

Publicity Report**Client:** Penang Global Tourism**Event:** Penang Asian Food & Culture Festival Press Conference 2019**Event Date:** 14 August 2019**Print Coverage**

No.	Date	Media	Title	Size	AD Value (RM)	PR Value (RM)
1	15/08/2019	Sin Chew Daily (Northern)	Penang Asian Food and Culture Festival to be held in 5 venues f	1/2	1,091.00	3,273.00
2	15/08/2019	China Press (Northern)	Penang Asian Food and Culture Festival	1/4	5,507.00	16,521.00
3	15/08/2019	Kwong Wah Yit Poh	Penang Asian Food and Culture Festival begins Sep 13	1/4	3,016.00	9,048.00
4	16/08/2019	Guang Ming Daily (Northern)	The first Penang Asian Food and Cultural Festival is set on the 1	1/4	3,721.00	11,163.00
5	17/08/2019	The Star Metro (North)	Delights from Asian nations	1/3	21,559.00	64,677.00
6	22/08/2019	The Star Metro	Festival to elevate state as top cultural and food destination	1/3	13,185.00	39,555.00

Total Print Value (RM): 48,079.00 **144,237.00**

Online Coverage

No.	Date	Media	Title	AD Value (RM)	PR Value (RM)	Link
1	15/08/2019	Cari Infonet Chinese	The First Asian Food and Culture Festival is about to start	750	2250	https://travel.cari.com.my/portal.php?mod=view&aid=137672
2	16/08/2019	Buletin Mutiara	Penang Foodie and PGT tie up to promote tourism	1,200.00	3600	https://www.buletinmutiara.com/penang-foodie-and-pgt-tie-up-to-promote-tourism/
3	17/08/2019	The Star	Delights from Asian nations	1,350.00	4050	https://www.thestar.com.my/metro/metro-news/2019/08/17/delights-from-asian-nations

Total Online Value (RM): 3300 **9900**

Total Publicity Value (RM): **154,137.00**