MEDIA GROUP · DISTRIBUTION BRIEF

Regions of Distribution

FY26

Impact of our investment in fiscal year 2026, read from verified placement data.

80%
of all placements ran in the five core markets

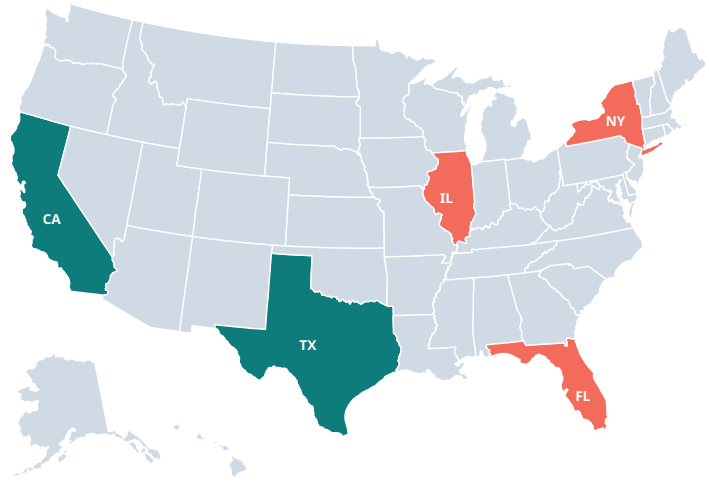
123
outlets carried the campaign at least once a quarter

+92,400
net new reach a year, on a twelve-month view

–38,600
broadcast reach retired when spot buys ended

+0%
change in social, search and affiliate reach

01 MARKET FOOTPRINT



Core market · Core market, flight extended · Other placements

02 WHERE THE SPEND LANDED

Press	38%
Outdoor	27%
Inserts	21%
Trade	14%

Paid · Owned · Earned

Reach bought against owned inventory, read twelve months out. Spot broadcast was retired at the end of the second quarter and its budget moved to search and affiliate, where attribution is cleaner.

03 PLATFORM REACH BY MARKET

PLATFORM	CALIFORNIA	TEXAS	ILLINOIS	NEW YORK	FLORIDA
Instagram	15K	15K	15K	15K	15K
Pinterest	1K	5K	10K	20K	20K
Facebook	3K	3K	5K	0K	0K
LinkedIn	15K	15K	15K	15K	15K
YouTube	20K	20K	20K	20K	20K

Reach per platform, in thousands; bars scaled to 20K · Flight extended mid-year

Sources — placement logs, Q1 through Q4 · third-party reach panel, n = 4,120 · finance reconciliation, March 2027