



## Media Landscape Report






Do you truly understand the media landscape your brand encounters? Are you spending your time wisely pitching the right message to the right publications and journalists? The **Media Landscape Report** is your guide to better understanding the media environment your brand faces.

With the **Media Landscape Report**, make the most of your time and pitches by learning what is being said and who is saying it. Uncover key messaging in the coverage your brand receives, along with the top publications and top journalists relevant to you. You'll be equipped to make a splash in the right way with the **Media Landscape Report** in your toolkit.

A **Media Landscape Report** will reveal your:

- Volume of Coverage and Reach of Coverage Trends
- Key Messaging in Coverage
- Top Publications
- Top Journalists
- Sentiment of Coverage

We offer three levels of the **Media Landscape Report** to meet a range of needs and budget requirements.

	 <b>BRONZE</b>	 <b>SILVER</b>	 <b>GOLD</b>
<b>Starting Cost*</b>	<b>\$1,000</b>	<b>\$4,000</b>	<b>\$7,500</b>
Language Options	All Available in Newsdesk	Automated analysis on all languages in Newsdesk + human analysis on selected languages**	Automated analysis on all languages in Newsdesk + human analysis on selected languages**
Article Volume	N/A	Up to 200 articles	Up to 500 articles
Number of Pages of Report	3-5	3-5	6-10
Key Message Analysis		●	●
Sentiment Analysis	Automated Sentiment	Human-Determined Sentiment	Human-Determined Sentiment
Need something else that's just right for you? Contact us for a custom report!			

Ready to get started? Contact us to learn more about our Media Intelligence Research & Analytics offerings!

 [www.lexisnexis.com/media-analysis-reports](http://www.lexisnexis.com/media-analysis-reports)

 **800.628.3612**

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\*\*While LexisNexis can manually analyze coverage in more than 40 languages, English, French, Dutch, Spanish, and German are the selected languages available for manual analysis for Silver and Gold reports. Projects involving other languages require customized pricing.

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