



fort MYERS

ISLANDS, BEACHES
& NEIGHBORHOODS



Recent Coverage





Prepared On: 02/29/2024

Prepared By: Thomas Derathé

Media Contributions

For Feb 1, 2024 to Feb 29, 2024

Article Number: 1 Headline: Springing Back into Fishing First Name: Ed Last Name: Mashburn Company: Type of Medium: Magazine Subject of article/ broadcast:				
Circulation 73,814	Readership 221,442	Value \$0.00	Result Of Group FAM	Date of Article 02/01/2024

Article Number: 2 Headline: The Most Charming Small Town in Every State First Name: Lyn Last Name: Mettler Company: Type of Medium: Web Subject of article/ broadcast: Journalist Lyn Mettler included Sanibel as the most charming small town in Florida in a Reader's Digest roundup article.				
Circulation 10,002,886	Readership 30,008,658	Value \$0.00	Result Of Other	Date of Article 02/01/2024

Article Number: 3 Headline: Accessible outdoor adventures in Florida First Name: Julia Last Name: Trillsam Company: Type of Medium: Magazine Subject of article/ broadcast: places and activities around Florida that people with handicaps can do				
Circulation 725,000	Readership 2,175,000	Value \$4,307.00	Result Of	Date of Article 02/01/2024

Article Number: 4 Headline: Radio Holiday Podcast: Florida First Name: Eike Last Name: Knall Company: Type of Medium: Radio Subject of article/ broadcast: Introduction of Fort Myers as a holiday destination				
Circulation 400,000	Readership 1,200,000	Value \$10,000.00	Result Of Individual FAM	Date of Article 02/04/2024

Article Number: 5 Headline: What's on in the north of the sunshine state First Name: Holger Last Name: Jacobs Company: Type of Medium: Magazine Subject of article/ broadcast: Introduction to the north of Florida based on talks at the Florida Huddle				
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Circulation 120,359	Readership 361,077	Value \$8,700.00	Result Of	Date of Article 02/13/2024
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Article Number: 6
 Headline: Gulf coast sees itself as the ideal destination for German guests
 First Name: Holger Last Name: Jacobs Company:
 Type of Medium: Magazine
 Subject of article/broadcast: [News from the holiday spots at the gulf of mexico](#)

Circulation 120,359	Readership 361,077	Value \$8,700.00	Result Of	Date of Article 02/14/2024
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Article Number: 7
 Headline: BRADENTON AND FORT MYERS, FLORIDA: IN A SUNSHINE STATE
 First Name: Annabel Last Name: Illingworth Company: Threadneedle Media
 Type of Medium: Web
 Subject of article/broadcast: [Press trip review of Fort Myers, generated from Four and Lee County's collaboration with Visit Florida. Annabel touches upon a range of experiences to do in the destination, including Captiva, Sanibel and Fort Myers.](#)

Circulation 16,892	Readership 50,676	Value \$0.00	Result Of Group FAM	Date of Article 02/05/2024
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Article Number: 8
 Headline: Fort Myers: best beaches for winter sun
 First Name: Graham Last Name: McKenzie Company:
 Type of Medium: Web
 Subject of article/broadcast: [Round up of the top beaches to visit in Fort Myers, generated as a result of Four's recent press release.](#)

Circulation 35,308	Readership 105,924	Value \$0.00	Result Of Press Release	Date of Article 02/20/2024
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Article Number: 9
 Headline: 5 U.S. Cities to Celebrate Black History Month
 First Name: Katie Last Name: Skrzek Company:
 Type of Medium: Web
 Subject of article/broadcast: [Fort Myers was included in a Black History Month Destination roundup in Wherever Family \(UVM: 4,988\), titled "5 U.S. Cities to Celebrate Black History Month."](#)
[Journalist Katie Skrzek recommends guests visit the Williams Academy Black History Museum, and black-owned restaurants including Spice Caribbean Bar & Grille Ella Mae's Diner.](#)

Circulation 4,988	Readership 14,964	Value \$0.00	Result Of	Date of Article 02/21/2024
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Article Number: 10
 Headline: These hidden gems around Florida are beaches locals may want to keep secret
 First Name: Cheryl Last Name: McCloud Company:
 Type of Medium: Web
 Subject of article/broadcast: [Syndicated coverage noting Sanibel Island being selected as the most charming small town in Florida in a Reader's Digest roundup article.](#)

Circulation 649,025	Readership 1,947,075	Value \$0.00	Result Of Other	Date of Article 02/27/2024
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Article Number: 11
 Headline: These hidden gems around Florida are beaches locals may want to keep secret
 First Name: Cheryl Last Name: McCloud Company:
 Type of Medium: Web
 Subject of article/ broadcast: [Syndicated coverage noting Sanibel Island being selected as the most charming small town in Florida in a Reader's Digest roundup article.](#)

Circulation
141,659,727

Readership
424,979,181

Value
\$0.00

Result Of
Other

Date of Article
02/27/2024

Article Number: 12
 Headline: These hidden gems around Florida are beaches locals may want to keep secret
 First Name: Cheryl Last Name: McCloud Company:
 Type of Medium: Web
 Subject of article/ broadcast: [Syndicated coverage noting Sanibel Island being selected as the most charming small town in Florida in a Reader's Digest roundup article.](#)

Circulation
60,787,458

Readership
182,362,374

Value
\$0.00

Result Of
Other

Date of Article
02/27/2024

Article Number: 13
 Headline: These hidden gems around Florida are beaches locals may want to keep secret
 First Name: Cheryl Last Name: McCloud Company:
 Type of Medium: Web
 Subject of article/ broadcast: [Syndicated coverage noting Sanibel Island being selected as the most charming small town in Florida in a Reader's Digest roundup article.](#)

Circulation
2,096,189

Readership
6,288,567

Value
\$0.00

Result Of
Other

Date of Article
02/27/2024

Article Number: 14
 Headline: 15 Best Places To Travel In The South This March
 First Name: Tara Last Name: Massouleh McCay Company:
 Type of Medium: Web
 Subject of article/ broadcast: [Captiva Island and Fort Myers were both included in the March destination roundup in Southern Living \(UVM: 7,085,486\), titled "15 Best Places To Travel In The South This March."](#)
[Journalist Tara Massouleh McCay highlighted Captiva Island as an under-the-radar beach destination and to make sure to stop by The Mucky Duck and Fort Myers to see spring training at the baseball stadium for baseball fans, explore the wildlife at JN "Ding" Darling and visit historical sites like the Edison and Ford Winter Estates.](#)

Circulation
7,085,486

Readership
21,256,458

Value
\$0.00

Result Of
Other

Date of Article
02/23/2024

Article Number: 15
 Headline: 15 Best Places To Travel In The South This March
 First Name: Tara Last Name: Massouleh McCay Company:
 Type of Medium: Web
 Subject of article/ broadcast: [Captiva Island and Fort Myers were both included in the March destination roundup in Southern Living \(UVM: 7,085,486\), titled "15 Best Places To Travel In The South This March."](#)
[Journalist Tara Massouleh McCay highlighted Captiva Island as an under-the-radar beach destination and to make sure to stop by The Mucky Duck and Fort Myers to see spring training at the baseball stadium for baseball fans, explore the wildlife at JN "Ding" Darling and visit historical sites like the Edison and Ford Winter Estates.](#)

Circulation
141,659,727

Readership
424,979,181

Value
\$0.00

Result Of
Other

Date of Article
02/23/2024

Article Number: 16

Headline: Fort Myers Rebounds From Hurricane Ian

First Name: Chris

Last Name: Ryall

Company:

Type of Medium: Web

Subject of article/
broadcast:Circulation
1,280Readership
3,840Value
\$0.00Result Of
Individual FAMDate of Article
02/14/2024

Article Number: 17

Headline: Last-Minute Spring Break Travel Ideas for 2024

First Name: Holly

Last Name: Johnson

Company:

Type of Medium: Web

Subject of article/
broadcast: [Fort Myers was included in TravelPulse \(UVM: 251,817\), titled "Last-Minute Spring Break Travel Ideas for 2024." This article includes hurricane messaging along with how families can enjoy spring break at the new Margaritaville Beach Resort, and indulge in activities such as sailing with Captiva Cruises, parasailing with Paradise Parasail, and dining at The Shipyard on Sanibel Island and Casa Blanca in central Fort Myers.](#)Circulation
251,817Readership
755,451Value
\$0.00Result Of
OtherDate of Article
02/24/2024

Article Number: 18

Headline: Southwest Florida Island Named Most Charming Small Town In Florida

First Name: Lyn

Last Name: Mettler

Company:

Type of Medium: Web

Subject of article/
broadcast: [Syndicated coverage of Sanibel's inclusion as the most charming small town in Florida in a Reader's Digest roundup article.](#)Circulation
116,520Readership
349,560Value
\$0.00Result Of
OtherDate of Article
02/26/2024

Article Number: 19

Headline: Reader's Digest reveals Florida's most charming town

First Name: Lyn

Last Name: Mettler

Company:

Type of Medium: Web

Subject of article/
broadcast: [Syndicated coverage of Sanibel's inclusion as the most charming small town in Florida in a Reader's Digest roundup article.](#)Circulation
30,410Readership
91,230Value
\$0.00Result Of
OtherDate of Article
02/26/2024

Article Number: 20

Headline: This is the most charming small town in Florida, according to Reader's Digest

First Name: Kaitlyn

Last Name: Brieskorn

Company:

Type of Medium: Web

Subject of article/
broadcast: [Syndicated coverage of Sanibel's inclusion as the most charming small town in Florida in a Reader's Digest roundup article.](#)Circulation
3,658,671Readership
10,976,013Value
\$0.00Result Of
OtherDate of Article
02/26/2024

Article Number: 21

Headline: This is the most charming small town in Florida, according to Reader's Digest

First Name: Kaitlyn

Last Name: Brieskorn

Company:

Type of Medium: Web

Subject of article/
broadcast: [Syndicated coverage of a WFLA article which mentions Sanibel's inclusion as the most charming small town in Florida from a Reader's Digest roundup article.](#)

2/29/24, 11:58 AM

Lee County VCB - Reports

Circulation 10,633,243	Readership 31,899,729	Value \$0.00	Result Of Other	Date of Article 02/26/2024
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Article Number: 22

Headline: This is the most charming small town in Florida, according to Reader's Digest

First Name: KaitlynLast Name: BrieskornCompany:

Type of Medium: Web

Subject of article/
broadcast: [Syndicated coverage of a WFLA article which mentions Sanibel's inclusion as the most charming small town in Florida from a Reader's Digest roundup article.](#)

Circulation 60,787,458	Readership 182,362,374	Value \$0.00	Result Of Other	Date of Article 02/26/2024
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Grand Total Circulation: 440,916,617

Readership: 1,322,749,851

Total Articles: 22

Grand Total Value: \$31,707.00