Cantera Negra Earned Media & PR Metrics

April 2024 - March 2025

% of Top 100 Media Coverage

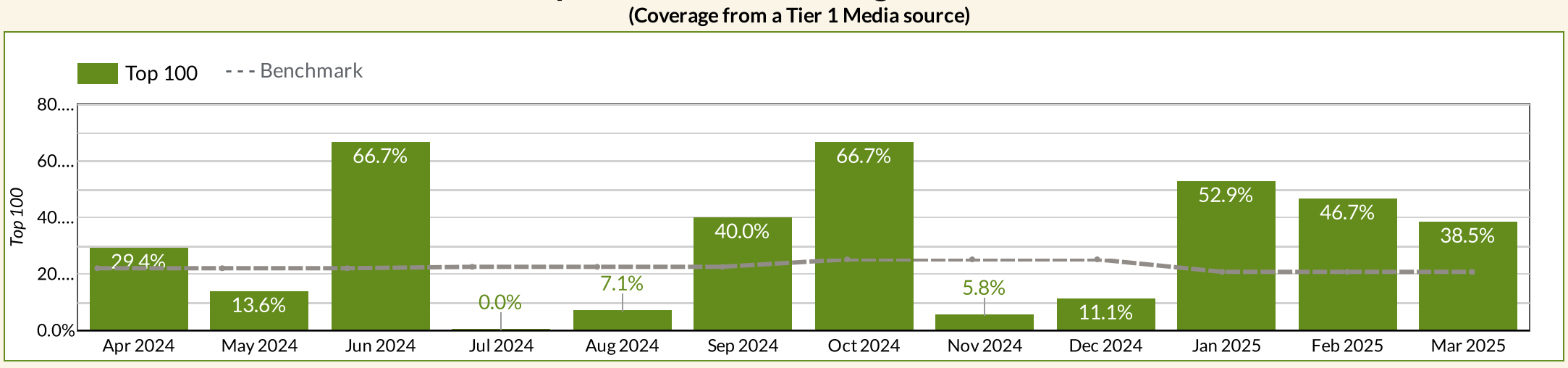
Quarter	%Top 100	Benchmark	Top 100 Diff
Q1	23.8%	43.9%	-45.8%
Q2	15.0%	19.6%	-23.5%
Q3	11.7%	47.0%	-75.1%
Q4	46.7%	29.1%	60.4%
YTD	26.0%	36.6%	-29.0%

Media Quality Score

Quarter	MQS	Benchmark	MQS DIF
Q1	1.1	1.9	-43.6%
Q2	1.9	0.9	100.7%
Q3	2.7	2.6	6.6%
Q4	1.5	1.4	7.2%
YTD	2.0	1.8	11.1%

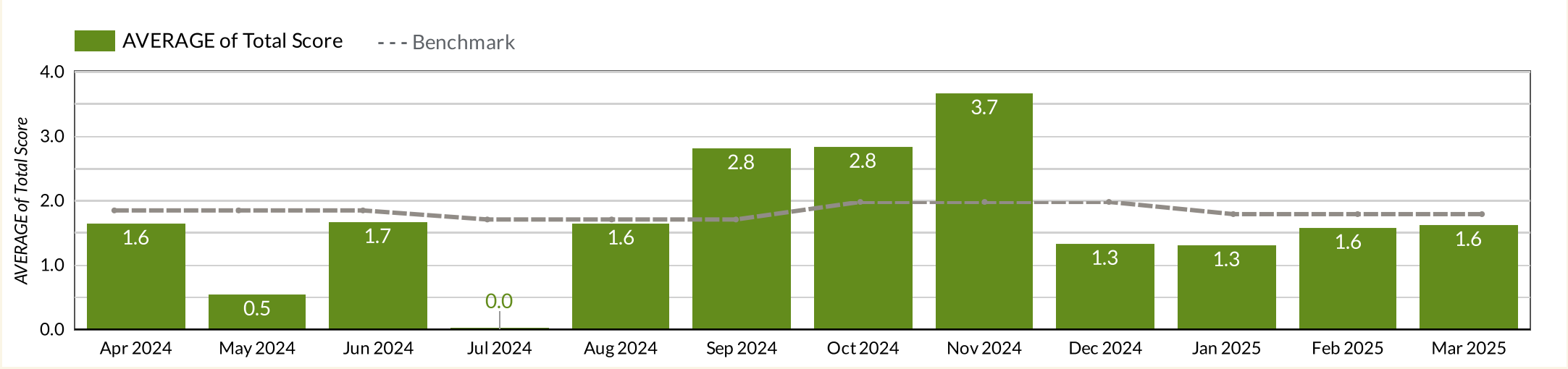
Top 100 Media Coverage Over Time

(Coverage from a Tier 1 Media source)



Media Quality Over Time

(Coverage from a Tier 1 Media source)



Top Clips of the Year

MEN'S JOURNAL

11 Best Añejo Tequilas for Sipping and Mixing

There's no denying tequila's having a major moment. Up your game with some of the best añejo tequila you can sip in 2023.

Jonah Flicker · Updated: Nov 16, 2023 12:29 PM EST

Courtesy images

InsideHook

LEISURE > DRINKS

The 10 Most Interesting New Tequilas

Forget Cristalinos and embrace some real agave innovation

BY KIRK MILLER | August 15, 2023 6:57 am

SPIN

Gifts for the Musician and Music Fan This Holiday Season

Written by Ron Hart | November 22, 2023 - 5:08 pm

Forbes

Delicious Spring Cocktails For Your Easter Celebrations And Beyond

Emily Price Contributor

I cover alcohol, cannabis, and intoxicating travel and adventures.

Follow

Mar 27, 2024, 08:46pm EDT

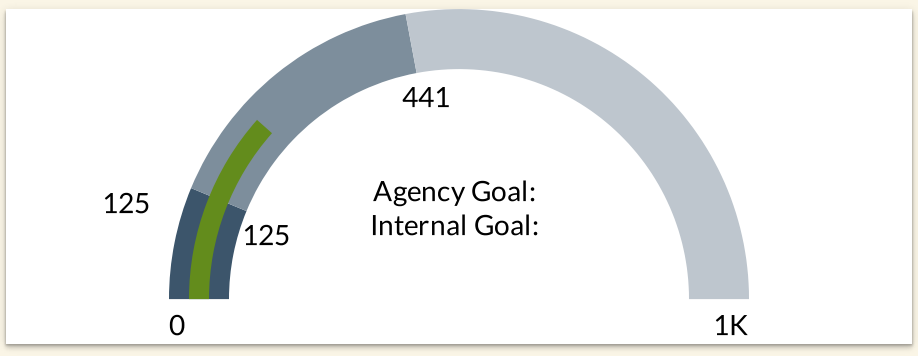
Blackberry Negroni GRAY WHALE GIN

Spring is upon us! As the weather gets warmer and the world awakens from its winter slumber, it's time to break out the juicer and make some fresh spring-inspired cocktails.

THE KNOCKTURNAL

"This commitment to purity and authenticity shines through in every sip, making Cantera Negra a favorite among tequila connoisseurs. As Cantera Negra continues to redefine the standard for ultra-premium tequila, events like these provide a platform for enthusiasts to immerse themselves in the rich history and craftsmanship that sets this brand apart."

Clip Counter



Quarter	Clips
Q1	42
Q2	20
Q3	94
Q4	75
YTD	231

Organic PR Social Media

Total imp of PR posts: 6,167
Versus last year: -
Growth: -

PR social posts this year: 8
Versus last year: -
Growth: -

Mentions, Tags, Comments of all organic posts : 149
Versus last year: -
Growth: -

Avg. engagement of PR posts: 19
Versus last year: -
Growth: -