

# INFAMOUS



## Press Summary 2023

Rainier R-Day 2023				
Campaign	Editorial Breakdown	Reach (Unique Monthly Views via SimilarWeb)	Total AVE (Ad Value Equivalency)	Social Impressions
Announcement	<a href="#">[VIEW REPORT]</a>	1,299,940	\$12,024.46	24,728
Pre-Coverage	<a href="#">[VIEW REPORT]</a>	161,995,316	\$1,498,456.66	3,214,274
Post Coverage	<a href="#">[VIEW REPORT]</a>	-	-	882,741
Media Partnerships	<a href="#">[VIEW REPORT]</a>	535,574	\$4,954.06	143,088
<b>Year To Date Totals</b>		<b>163,830,830</b>	<b>\$1,515,435.18</b>	<b>4,264,831</b>

### Campaign Highlights:

**The Seattle Times:** [From Sting to Weyes Blood, 6 anticipated Seattle concerts this month](#)

**FOX 13 Seattle -** [Seattle singer-songwriter Parisalexia to perform at Rainier Beer's 10th annual R-Day \(Studio 13 Live segment\)](#)

**KIRO 7 (CBS-affiliate):** [Rainier Beer's "R-Day" Festival Returns - LIVE coverage, 4:55 PST on Wed, 7/19](#)

**KOMO (ABC-affiliate)** [Controversial SPD bodycam video, locked-up items on store shelves, plus finding trolls](#) - Skip to 9:40 - 11:20 of *Sound On* segment

**Curiosity (Seattle):** [The 10th Rainier Brewery R-Day returns this summer with music, brews & it's FREE](#)

**Seattle Refined:** [Artist of the Week: Parisalexia](#)

**Washington Beer Blog:** [R-Day returns to Seattle on Saturday, September 16th](#)

**Brewpublic:** [RAINIER'S R-DAY 2023 CELEBRATES ITS 10 YEAR ANNIVERSARY](#)

**AXIOS:** [Rainier beerfest returns to Seattle Saturday](#)

**Secret Seattle:** [This Weekend's R-Day Festival Celebrates All Things Rainier](#)

# I N F A M O U S

## Post-Coverage:

**Sam Horine (574K):** [Live coverage on IG Stories, 9/16](#)

**Megan Roe (130K):** [Live coverage on IG Stories, 9/16](#)

**Best of Washington (63K):** [Live coverage on IG Stories, 9/16](#) + [IG Reel](#)

**Kirstie Fong Chan (16.6K):** [Live coverage on IG Stories, 9/16](#)

## Pre-Coverage:

**WASH Magazine:** [Q&A: Parisalex](#)

**FOX 13 Seattle:** [Things to do: Hispanic Heritage Month, Boats Afloat, R-Day & MORE!](#)

**Ever Out Seattle:** [This Week in Seattle Food News: A Drive-Thru Shake Shack, A New Shug's, and An Upcoming Ballard Bar](#)

**Secret Seattle:** [12 Exciting Things To Do In Seattle This Weekend](#)

**Ever Out Seattle:** [The Best Bang for Your Buck Events in Seattle This Weekend: Sept 15-17, 2023](#)

**AXIOS:** [1 weekend pick: beer drinkers' delight](#) - Newsletter 9/14

**Flipboard:** [Rainier beerfest returns to Seattle Saturday](#) - Syndicated from AXIOS

**Curiosity:** [10 of the best things to do in & around Seattle this weekend \(September 15-17\)](#)

**Seattle Refined:** [What's Up This Weekend: Your PNW Events Guide Sept. 14-17](#)

**KOMO-TV:** [What's Up This Weekend: Your PNW Events Guide Sept. 14-17](#) - Syndicated from Seattle Refined

**The Emerald Palate:** [Seattle events this week](#) - Newsletter 9/10

**Ever Out Seattle:** [The Top 34 Events in Seattle This Week: Sept 11-17, 2023](#)

**107.7 The End Locals Only:** [Red Fang Interview](#) - Live 9/10

**KOMO-TV:** [Artist of the Week: Parisalex](#) - Syndicated from Seattle Refined

**Seattle Met:** [Things to Do in Seattle](#)

**Ever Out Seattle:** [Cheap & Easy Seattle Events](#)

**Sip Magazine:** [Rainier's R-Day Returns To Celebrate Its Ten Year Anniversary With Cherry Glazer, Red Fang, Parisalex And Kexp's Larry Mizell Jr.](#)

**St. Joseph News-Press:** [Seattle singer-songwriter Parisalex to perform at Rainier Beer's 10th annual R-Day](#) - Syndicated from FOX 13

**NBC Right Now (KNDO-TV) (Yakima, WA):** [Seattle singer-songwriter Parisalex to perform at Rainier Beer's 10th annual R-Day](#) - Syndicated from FOX 13

**Yahoo News:** [Seattle singer-songwriter Parisalex to perform at Rainier Beer's 10th annual R-Day](#) - Syndicated from FOX 13

**Yahoo Finance:** [Seattle singer-songwriter Parisalex to perform at Rainier Beer's 10th annual R-Day](#)

# I N F A M O U S

**Big Country News Connection:** [Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day](#) - Syndicated from FOX 13

**Longview News-Journal:** [Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day](#)- Syndicated from FOX 13

**Omak Chronicle:** [Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day](#)- Syndicated from FOX 13

**The Victoria Advocate:** [Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day](#)- Syndicated from FOX 13

**The Times and Democrat:** [Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day](#)

**Flipboard:** [Seattle singer-songwriter Parisalexa to perform at Rainier Beer's 10th annual R-Day](#)

**Curiosity:** [46 of the best things to do in and around Seattle this September](#)

**Everout:** [The Best Things To Do in Seattle This Month: September 2023](#)

**South Seattle Emerald:** [Arts in the South End: A September 2023 Roundup](#)

**Curiosity:** [17 of the best free & cheap things to do in Seattle this September](#)

**Everout:** [R-Day 2023](#)

**Do206:** [RAINIER'S R-DAY 2023](#)

**BREWPUBLIC:** [RAINIER'S R-DAY 2023 CELEBRATES ITS TEN YEAR ANNIVERSARY](#)

**Events12:** [Rainier Beer festival](#)

## Media Partnerships:

**Do206:** [Fall in Snoqualmie + Upcoming Shows Do206](#) - Newsletter 9/12

**Do206:** [Win & Dance Your Way Into The Weekend](#) - Newsletter 9/8

**Do206:** [It's time for R-Day, Rainier's celebration of all things wonderful and weird. Come out to the 10th Anniversary event on 9/16 to see @cherryglazerr, @RedFang, @parisalexamusic & many more. Buy + WIN tickets now!](#) - Twitter 9/5

**Do206:** [Welcome back! Don't miss Rainier's R-Day 2023, returning to celebrate its ten-year anniversary on 9/16 at Georgetown with Cherry Glazerr, Red Fang, Parisalexa and KEXP's Larry Mizell Jr. win VIP tickets to their event on us](#) - Newsletter 9/5

**DoPDX:** [FEATURED AD](#) - Newsletter 8/29

**Do206:** [IN THE FUTURE](#) - Newsletter 8/29

**DoPDX:** [JUST ANNOUNCED](#) - Newsletter 8/28

**Do206:** [JUST ANNOUNCED](#) - Newsletter 8/28

**Do206:** [WIN VIP TICKETS TO RAINIER'S R-DAY 10-YEAR ANNIVERSARY](#) - Newsletter 8/24

**Do206:** [We are giving away VIP passes to @rainier\\_beer's R-Day 2023 and Rainier swag!](#) - Instagram 9/24

**Do206:** [Rainier's R-Day returns to celebrate its ten-year anniversary with @cherryglazerr, @RedFang, @parisalexamusic, & @larrymizelljr on 9/16. We're](#)

# I N F A M O U S

[hooking up a winner with VIP tickets \(which includes @Rainier\\_Beer swag\). Enter to win!](#) - Twitter 9/24

**The Stranger:** [The sun is out, the skies are blue, the water is gleaming, and the mythic wild Rainiers are frolicking. It's time for R-Day, Rainier Beer's celebration of the unique spirit that inhabits the PNW region. With Cherry Glazerr, Helms Alee, Parisalex and KEXP's Larry Mizell Jr. check link in bio for more info!](#) - Instagram 9/15

**The Stranger:** [Stranger Suggests: R-Day 2023, Northwest Trolls, Fremont, Natural Information Society, and the Best Gyro on Capitol Hill](#) + Newsletter 9/13

## Post-Coverage Social Successes:

Outlet	Type	Platform	Followers
<a href="#">@Samhorine</a>	Live Coverage	Instagram	574,182
<a href="#">@Seattle.food.diva</a>	Live Coverage	Instagram	134,323
<a href="#">@Best.ofwashington</a>	Live Coverage	Instagram	78,301
<a href="#">@Best.ofwashington</a>	Live Coverage	Instagram	78,301
<a href="#">@Kfclovesyou</a>	Live Coverage	Instagram	17,097
<a href="#">WASH Magazine</a>	Post Coverage	Instagram	537
<b>Total Potential Impressions</b>			<b>882,741</b>

## Pre-Coverage Social Successes:

Outlet	Type	Platform	Followers	Date
<a href="#">Fox 13 Seattle</a>	Pre-Coverage	Facebook	726,000	9/15/23
<a href="#">The Seattle Times</a>	Pre-Coverage	Twitter	713,555	9/15/23
<a href="#">The Seattle Times</a>	Pre-Coverage	Facebook	431,000	9/15/23
<a href="#">Curiosity</a>	Pre-Coverage	Instagram	231,463	8/30/23
<a href="#">Curiosity</a>	Pre-Coverage	Instagram	231,463	9/14/23
<a href="#">Curiosity</a>	Pre-Coverage	Instagram	231,463	8/18/23
<a href="#">Fox 13 Seattle</a>	Pre-Coverage	Twitter	165,229	9/15/23
<a href="#">Secret Seattle</a>	Pre-Coverage	Instagram	85,080	8/14/23
<a href="#">Seattle Refined</a>	Pre-Coverage	Instagram	71,152	9/9/23
<a href="#">Seattle Refined</a>	Pre-Coverage	Facebook	58,000	9/14/23
<a href="#">Seattle Refined</a>	Pre-Coverage	Facebook	58,000	9/9/23
<a href="#">Secret Seattle</a>	Pre-Coverage	Facebook	32,000	9/15/23
<a href="#">Secret Seattle</a>	Pre-Coverage	Facebook	32,000	9/11/23

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<a href="#">Curiosity</a>	Pre-Coverage	Facebook	20,000	8/18/23
<a href="#">Curiosity</a>	Pre-Coverage	Facebook	20,000	9/13/23
<a href="#">BREWPUBLIC</a>	Pre-Coverage	Twitter	19,046	9/14/23
<a href="#">South Seattle Emerald</a>	Pre-Coverage	Facebook	13,000	8/31/23
<a href="#">South Seattle Emerald</a>	Pre-Coverage	Twitter	11,644	8/31/23
<a href="#">Seattle Refined</a>	Pre-Coverage	Twitter	11,410	9/14/23
<a href="#">Seattle Refined</a>	Pre-Coverage	Twitter	11,410	9/9/23
<a href="#">Everout</a>	Pre-Coverage	Instagram	11,102	8/31/23
<a href="#">BREWPUBLIC</a>	Pre-Coverage	Facebook	5,600	9/14/23
<a href="#">Everout</a>	Pre-Coverage	Twitter	4,587	8/31/23
<a href="#">Everout</a>	Pre-Coverage	Twitter	4,587	9/15/23
<a href="#">Everout</a>	Pre-Coverage	Facebook	4,200	8/31/23
<a href="#">Everout</a>	Pre-Coverage	Facebook	4,200	9/15/23
<a href="#">Everout</a>	Pre-Coverage	Facebook	4,200	9/15/23
<a href="#">FOX 13 - Studio 13 Live</a>	Pre-Coverage	Facebook	1,800	9/5/23
<a href="#">FOX 13 - Studio 13 Live</a>	Pre-Coverage	Instagram	1,083	9/5/23
<b>Total Potential Impressions</b>			<b>3,214,274</b>	

## Announcement Social Successes:

Outlet	Type	Platform	Followers	Date
<a href="#">Brewpublic</a>	Announcement	Facebook	5,600	7/20/23
<a href="#">Brewpublic</a>	Announcement	Twitter	19,128	7/20/23
<b>Total Potential Impressions</b>			<b>24,728</b>	

## Media Partnerships Social Successes:

Outlet	Type	Platform	Followers
<a href="#">Do206</a>	Paid	Instagram	25,788
<a href="#">Do206</a>	Paid	Twitter	6,598
<a href="#">Do206</a>	Paid	Twitter	6,598
<a href="#">The Stranger</a>	Paid	Instagram	104,104
<b>Total Potential Impressions</b>			<b>143,088</b>

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