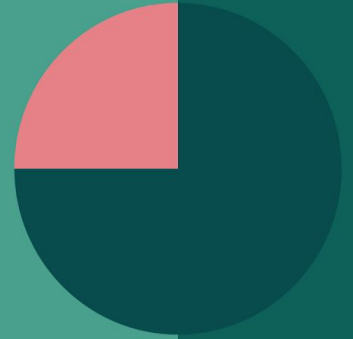
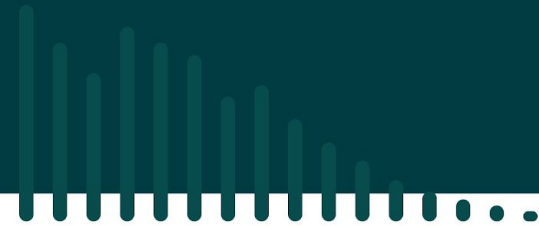


CoverageBook Benchmarks 2025



See how all of your key coverage metrics stack up against others in the PR industry

Using anonymous data from coverage curated and reported on by 1,000s of PR teams across the world. So you can better answer whether a metric is any good. Or not.

We hope this encourages you to compare your own data to give context to numbers.

Why does benchmarking matter?

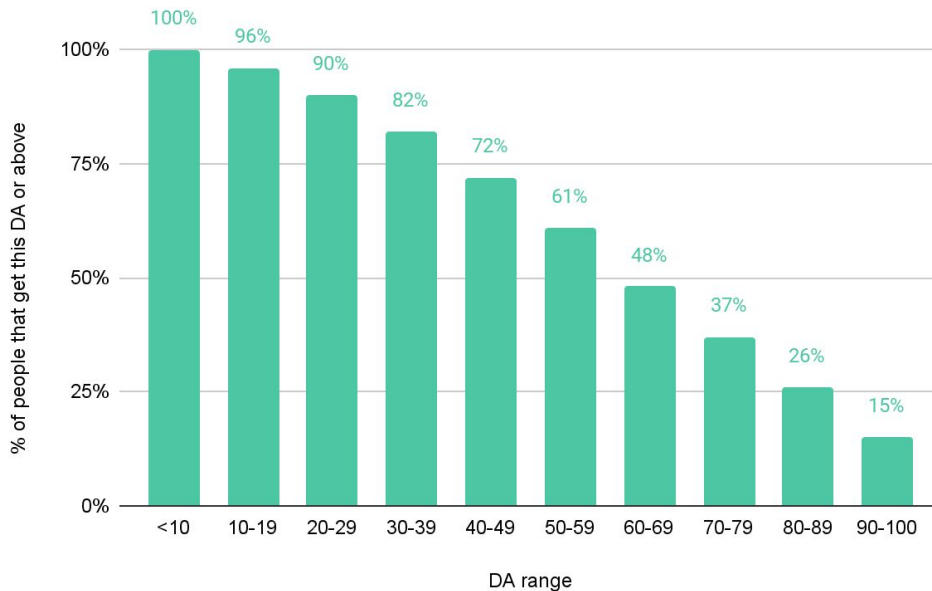
Are 5 social shares good? How about 100? Our average DA score per month rose to 88? Should I be happy with that? We hope this data will help.

Of course, it's never going to tell you whether the coverage helped achieve your desired outcome. But. It's a step forward to help you think about context.

And being curious about what is good vs past performance is your first step to becoming a PR measurement geek. It's nothing to be embarrassed about. Just don't tell your friends.

How hard is it to get coverage on **high DA** outlets?

Sample size = 5 million items of coverage added to CoverageBook.



MOZ DA range	% of coverage within this range	If you get this you are in the top...
90-100	15%	15%
80-89	11%	26%
70-79	10%	37%
60-69	11%	48%
50-59	13%	61%
40-49	11%	72%
30-39	10%	82%
20-29	8%	90%
10-19	6%	96%
1-9	4%	

How many **social shares** of my coverage is normal?

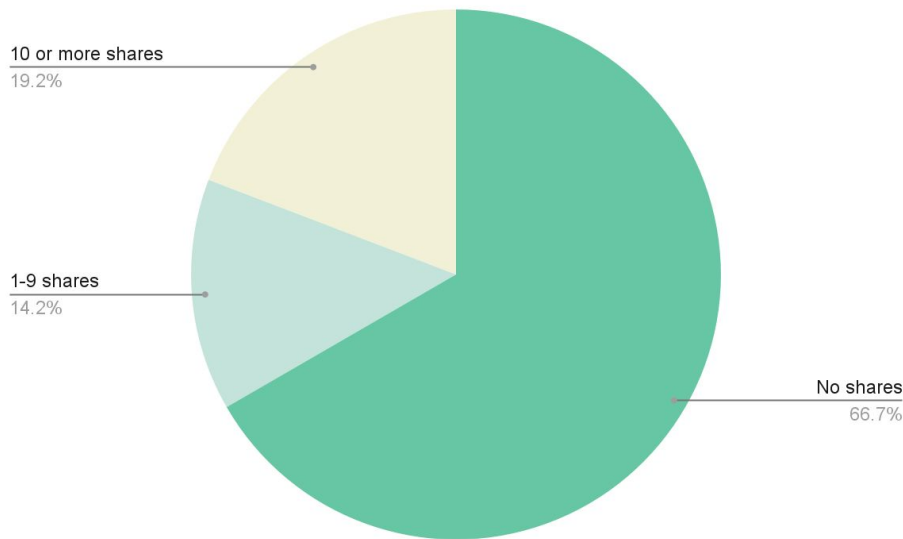
Total of all social shares (across X, FaceBook and Pinterest) per piece of content. **Sample size = 5.6 million** items of coverage.

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	66.66%	
1-9 shares	14.15%	33.34%
10-19 shares	4.11%	19.19%
20-29 shares	2.52%	15.09%
30-39 shares	1.68%	12.57%
40-49 shares	1.17%	10.89%
50-59 shares	0.85%	9.72%
60-69 shares	0.65%	8.87%
70-79 shares	0.50%	8.22%
80-89 shares	0.42%	7.72%
90-100 shares	0.38%	7.30%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	1.22%	6.92%
151-200 shares	0.74%	5.70%
201-250 shares	0.53%	4.96%
251-300 shares	0.39%	4.43%
301-350 shares	0.31%	4.04%
351-400 shares	0.26%	3.74%
401-450 shares	0.22%	3.48%
451-500 shares	0.18%	3.26%
501-1000 shares	0.99%	3.09%
1001-10000 shares	1.68%	2.10%
> 10000 shares	0.42%	0.42%

How many **social shares** of my coverage is normal?

Total of all social shares (across Twitter, FaceBook and Pinterest) per piece of content. **Sample size = 5.6 million** items of coverage.



66.66% of all coverage was not shared publicly.
In short. Getting 0 shares is normal.

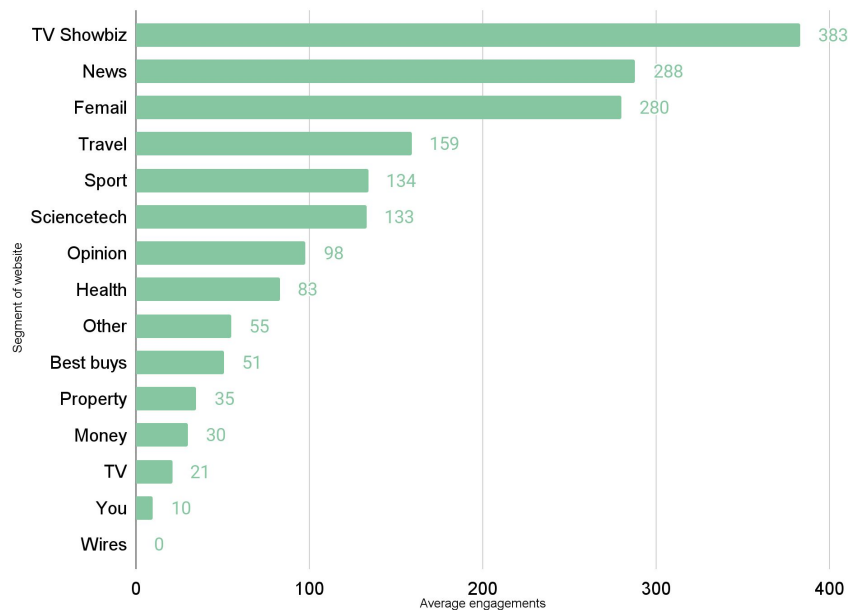
Only 19% of coverage was shared 10 times or more

How many social shares of **Daily Mail** coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on the Daily Mail. **Sample size = 13,365 items.**

Coverage from the Daily Mail's 'sidebar of shame' TV Showbiz section is most likely to receive the most social shares, followed by news and content from the Femail segment.

Syndicated wire content from sources including Associated Press and Reuters barely receives any social shares, and is likely to have a smaller audience than other content from the Daily Mail website.



How many social shares of my **Daily Mail** coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on the Daily Mail. **Sample size = 13,365 items.**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	29.84%	
1-9 shares	17.97%	70.16%
10-19 shares	9.87%	52.19%
20-29 shares	7.38%	42.32%
30-39 shares	6.06%	34.94%
40-49 shares	4.52%	28.87%
50-59 shares	2.51%	24.36%
60-69 shares	2.06%	21.85%
70-79 shares	1.91%	19.79%
80-89 shares	1.30%	17.88%
90-100 shares	1.24%	16.58%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	3.53%	15.34%
151-200 shares	2.24%	11.82%
201-250 shares	1.34%	9.58%
251-300 shares	0.98%	8.24%
301-350 shares	0.68%	7.26%
351-400 shares	0.67%	6.57%
401-450 shares	0.47%	5.91%
451-500 shares	0.38%	5.43%
501-1000 shares	2.04%	5.06%
1001-10000 shares	2.55%	3.02%
> 10000 shares	0.47%	0.47%

How many social shares of my **Guardian** coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on The Guardian. **Sample size = 4,426 items.**

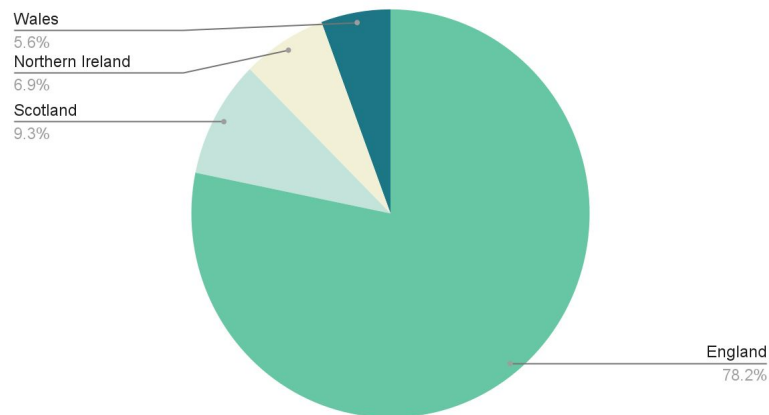
How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	7.57%	
1-9 shares	9.56%	92.43%
10-19 shares	9.22%	82.87%
20-29 shares	7.39%	73.66%
30-39 shares	5.94%	66.27%
40-49 shares	4.90%	60.33%
50-59 shares	3.75%	55.42%
60-69 shares	4.02%	51.67%
70-79 shares	2.82%	47.65%
80-89 shares	2.96%	44.83%
90-100 shares	2.51%	41.87%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	7.37%	39.36%
151-200 shares	5.33%	31.99%
201-250 shares	3.86%	26.66%
251-300 shares	2.82%	22.80%
301-350 shares	2.21%	19.97%
351-400 shares	1.69%	17.76%
401-450 shares	1.65%	16.06%
451-500 shares	1.36%	14.41%
501-1000 shares	6.26%	13.06%
1001-10000 shares	6.42%	6.80%
> 10000 shares	0.38%	0.38%

How do estimated coverage views (ECVs) compare in different segments of the BBC News site?

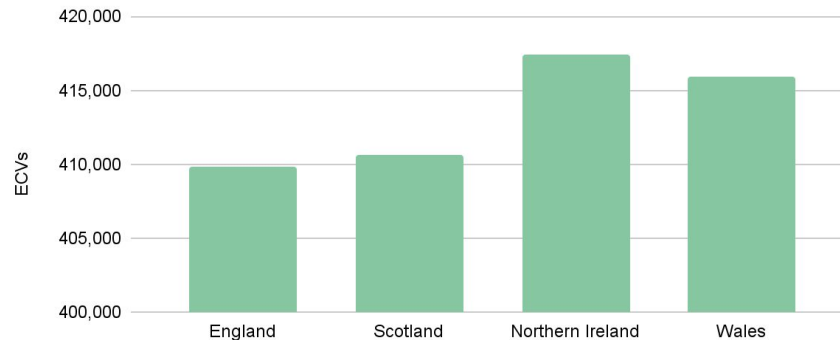
Based on **656 'news' items** submitted from bbc.co.uk or bbc.com with an indication of nation / region in the URL

CoverageBook receives significantly **more news from the England segment** of the BBC site than the other nations.



BBC online - news - by volume submitted

However, news from **Northern Ireland and Wales** performs slightly better on views.



BBC online - news - avg. ECVs by nation

How many social shares of my **BBC** (news) coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content in the BBC online news segment. **Sample size = 3,198 items.**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	16.29%	
1-9 shares	9.88%	83.71%
10-19 shares	7.25%	73.83%
20-29 shares	6.29%	66.57%
30-39 shares	4.91%	60.29%
40-49 shares	4.19%	55.38%
50-59 shares	4.03%	51.19%
60-69 shares	3.97%	47.15%
70-79 shares	2.66%	43.18%
80-89 shares	1.69%	40.53%
90-100 shares	2.35%	38.84%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	7.13%	36.49%
151-200 shares	4.75%	29.36%
201-250 shares	2.97%	24.61%
251-300 shares	1.94%	21.64%
301-350 shares	1.91%	19.70%
351-400 shares	1.47%	17.79%
401-450 shares	1.28%	16.32%
451-500 shares	1.31%	15.04%
501-1000 shares	6.00%	13.73%
1001-10000 shares	7.07%	7.72%
> 10000 shares	0.66%	0.66%

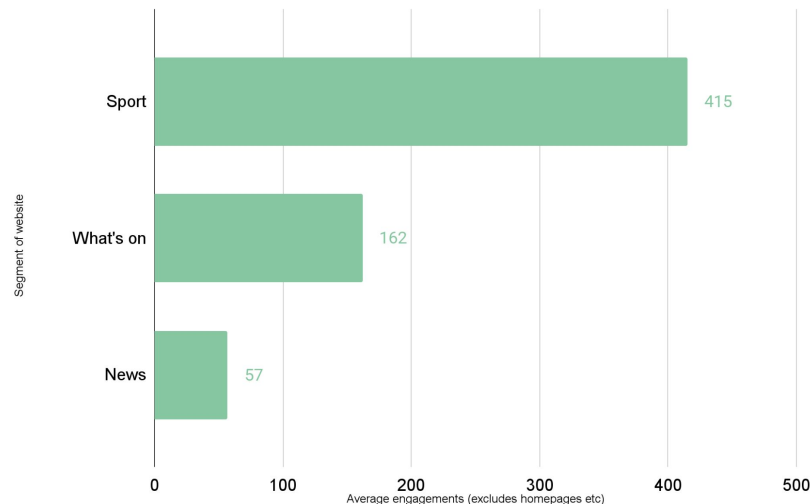
Which segments of the **Manchester Evening News** site perform best in terms of social shares?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on The Manchester Evening News. **Sample size = 2,602 items.**

The Manchester Evening News is a regional newspaper serving one of the UK's biggest cities.

Home to two of the world's leading football / soccer teams, it is no surprise that coverage from the sport segment of the site is most likely to receive engagement on social media.

Nearly 22% of coverage submitted from this site receives no social shares.



Avg. engagements by section - MEN

How many social shares of my **Manchester Evening News** coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on The Manchester Evening News. **Sample size = 2,602 items.**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	21.87%	
1-9 shares	18.91%	78.13%
10-19 shares	7.30%	59.22%
20-29 shares	5.53%	51.92%
30-39 shares	4.77%	46.39%
40-49 shares	4.15%	41.62%
50-59 shares	2.81%	37.47%
60-69 shares	2.57%	34.67%
70-79 shares	1.84%	32.09%
80-89 shares	1.69%	30.25%
90-100 shares	2.00%	28.55%

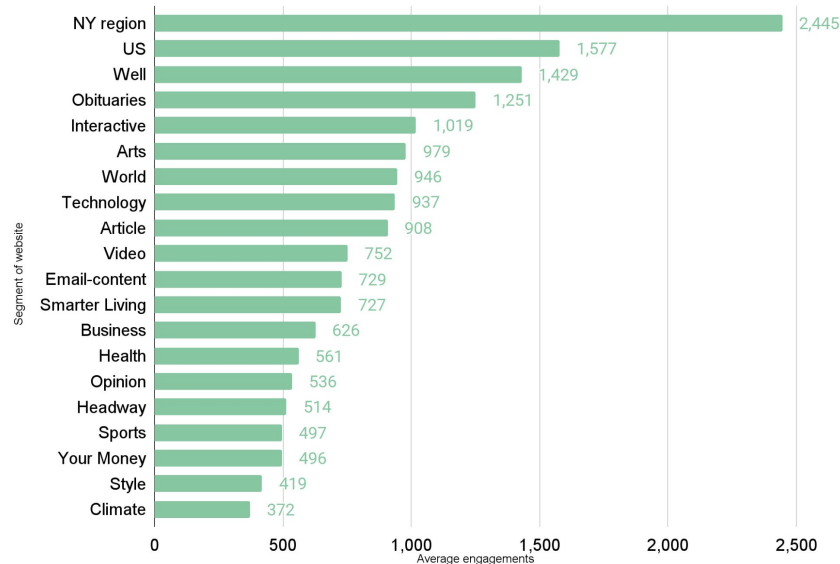
How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	6.38%	26.56%
151-200 shares	4.19%	20.18%
201-250 shares	2.61%	15.99%
251-300 shares	2.54%	13.37%
301-350 shares	1.46%	10.84%
351-400 shares	1.84%	9.38%
401-450 shares	1.00%	7.53%
451-500 shares	0.81%	6.53%
501-1000 shares	2.81%	5.73%
1001-10000 shares	2.84%	2.92%
> 10000 shares	0.08%	0.08%

How many social shares of **New York Times** coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on The New York Times. **Sample size = 2,642 items.**

The New York Times has lots of segments.

The 20 segments prompting the most social engagement (on average) are shown to the right.



How many social shares of my **New York Times** coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on The New York Times. **Sample size = 2,642 items.**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	24.79%	
1-9 shares	10.41%	75.21%
10-19 shares	5.68%	64.80%
20-29 shares	4.96%	59.12%
30-39 shares	3.22%	54.16%
40-49 shares	3.03%	50.95%
50-59 shares	2.61%	47.92%
60-69 shares	2.01%	45.31%
70-79 shares	1.40%	43.30%
80-89 shares	1.59%	41.90%
90-100 shares	1.78%	40.31%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	5.75%	38.53%
151-200 shares	4.16%	32.78%
201-250 shares	3.14%	28.61%
251-300 shares	2.65%	25.47%
301-350 shares	2.20%	22.82%
351-400 shares	1.97%	20.63%
401-450 shares	1.74%	18.66%
451-500 shares	1.44%	16.92%
501-1000 shares	7.08%	15.48%
1001-10000 shares	7.57%	8.40%
> 10000 shares	0.83%	0.83%

How many social shares of my Wall Street Journal coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on The Wall Street Journal. **Sample size = 1,590 items.**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	56.67%	
1-9 shares	9.43%	43.33%
10-19 shares	2.96%	33.90%
20-29 shares	3.21%	30.94%
30-39 shares	2.08%	27.74%
40-49 shares	1.95%	25.66%
50-59 shares	1.45%	23.71%
60-69 shares	0.88%	22.26%
70-79 shares	1.64%	21.38%
80-89 shares	1.07%	19.75%
90-100 shares	1.13%	18.68%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	3.90%	17.55%
151-200 shares	2.77%	13.65%
201-250 shares	1.70%	10.88%
251-300 shares	0.94%	9.18%
301-350 shares	1.01%	8.24%
351-400 shares	0.38%	7.23%
401-450 shares	0.63%	6.86%
451-500 shares	0.69%	6.23%
501-1000 shares	2.89%	5.53%
1001-10000 shares	2.45%	2.64%
> 10000 shares	0.19%	0.19%

How many social shares of my **Forbes** coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on Forbes. **Sample size = 14,208 items.**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	60.63%	
1-9 shares	16.58%	39.37%
10-19 shares	6.10%	22.78%
20-29 shares	3.98%	16.68%
30-39 shares	2.67%	12.70%
40-49 shares	1.80%	10.02%
50-59 shares	1.34%	8.22%
60-69 shares	1.06%	6.88%
70-79 shares	0.76%	5.81%
80-89 shares	0.63%	5.05%
90-100 shares	0.45%	4.43%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	1.35%	3.98%
151-200 shares	0.67%	2.63%
201-250 shares	0.37%	1.96%
251-300 shares	0.28%	1.59%
301-350 shares	0.20%	1.31%
351-400 shares	0.14%	1.11%
401-450 shares	0.12%	0.96%
451-500 shares	0.07%	0.84%
501-1000 shares	0.32%	0.77%
1001-10000 shares	0.42%	0.46%
> 10000 shares	0.04%	0.04%

How many social shares of my **MSN** coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on MSN. **Sample size = 56.7K items.**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	99.928%	
1-9 shares	0.049%	0.07%
10-19 shares	0.005%	0.07%
20-29 shares	0.012%	0.05%
30-39 shares	0.002%	0.05%
40-49 shares	-	0.05%
50-59 shares	-	0.05%
60-69 shares	0.002%	0.05%
70-79 shares	-	0.05%
80-89 shares	-	0.05%
90-100 shares	-	0.05%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	-	0.05%
151-200 shares	-	0.05%
201-250 shares	-	0.05%
251-300 shares	-	0.05%
301-350 shares	-	0.05%
351-400 shares	-	0.05%
401-450 shares	-	0.05%
451-500 shares	0.002%	0.05%
501-1000 shares	-	0.05%
1001-10000 shares	-	0.05%
> 10000 shares	-	0.05%

How many social shares of my **Yahoo!** coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on Yahoo! **Sample size = 81.6K items.**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	96.33%	
1-9 shares	2.90%	3.67%
10-19 shares	0.23%	0.77%
20-29 shares	0.12%	0.54%
30-39 shares	0.08%	0.42%
40-49 shares	0.04%	0.34%
50-59 shares	0.04%	0.31%
60-69 shares	0.02%	0.26%
70-79 shares	0.02%	0.24%
80-89 shares	0.01%	0.22%
90-100 shares	0.01%	0.21%

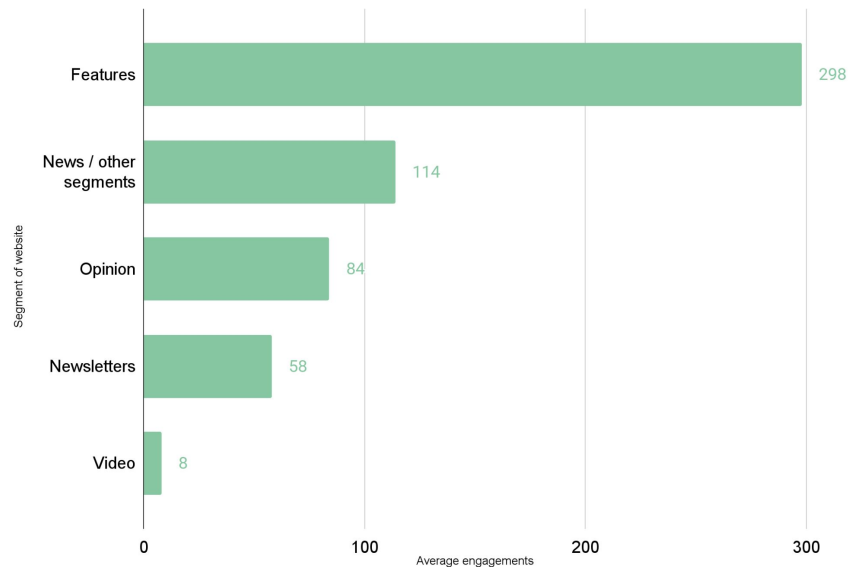
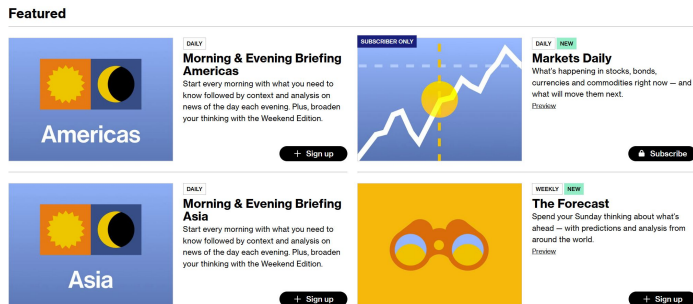
How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	0.04%	0.20%
151-200 shares	0.04%	0.16%
201-250 shares	0.02%	0.12%
251-300 shares	0.01%	0.10%
301-350 shares	0.01%	0.09%
351-400 shares	0.004%	0.08%
401-450 shares	0.01%	0.08%
451-500 shares	0.01%	0.07%
501-1000 shares	0.02%	0.06%
1001-10000 shares	0.04%	0.04%
> 10000 shares	0.005%	0.05%

How many social shares of **Bloomberg** coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on Bloomberg. **Sample size = 3,035 items.**

Bloomberg’s travel features (eg luxury travel destinations) boosted the average number of shares for this type of coverage.

Bloomberg’s newsletters are also delivered regularly to subscribers’ inboxes.

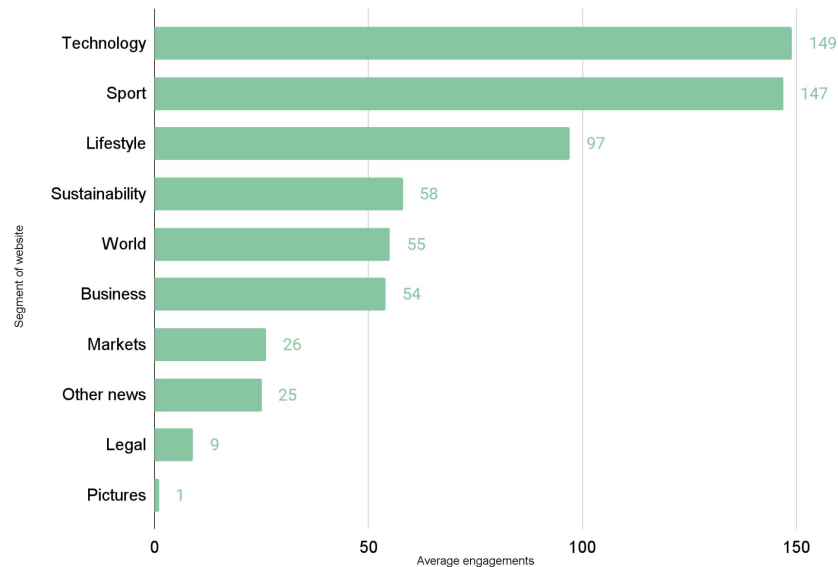


How many social shares of Reuters coverage is normal?

Total of all social shares (across X, Facebook and Pinterest) per piece of content on Reuters. **Sample size = 2,445 items.**

2024 Olympics coverage boosted the average number of engagements for sports related Reuters coverage.

Themes receiving most social shares in Reuters' technology related coverage included AI and crypto.



Part 2: Industry Benchmarks

Our sampling approach

CoverageBook customers uploaded URLs from hundreds of thousands of different outlets during 2024.

We wanted to explore if there are differences in patterns of social shares and Estimated Coverage Views at an industry level.

To do this, rather than segment all of the hundreds of thousands of media outlets by industry type (fashion, health, sport, automotive etc), we focused on a sample of B2C and B2B outlets per industry - these were outlets which either produced a lot of volume, which prompt strong social engagement, or which we know from our experience are influential in an industry (e.g Vogue for fashion, British Medical Journal for health).

Fashion

Fashion / apparel outlets: B2C

Avg. Estimated Views

24,896

Avg. Domain Authority

79

Avg. Social Shares

298

VOGUE

E L L E

COSMOPOLITAN



marie claire

BAZAAR

GRAZIA

teenVOGUE

FASHIONISTA

FASHIONBEANS

RCPA

Daily

prima

FASHION



FASHIONSNAP

YOUR DAILY FASHION NEWS
FOR YOUR DAILY DOSE OF FASHION, BEAUTY AND ENTERTAINMENT NEWS.

the CURVYFASHIONISTA

最新ファッション情報をいち早くキャッチ！
FASHION TREND

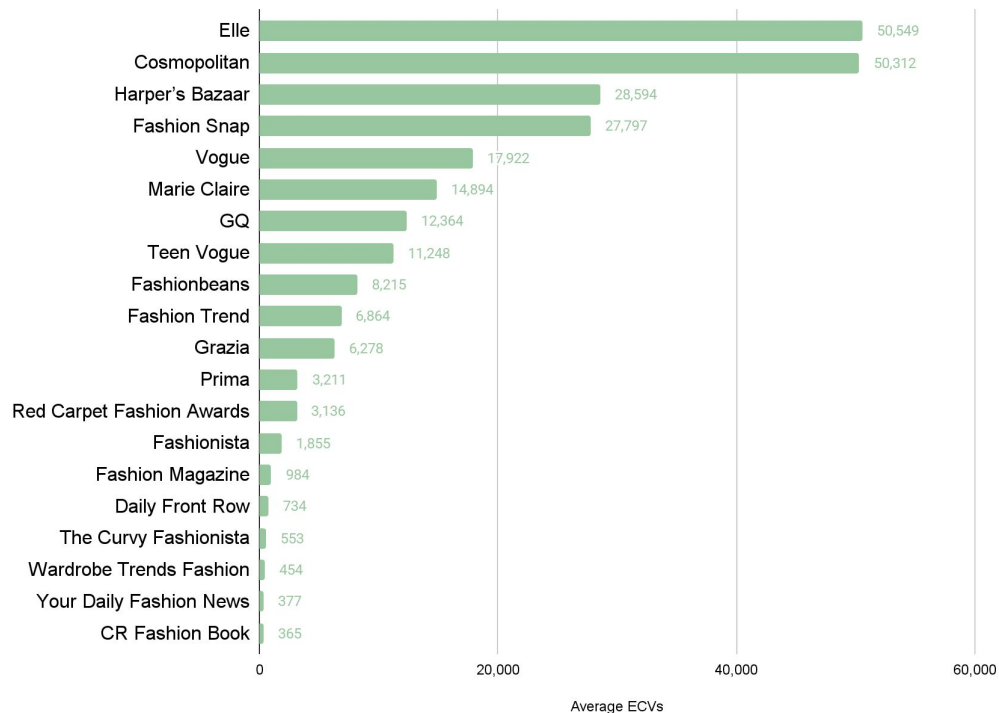


Based on **20,939** fashion URLs submitted to Coveragebook. B2C outlets shown here in descending order L-R by volume of content submitted

B2C fashion / apparel outlets: average views

These 20 sample B2C fashion titles generated 24,896 Estimated Coverage Views (ECVs) on average, however there is broad variation in terms of performance by specific outlet as shown on this chart.

The data to the right includes amalgamated information for titles such as Vogue, Elle, Cosmopolitan and GQ - which publish a range of different language and geography editions.

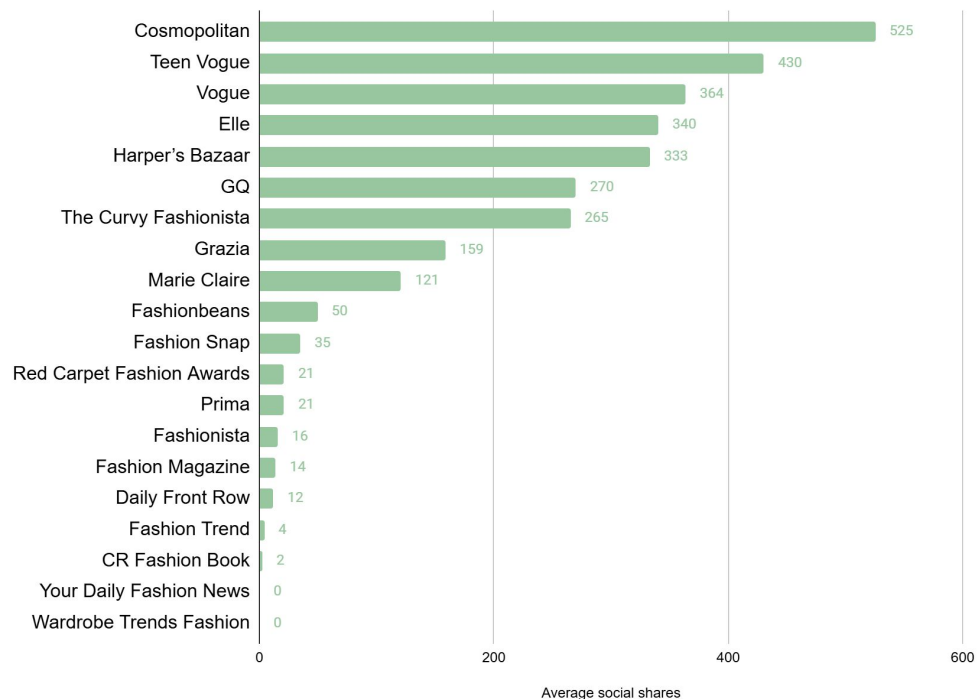


B2C fashion / apparel outlets: average social shares

There is broad variation in average social shares across B2C fashion titles.

One in four (25%) of the 15,864 articles submitted from these sample B2C outlets didn't receive any social shares during 2024.

Some 'evergreen' URLs, first posted years ago, with content refreshed and updated over time, have generated hundreds of thousands of social shares over time, such as Harper's Bazaar's Best Skincare Brands, or Grazia's Best Valentine's Day Nail Designs. This practice is more noticeable in consumer facing titles than in trade outlets.



How many social shares of my **B2C fashion** coverage is normal?

Total of all social shares (across Twitter, FaceBook and Pinterest) per piece of content. **Sample size = 15.8K items.**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	25%	
1-9 shares	27%	75%
10-19 shares	9.37%	48.6%
20-29 shares	6.77%	39.2%
30-39 shares	5.2%	32.5%
40-49 shares	3.44%	27.3%
50-59 shares	2.5%	23.8%
60-69 shares	1.92%	21.3%
70-79 shares	1.51%	19.4%
80-89 shares	1.18%	17.9%
90-100 shares	1.23%	16.7%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	2.99%	15.5%
151-200 shares	1.68%	12.5%
201-250 shares	1.27%	10.8%
251-300 shares	0.91%	9.5%
301-350 shares	0.60%	8.6%
351-400 shares	0.54%	8%
401-450 shares	0.52%	7.5%
451-500 shares	0.43%	7%
501-1,000 shares	2.48%	6.5%
1001-10,000 shares	3.56%	4%
> 10,000 shares	0.49%	0.5%

Fashion / apparel outlets: B2B

Avg. Estimated Views

3,735

Avg. Domain Authority

77

Avg. Social Shares

20



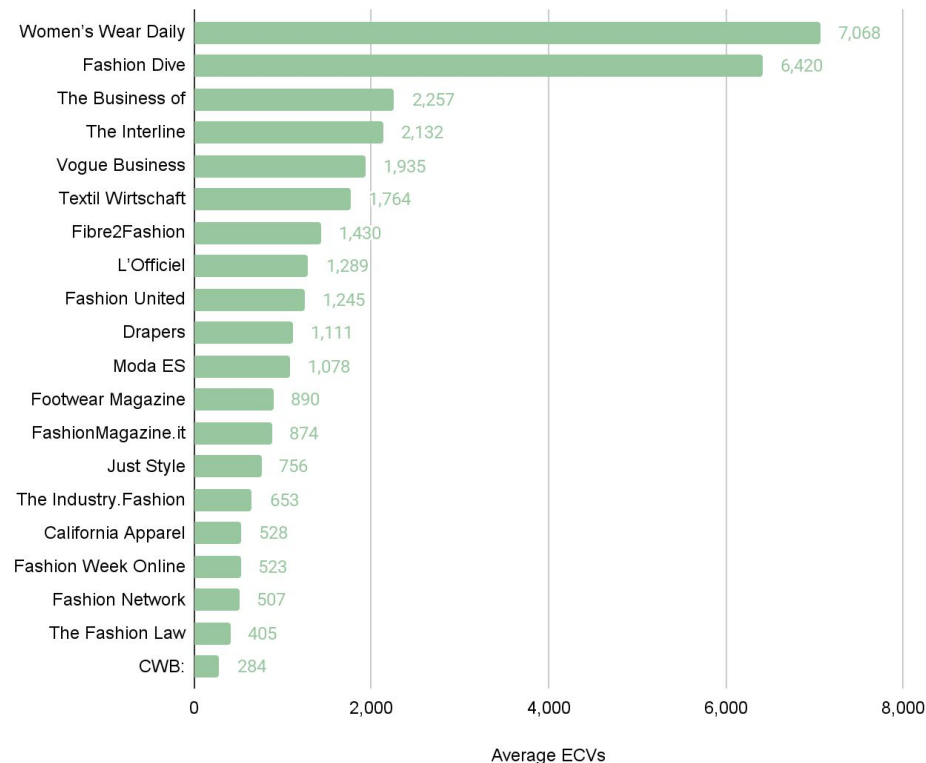
Based on **20,939** fashion URLs submitted to Coveragebook. B2B outlets shown here in descending order L-R by volume of content submitted

B2B fashion / apparel outlets: average views

Articles from fashion B2B titles reach fewer people on average than in the B2C space (3,735 ECVs on average across these 20 titles listed).

Notably, there is variation in performance across the titles in our sample.

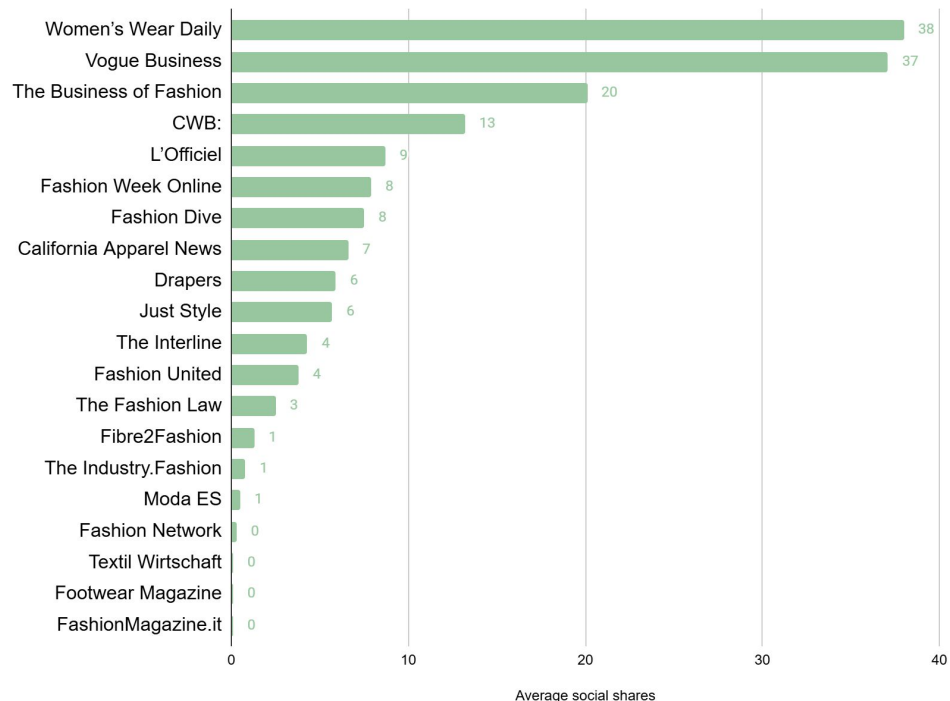
Comparing average ECVs on this slide with those on slide 6 reveals that some trade titles can perform as well as B2C in terms of potential article reach.



B2B fashion / apparel outlets: average social shares

43% of the 5,075 URLs submitted from trade focused fashion outlets did not receive any social shares.

Women's Wear Daily was a significant contributor to the results in this sample, 58% of the B2B fashion URLs were from this outlet. 3% of WWD's content submitted received social shares >100.



How many social shares of my **B2B fashion** coverage is normal?

Total of all social shares (across Twitter, FaceBook and Pinterest) per piece of content. **Sample size = 5.1K items**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	43.33%	
1-9 shares	32.97%	56.7%
10-19 shares	9.20%	23.7%
20-29 shares	5.32%	14.5%
30-39 shares	3.03%	9.2%
40-49 shares	1.64%	6.1%
50-59 shares	1.04%	4.5%
60-69 shares	0.61%	3.5%
70-79 shares	0.32%	2.9%
80-89 shares	0.51%	2.5%
90-100 shares	0.12%	2.0%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	0.67%	1.9%
151-200 shares	0.39%	1.2%
201-250 shares	0.12%	0.8%
251-300 shares	0.06%	0.73%
301-350 shares	0.02%	0.67%
351-400 shares	0.12%	0.65%
401-450 shares	0.02%	0.53%
451-500 shares	0.04%	0.51%
501-1,000 shares	0.18%	0.47%
1001-10,000 shares	0.30%	0.3%
> 10,000 shares	-	-

Tech

Tech outlets: B2C

Avg. Estimated Views

25,395

Avg. Domain Authority

88

Avg. Social Shares

69

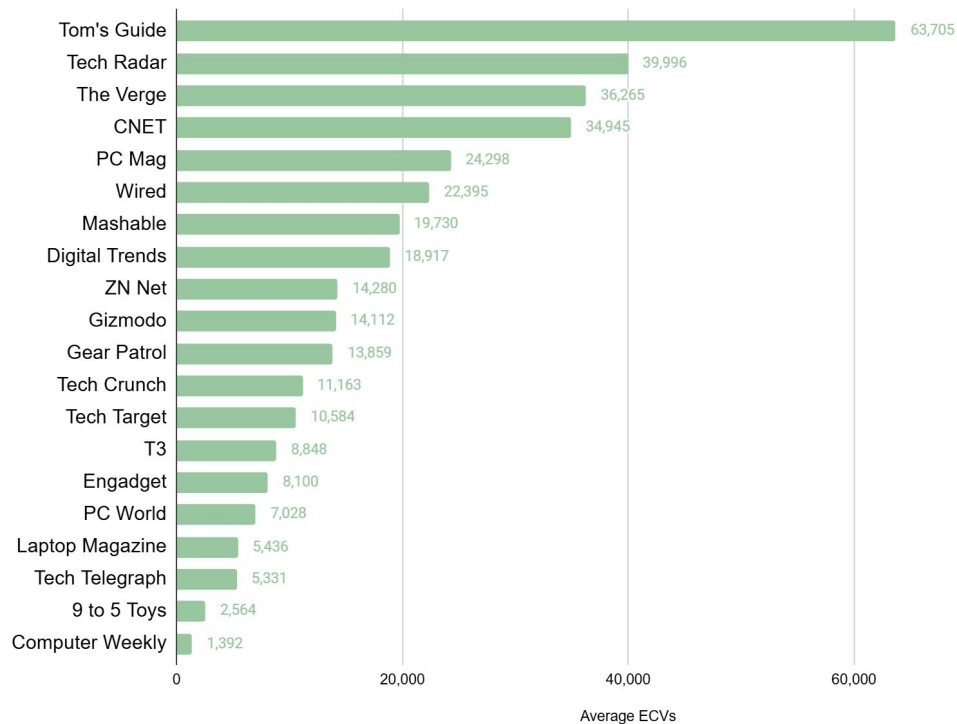


Based on **21,802** tech URLs submitted to Coveragebook. B2C outlets shown here in descending order L-R by volume of content submitted

B2C tech outlets: average views

These sample B2C tech titles generated 25,395 Estimated Coverage Views (ECVs) on average, however there is broad variation in terms of performance by specific outlet as shown on this chart.

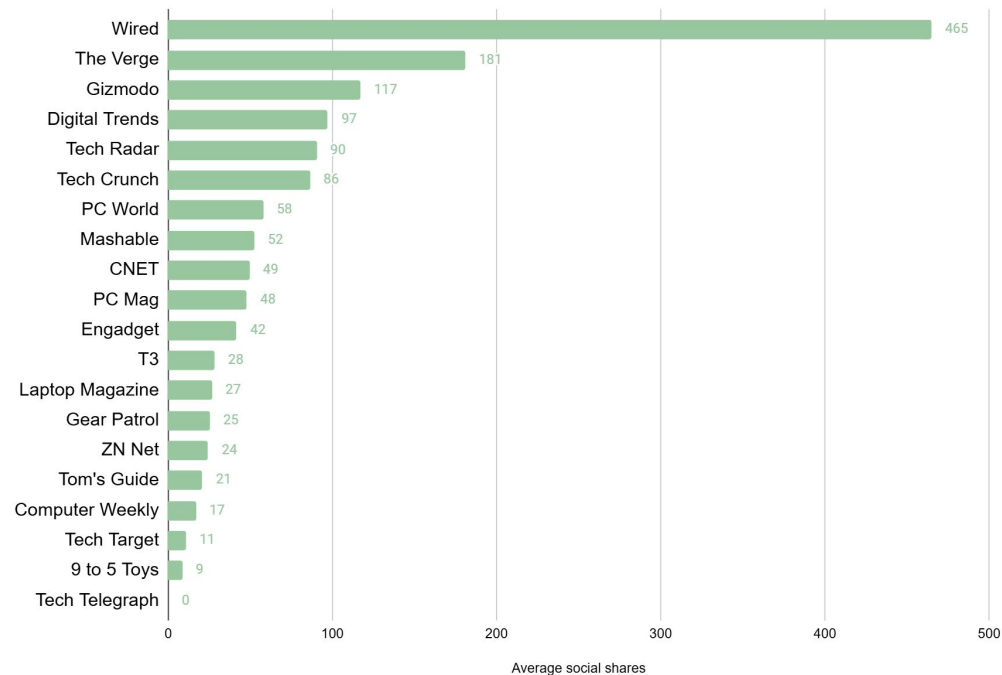
High social shares can affect estimated coverage views - for example this piece from Digital Trends and this article from The Verge, both of which are explainer articles or guides, each garnered tens of thousands of social shares which meant that ECVs were also high (>80k for each article).



B2C tech outlets: average social shares

There is broad variation in average social shares across B2C tech titles.

Nearly one in four (23%) of the 18,459 articles submitted from these sample B2C outlets didn't receive any social shares during 2024.



How many social shares of my **B2C tech** coverage is normal?

Total of all social shares (across Twitter, FaceBook and Pinterest) per piece of content. **Sample size = 18.5K items**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	23%	
1-9 shares	33%	77%
10-19 shares	12%	44%
20-29 shares	7%	32%
30-39 shares	5%	25%
40-49 shares	4%	20%
50-59 shares	2.4%	16%
60-69 shares	1.7%	14%
70-79 shares	1.3%	12%
80-89 shares	1%	11%
90-100 shares	0.8%	10%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	2.4%	9%
151-200 shares	1.5%	7%
201-250 shares	0.9%	5%
251-300 shares	0.7%	4.3%
301-350 shares	0.4%	3.6%
351-400 shares	0.4%	3.2%
401-450 shares	0.2%	2.8%
451-500 shares	0.2%	2.5%
501-1,000 shares	1.2%	2.3%
1001-10,000 shares	1%	1%
> 10,000 shares	-	-

Tech outlets: B2B

Avg. Estimated Views

1,811

Avg. Domain Authority

57

Avg. Social Shares

7



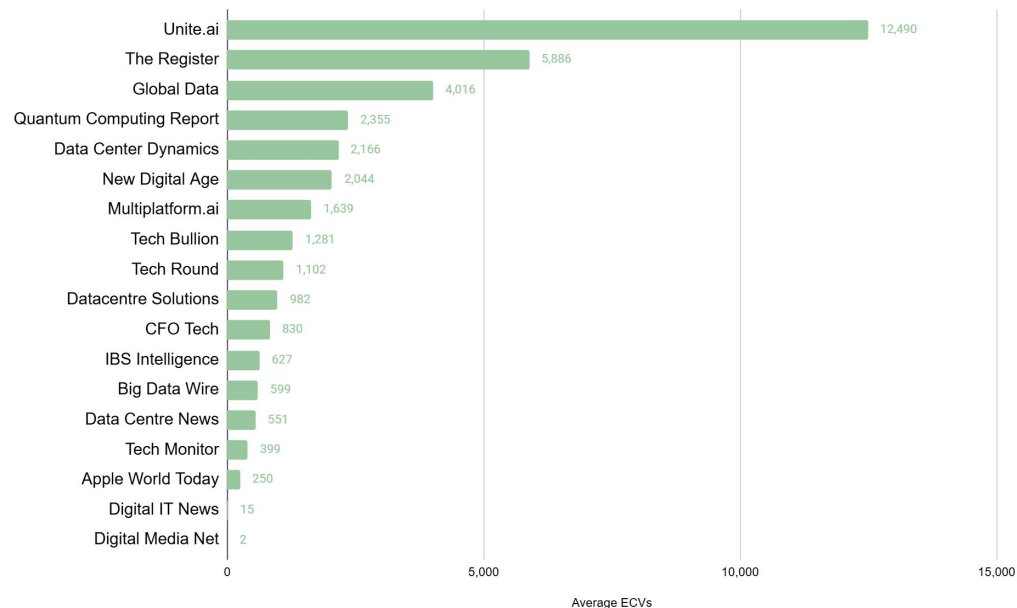
Based on **21,802** tech URLs submitted to Coveragebook. B2B outlets shown here in descending order L-R by volume of content submitted

B2B tech outlets: average views

Articles from tech B2B titles reach fewer people on average than in the B2C space (1,811 ECVs on average across the titles listed to the right).

Notably, there is variation in performance across the titles in our sample.

Comparing average ECVs on this slide with those on slide 14 reveals that some trade titles can perform as well as B2C in terms of potential article reach.

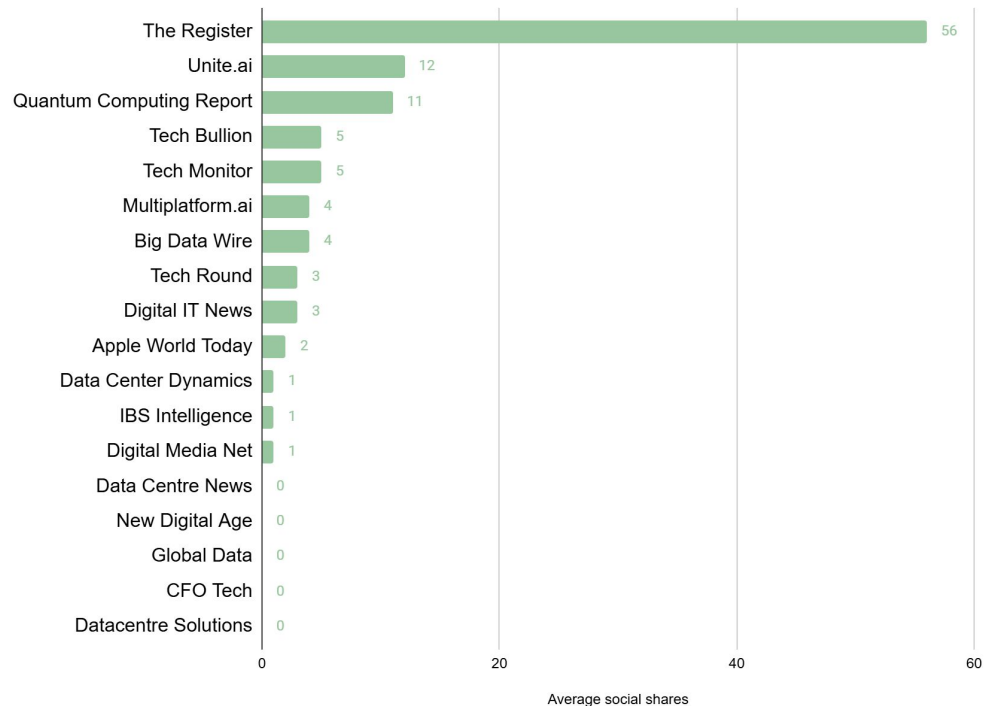


B2B tech outlets: average social shares

67% of the 3,343 URLs submitted from trade focused fashion outlets did not receive any social shares.

This is significantly higher than the trend observed across fashion and health outlets.

The average number of social shares for The Register was boosted by an outlier article about Tesla / EV car batteries not functioning well in cold weather, which has received nearly 3k social shares.



How many social shares of my **B2B tech** coverage is normal?

Total of all social shares (across Twitter, FaceBook and Pinterest) per piece of content. **Sample size = 3.3K items**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	67%	
1-9 shares	22%	33%
10-19 shares	4%	11%
20-29 shares	1.9%	7%
30-39 shares	1.6%	5%
40-49 shares	1.1%	4%
50-59 shares	0.4%	3%
60-69 shares	0.4%	2.4%
70-79 shares	0.3%	1.9%
80-89 shares	0.2%	1.6%
90-100 shares	0.3%	1.4%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	0.3%	1.1%
151-200 shares	0.2%	0.8%
201-250 shares	0.2%	0.6%
251-300 shares	0.2%	0.4%
301-350 shares	0.03%	0.2%
351-400 shares	-	-
401-450 shares	-	-
451-500 shares	0.1%	0.2%
501-1,000 shares	0.1%	0.1%
1001-10,000 shares	0.03%	0.03%
> 10,000 shares	-	-

Health

Health outlets: B2C

Avg. Estimated Views

39,845

Avg. Domain Authority

81

Avg. Social Shares

138



Based on **6,584** health URLs submitted to Coveragebook. B2C outlets shown here in descending order L-R by volume of content submitted

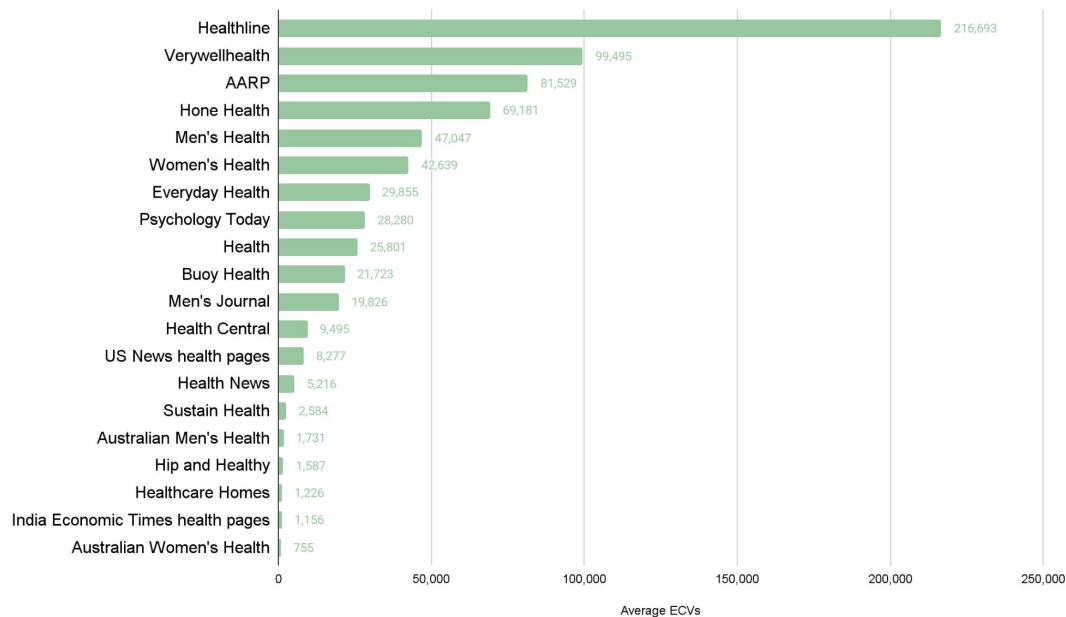
(NB; includes health pages from general focus titles such as AARP / US News & World Report)

B2C health outlets: average views

These 20 sample B2C health titles generated 39,845 Estimated Coverage Views (ECVs) on average, however there is broad variation in terms of performance by specific outlet as shown on this chart.

The data to the right includes health pages of some more general focused media outlets such as AARP and the US News.

Healthline outperforms others in terms of average article level reach, it is considered a competitor site to WebMD.

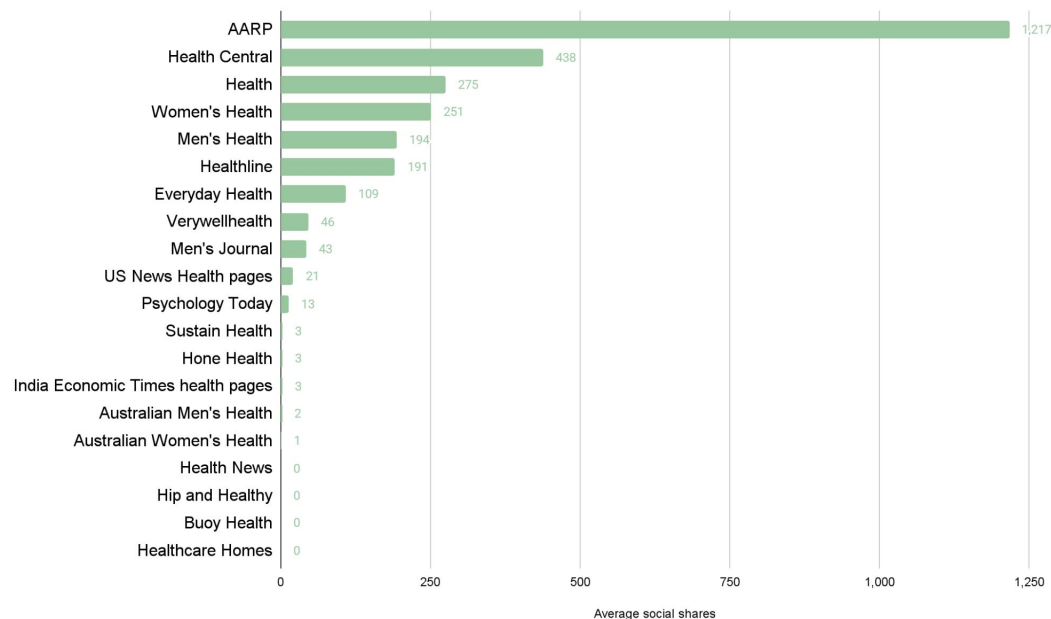


B2C health outlets: average social shares

There is broad variation in average social shares across B2C health titles.

43% of the 4,839 articles submitted from these sample B2C outlets didn't receive any social shares during 2024.

Although we didn't receive a significant volume of coverage from AARP during the year, both the potential reach and the audience engagement with this content was strong. Types of stories receiving strong engagement included features about older mothers, the health benefits of honey, foods to avoid over 50 and items about dementia care.



How many social shares of my **B2C health** coverage is normal?

Total of all social shares (across Twitter, FaceBook and Pinterest) per piece of content. **Sample size = 4.8K items**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	43%	
1-9 shares	21%	57%
10-19 shares	7.6%	36%
20-29 shares	5%	29%
30-39 shares	3%	24%
40-49 shares	2.3%	21%
50-59 shares	1.9%	18%
60-69 shares	1.3%	17%
70-79 shares	1.2%	15%
80-89 shares	0.8%	14%
90-100 shares	0.8%	13%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	2.5%	13%
151-200 shares	1.4%	10%
201-250 shares	1.2%	9%
251-300 shares	0.9%	7%
301-350 shares	0.7%	7%
351-400 shares	0.6%	6%
401-450 shares	0.5%	5%
451-500 shares	0.5%	5%
501-1,000 shares	1.7%	4%
1001-10,000 shares	2.4%	2.4%
> 10,000 shares	-	-

Health outlets: B2B

Avg. Estimated Views

1,766

Avg. Domain Authority

63

Avg. Social Shares

17



STAT



digitalhealth



KFF Health News



HEALTH & PROTECTION

Healthcare Newsdesk
The Latest UK Healthcare News brought to you by NTSI



Health Estate Journal

Science



Based on **6,584** health URLs submitted to Coveragebook. B2B outlets shown here in descending order L-R by volume of content submitted

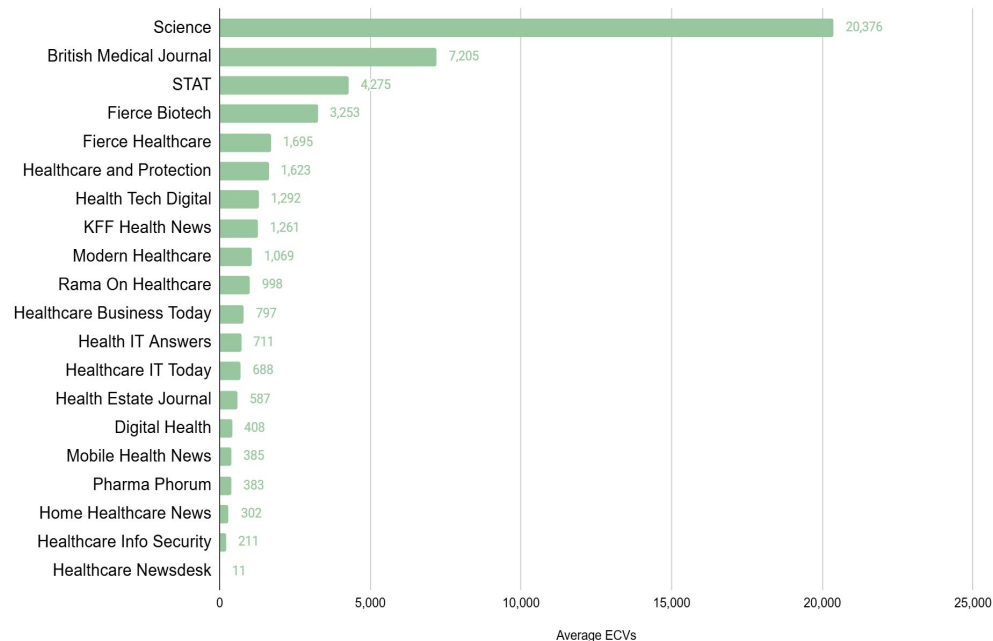
(NB; includes health pages from general focus titles such as AARP / US News & World Report)

B2B health outlets: average views

Articles from health B2B titles reach fewer people on average than in the B2C space (1,766 ECVs on average across these 20 titles listed).

Notably, there is variation in performance across the titles in our sample.

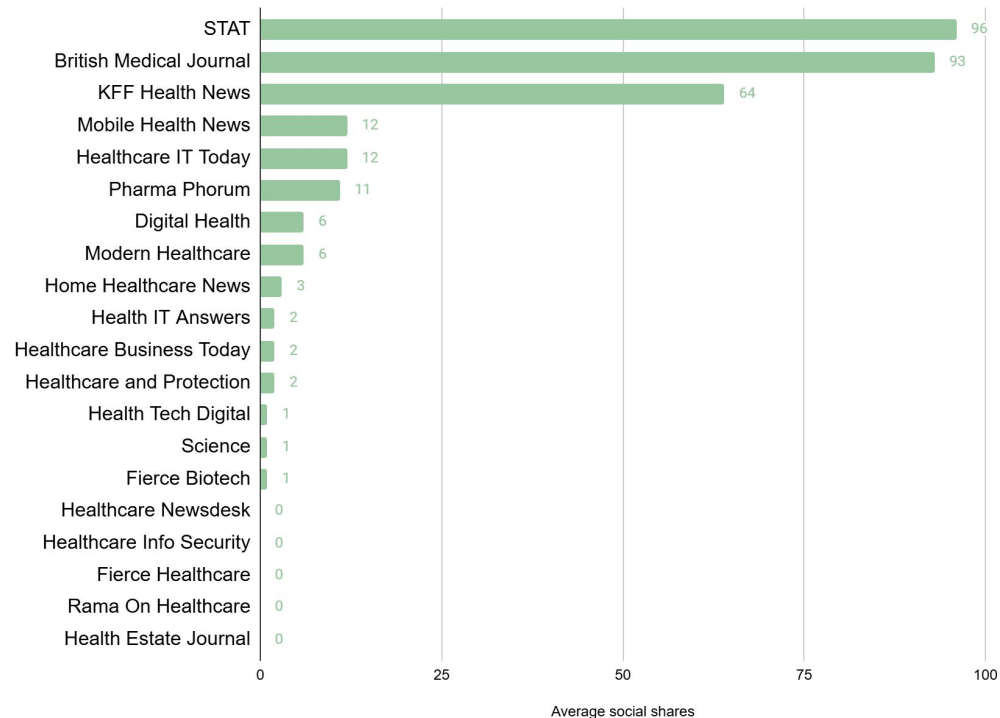
Comparing average ECVs on this slide with those on slide 22 reveals that some trade titles can perform as well as B2C in terms of potential article reach.



B2B health outlets: average social shares

43% of the 1,744 URLs submitted from trade focused fashion outlets did not receive any social shares.

Average engagements for outlets including STAT and the BMJ were boosted by articles linked to COVID or bird flu, or which talked about alleged conflicts of interest.



How many social shares of my **B2B health** coverage is normal?

Total of all social shares (across Twitter, FaceBook and Pinterest) per piece of content. **Sample size = 1.7K items**

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	58.5%	
1-9 shares	24.8%	41.5%
10-19 shares	6.0%	16.7%
20-29 shares	2.9%	10.7%
30-39 shares	2.1%	7.9%
40-49 shares	1.4%	5.7%
50-59 shares	0.7%	4.3%
60-69 shares	0.3%	3.6%
70-79 shares	0.4%	3.2%
80-89 shares	0.2%	2.8%
90-100 shares	0.3%	2.6%

How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	0.7%	2.3%
151-200 shares	0.5%	1.5%
201-250 shares	0.2%	1.1%
251-300 shares	0.1%	0.9%
301-350 shares	0.1%	0.7%
351-400 shares	0.1%	0.6%
401-450 shares	0.1%	0.5%
451-500 shares	-	-
501-1,000 shares	0.1%	0.5%
1001-10,000 shares	0.3%	0.3%
> 10,000 shares	-	-