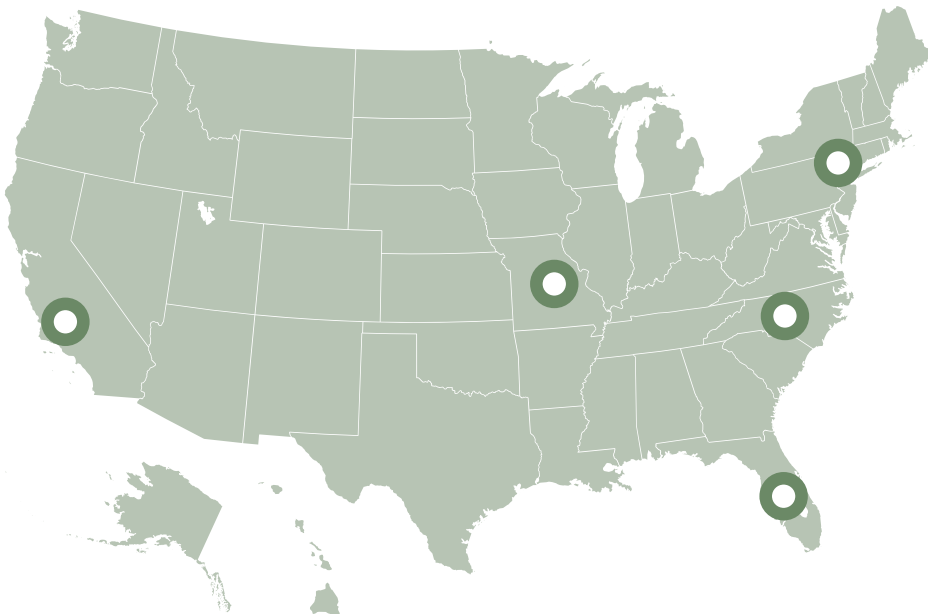
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Top Publishers by Impact refers the publications with the highest average article impact (social amplification, readership and sentiment) related to a Company, Product or Industry.

## Mentions by Location



United States: 79% (278 mentions)  
Canada: 4% (15 mentions)  
Germany: 4% (14 mentions)  
United Kingdom: 4% (13 mentions)  
Indonesia: 3% (9 mentions)  
India: 1% (4 mentions)  
Taiwan: 1% (3 mentions)  
China: 1% (2 mentions)  
Italy: 1% (2 mentions)  
Turkey: 1% (2 mentions)

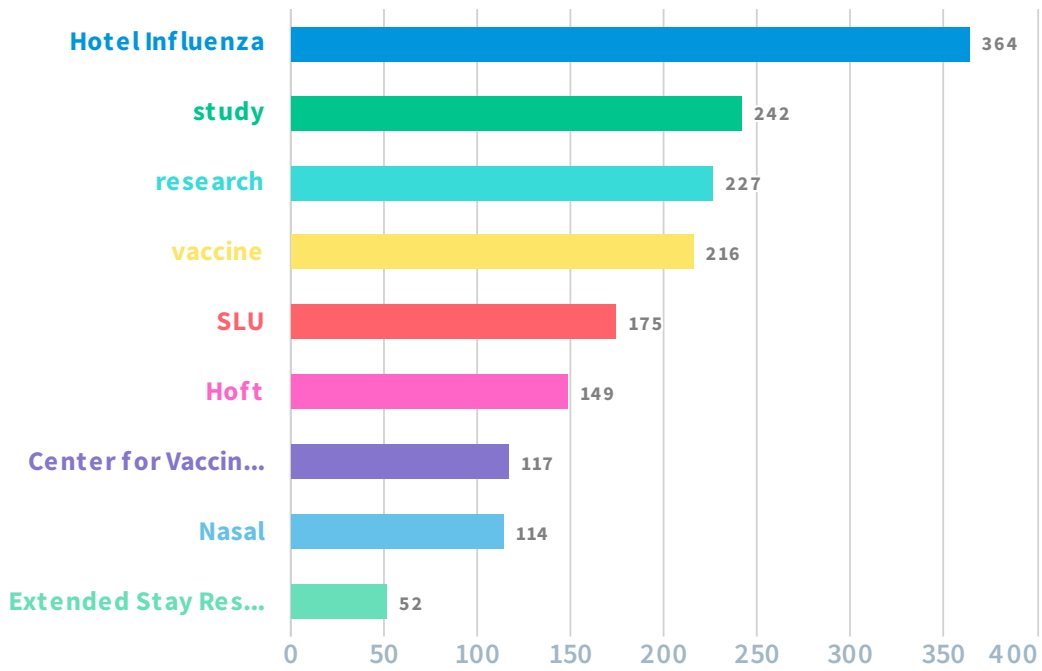


California: 26 mentions  
Missouri: 17 mentions  
Florida: 15 mentions  
North Carolina: 12 mentions  
New York: 11 mentions

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State coverage spike in: California, includes: [10 days at a hotel with catered meals and a \\$3,500 payday? All you have to do is get the flu virus at 'Hotel Influenza' 5/8](#) in Fresno Bee

# Key Messages



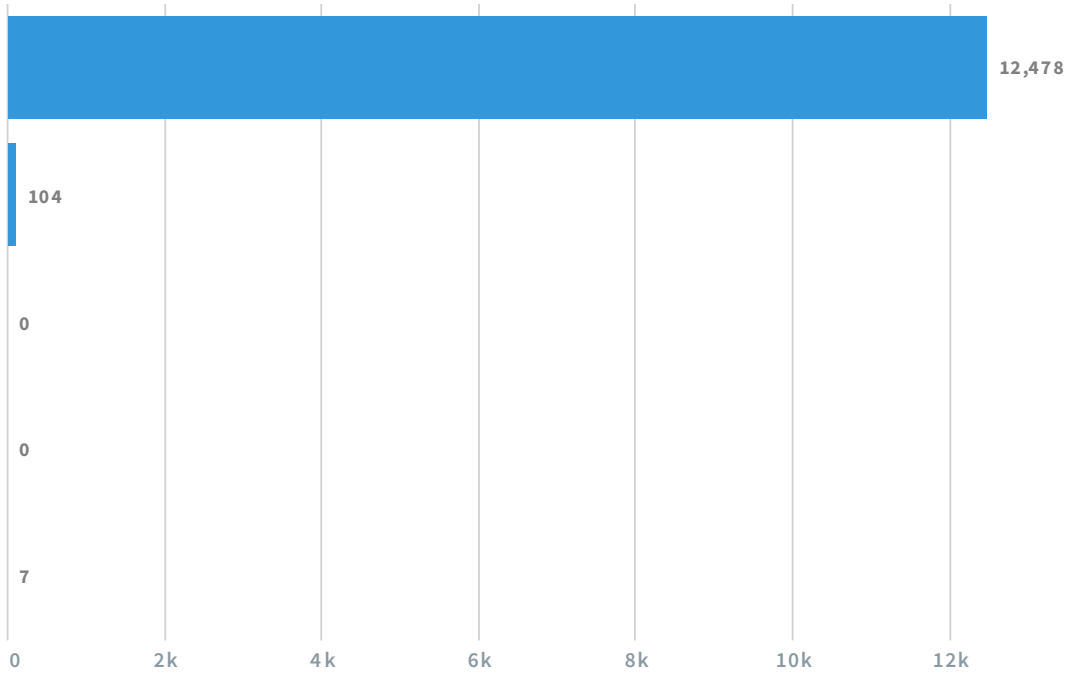
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Key message pull through shows how many times a keyword or phrase was mentioned in conjunction with your root search.



# Social Amplification



Total Shares	12,589
Facebook	12,478
Twitter	104
Google Plus	0
LinkedIn	0
Pinterest	7

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Social Amplification provides data on article engagement by displaying the number of times a piece of coverage was shared across social media. The number is in aggregate, across all of articles during the date range.

# SEO Impact

Average SEO Impact for 364 mentions

# 61

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SEO Impact is a measure of a website's domain authority, which predicts how competitive it will be in Google search. The larger the SEO Impact score, the higher ranked that website will be in search engine results. Getting a mention in a high SEO impact publication means more visibility for a brand, as both that article and the brand website will appear higher in Google, especially if the brand receives a backlink. For reference on scores: 1-19=Low SEO Impact; 20-29=Average; 30-39=Good 40-59=Strong; 60-80=Very Strong; 81-100=Excellent.