Earned Media & PR Metrics

April 2024 - March 2025

% of Top 100 Media Coverage

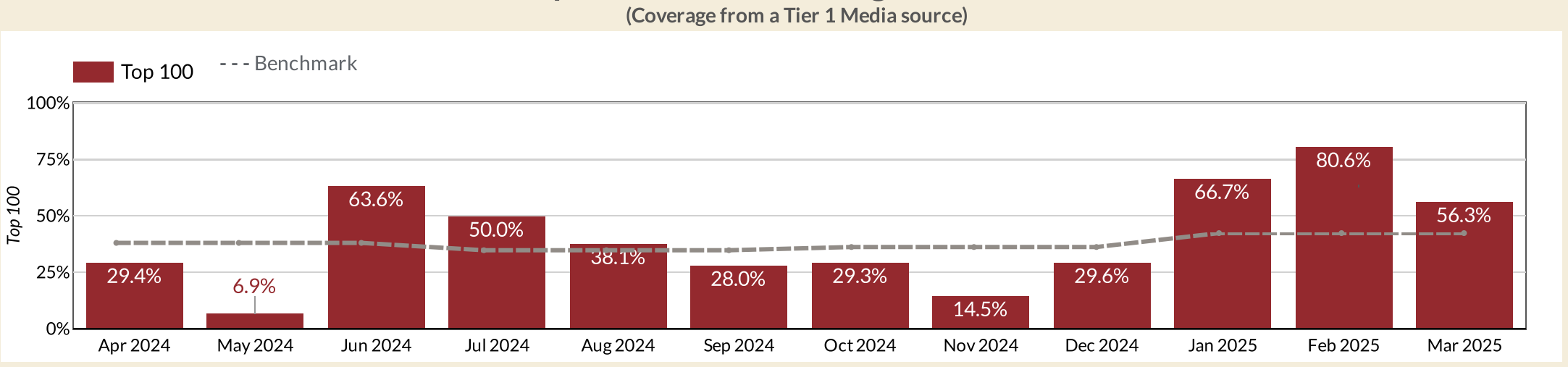
Quarter	%Top 100	Benchmark	Top 100 Diff
Q1	20.4%	35.2%	-42.0%
Q2	63.6%	20.6%	208.9%
Q3	80.3%	27.0%	197.4%
Q4	68.4%	54.6%	25.3%
YTD	51.9%	34.7%	49.6%

Media Quality Score

Quarter	MQS	MQS Benchmark	MQS DIF
Q1	0.8	4.2	-81.2%
Q2	2.6	4	-34.3%
Q3	3.4	4.2	-19.4%
Q4	3.2	4.2	-23.4%
YTD	2.2	4.2	-46.8%

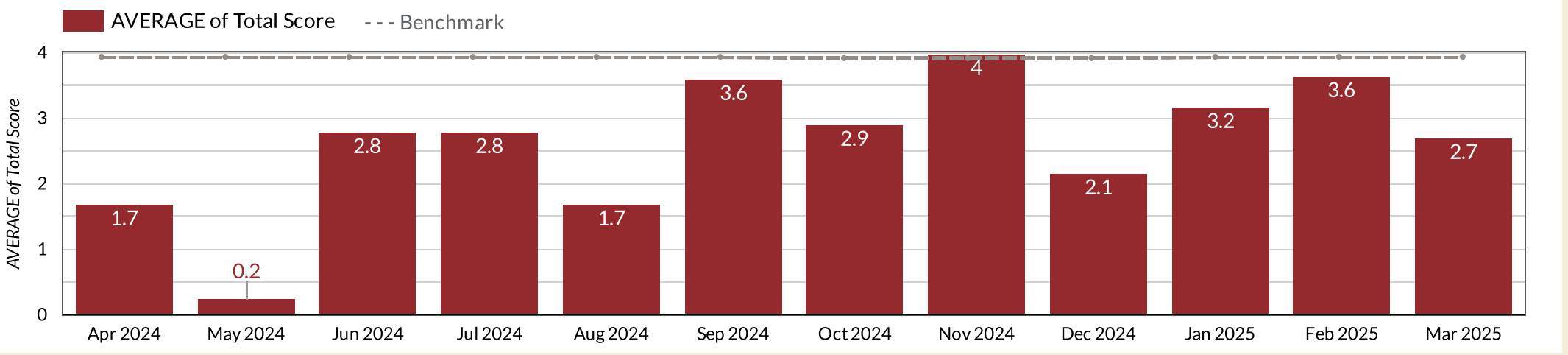
Top 100 Media Coverage Over Time

(Coverage from a Tier 1 Media source)



Media Quality Over Time

(Coverage from a Tier 1 Media source)

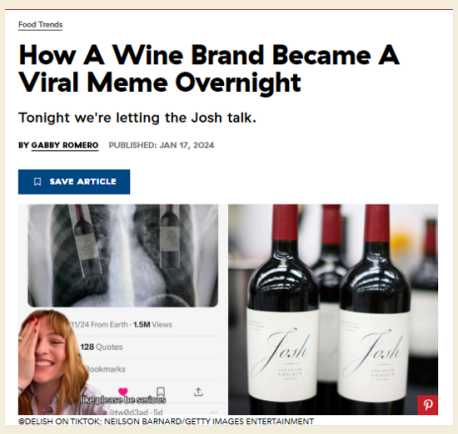


Top Clips of the Year

The New York Times

Molli Barger, who lives in Dallas, personalized wine bottles for her two best friends using Josh Cellars, a company that lets customers make customizable labels. She chose a photo of their dogs. Josh Cellars

delish



Food Trends

How A Wine Brand Became A Viral Meme Overnight

Tonight we're letting the Josh talk.

BY GABBY ROMERO PUBLISHED: JAN 17, 2024

SAVE ARTICLE

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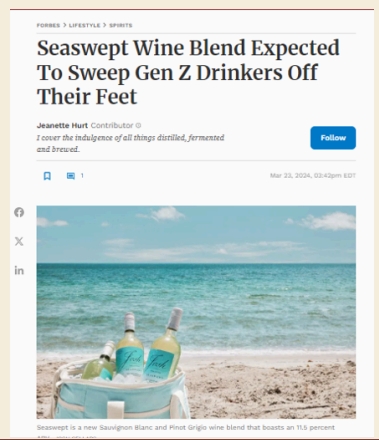
TODAY

The Josh wine meme, explained: 'It's Josh o'clock somewhere'

Live. Laugh. Josh.

Forbes



FORBES > LIFESTYLE > SPIRITS

Seaswept Wine Blend Expected To Sweep Gen Z Drinkers Off Their Feet

Jeanette Hurt Contributor

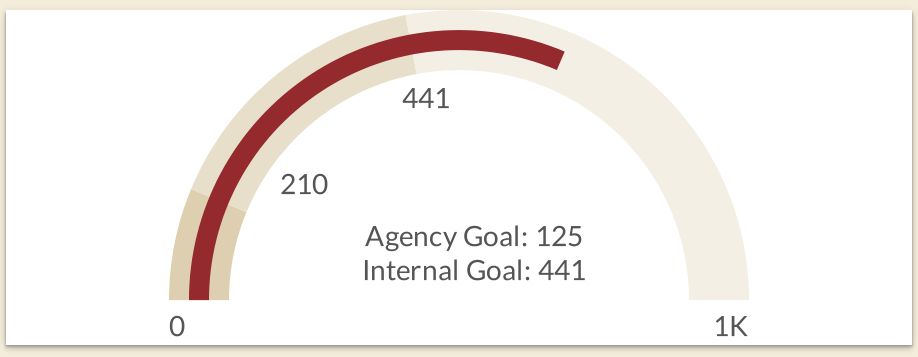
I cover the indulgence of all things distilled, fermented and brewed.

Follow

bon appétit

"Josh Wine Was Viral Long Before the Memes" - Ali Francis

Clip Counter



Quarter	Clips
Q1	240
Q2	99
Q3	137
Q4	152
YTD	628

Organic PR Social Media

Total imp of PR posts: 12,993
Versus last year: 11,000
Growth: +18%

PR social posts this Year: 7
Versus last year: 6
Growth: +16%

Mentions, Tags, Comments of all organic posts : 53
Versus last year: 2,423
Growth: -97%

Avg. engagement of PR posts: 8
Versus last year: 1,000
Growth: -99%