Earned Media & PR Metrics

April 2024 - March 2025

% of Top 100 Media Coverage

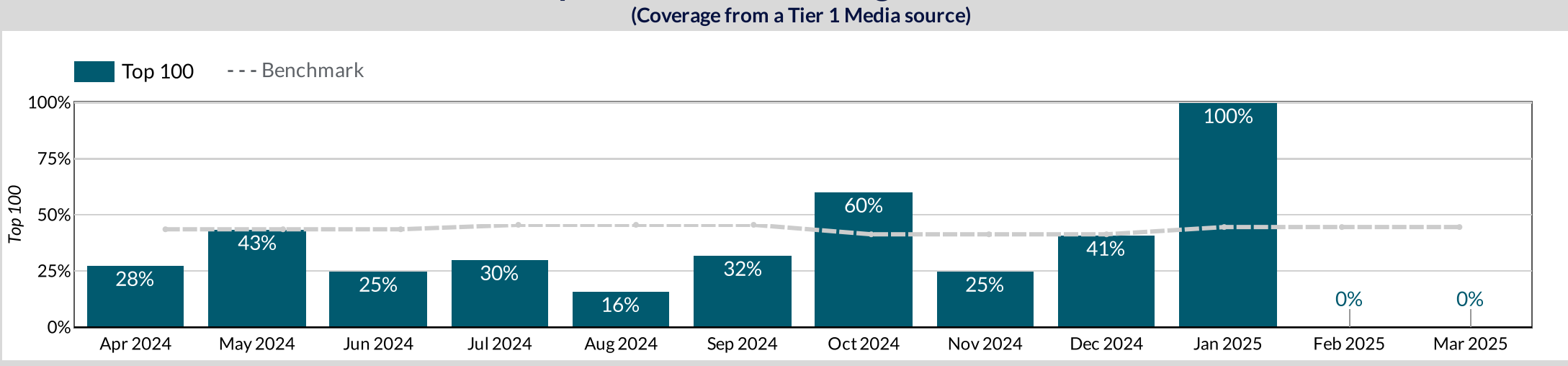
Quarter	%Top 100	Benchmark	Top 100 Diff
Q1	34%	41%	-16%
Q2	23%	49%	-53%
Q3	38%	32%	20%
Q4	33%	45%	-26%
YTD	31%	42%	-26%

Media Quality Score

Quarter	MQS	MQS Benchmark	MQS DIF
Q1	3.94	2.97	33%
Q2	3.2	3.55	-10%
Q3	3.95	2.95	34%
Q4	5	4.33	15%
YTD	3.76	3.42	10%

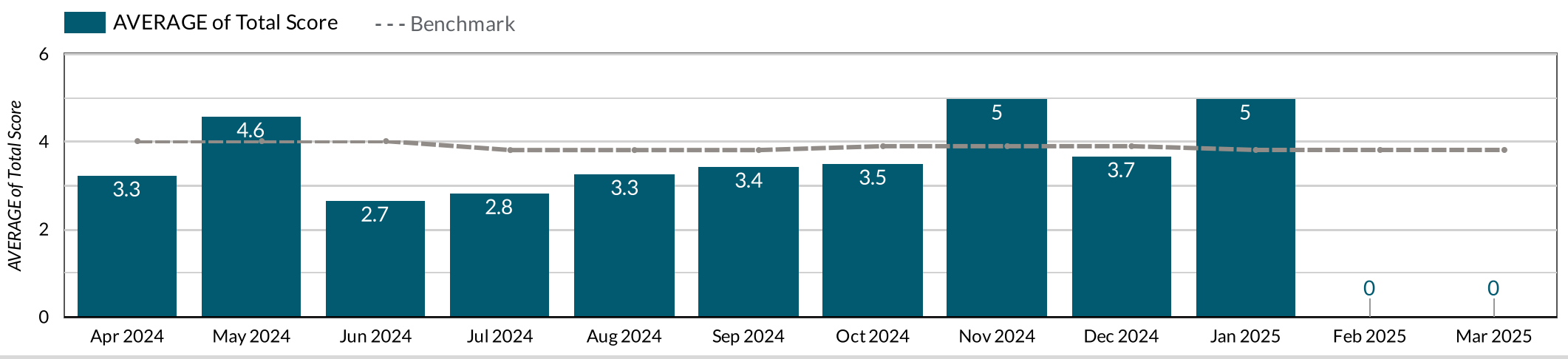
Top 100 Media Coverage Over Time

(Coverage from a Tier 1 Media source)



Media Quality Over Time

(Coverage from a Tier 1 Media source)



Top Clips of the Year

Esquire

The 15 Best Gin Brands to Drink Right Now

Excellent examples are being made everywhere these days, from the U.S. to Southeast Asia.

By Jonah Flicker PUBLISHED: APR 25, 2023

SAVE ARTICLE

URBANDADDY

UrbanDaddy's 2023 Style and Gear Gift Guide

Opulent Stash Boxes, Space-Aged Humidors, and Ninja Lessons In Japan

California's Grey Whale Gin also makes all-natural, clean-burning soy candles with essential oils, upcycling empty bottles and raising money for the ocean in the process. A win-win-win, since everyone loves getting candles as presents and seeing how short on cash the ocean seems.

THE MANUAL

Gin gift guide: Everything your favorite drink enthusiast needs to craft the perfect cocktail

By Christopher Osburn
December 14, 2023

SHARE

Rolling Stone

The Best Gin Brands to Try Right Now

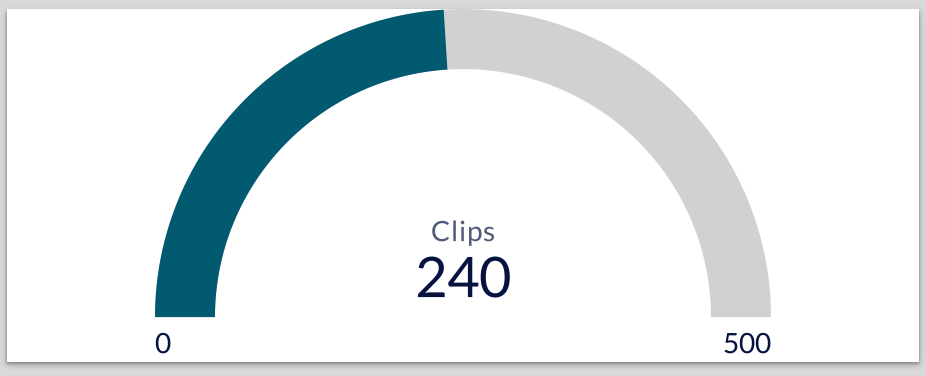
From old-school English brands to the new American labels, these are the gin brands leading the ginaissance

BY OSCAR HARTZOG JANUARY 24, 2024

"Our two daughters' love of the ocean actually inspired us to start Gray Whale Gin," Jan says. "We live in Manhattan Beach and spend a lot of time outside at the beach as a family, including surfing, swimming, and biking."

- Jan Mokhtari, barrons.com

Clip Counter



Quarter	Clips
Q1	99
Q2	86
Q3	52
Q4	3
YTD	240

Organic PR Social Media

Total imp of PR posts: 1,628
Versus last year: -
Growth: -

PR social posts this quarter: 11
Versus last year: -
Growth: -

Mentions, Tags, Comments of all organic posts : 7
Versus last year: -
Growth: -

Avg. engagement of PR posts: 0.6
Versus last year: -
Growth: -