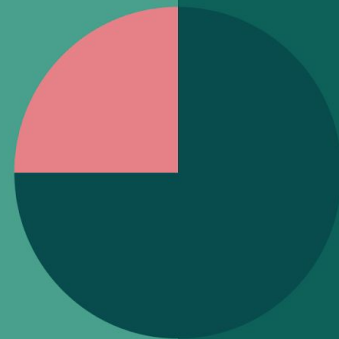
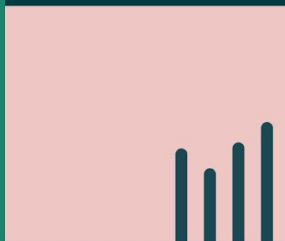
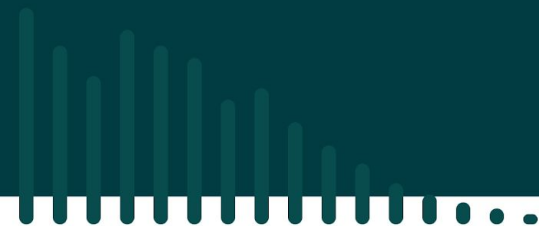


CoverageBook Benchmarks 2025



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?

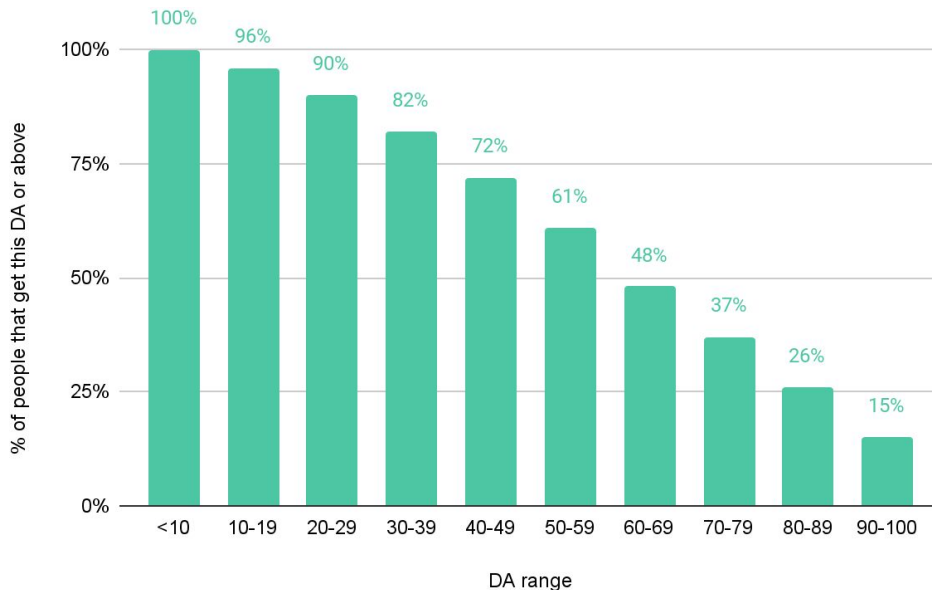
Are 5 social shares good? How about 100? Our average DA score per month rose to 88? Should I be happy with that? We hope this data will help.

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?

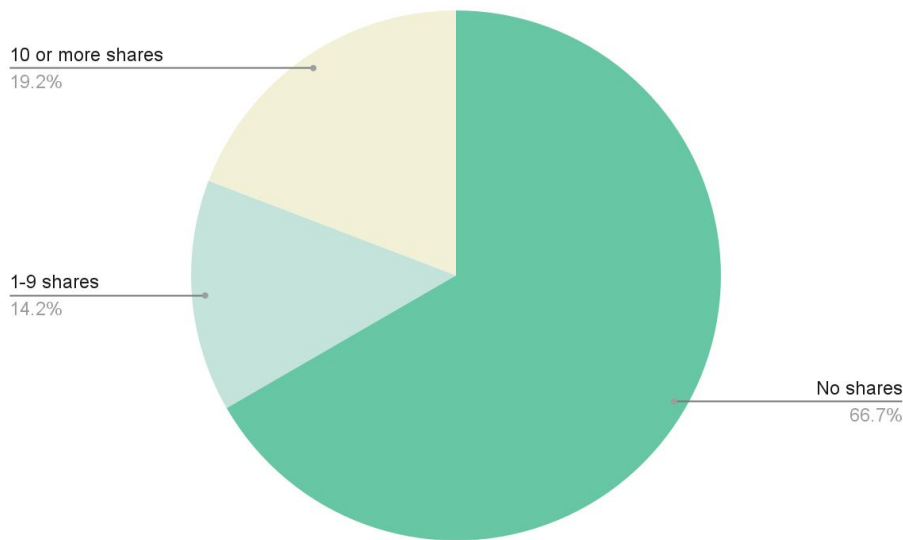
Total of all social shares (across X, FaceBook and Pinterest) per piece of content. **Sample size = 5.6 million** items of coverage.

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.

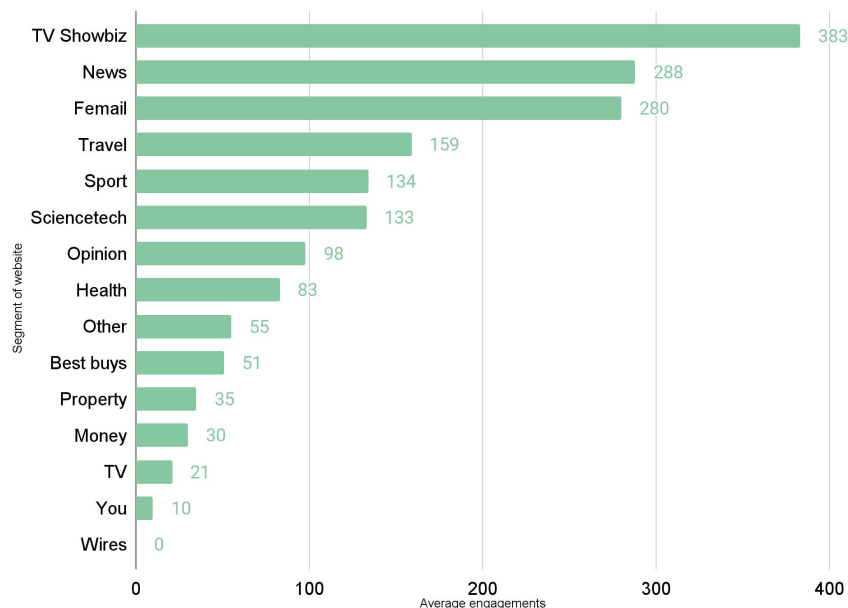
Only 19% of coverage was shared 10 times or more

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.**

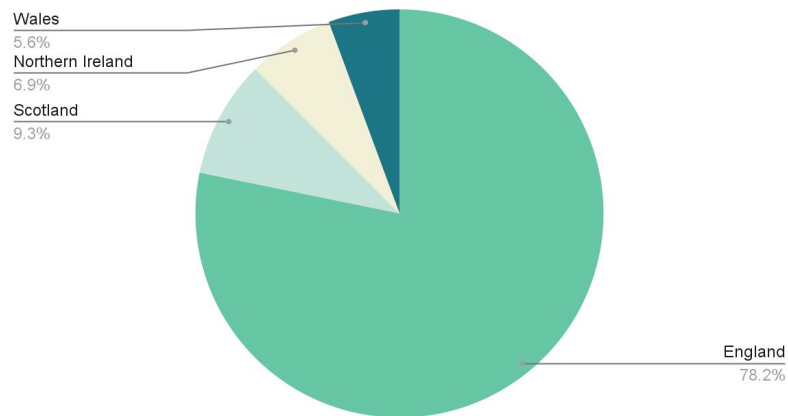
How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
0 shares	7.57%	
1-9 shares	9.56%	92.43%
10-19 shares	9.22%	82.87%
20-29 shares	7.39%	73.66%
30-39 shares	5.94%	66.27%
40-49 shares	4.90%	60.33%
50-59 shares	3.75%	55.42%
60-69 shares	4.02%	51.67%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

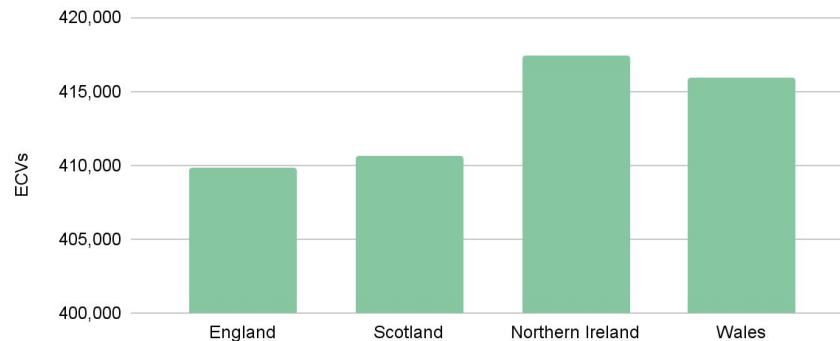
Based on **656 'news' items** submitted from bbc.co.uk or bbc.com with an indication of nation / region in the URL

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%

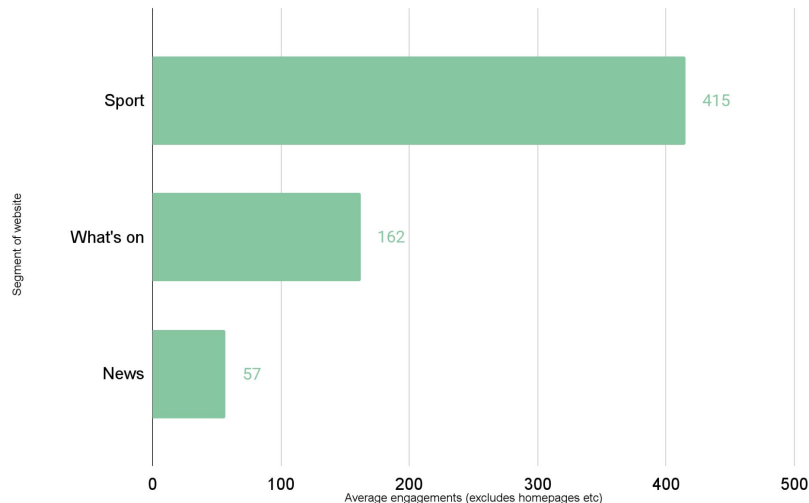
Which segments of the **Manchester Evening News** site perform best in terms of social shares?

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%

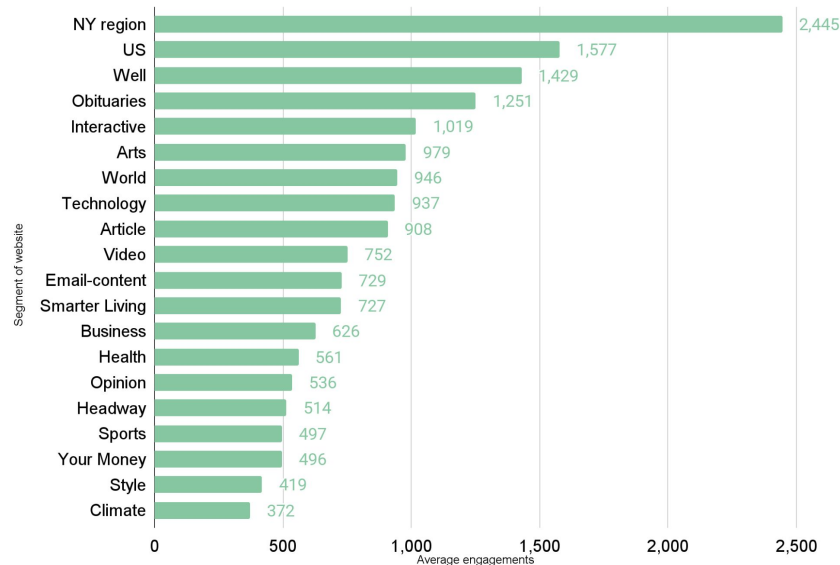
How many social shares of your coverage?	What % gets this many shares?	If you get this you are in the top...
101-150 shares	6.38%	26.56%
151-200 shares	4.19%	20.18%
201-250 shares	2.61%	15.99%
251-300 shares	2.54%	13.37%
301-350 shares	1.46%	10.84%
351-400 shares	1.84%	9.38%
401-450 shares	1.00%	7.53%
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.**

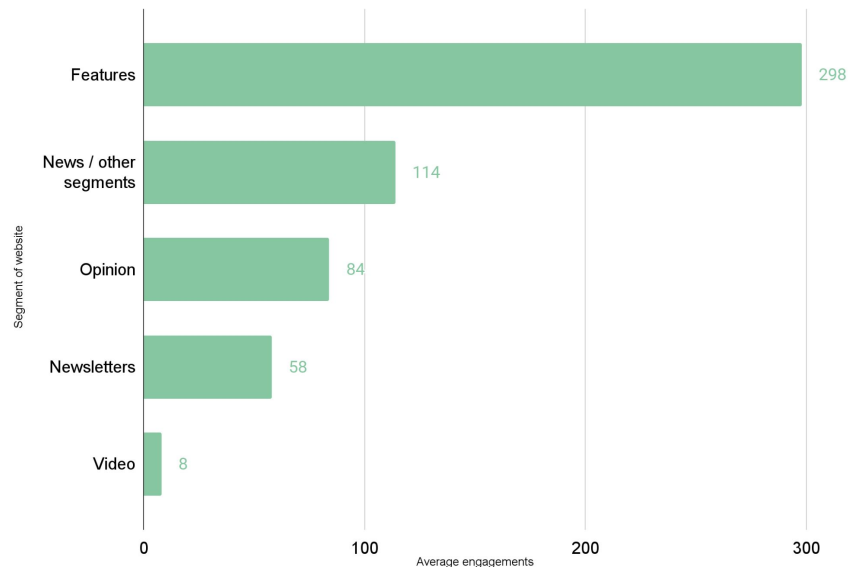
Bloomberg's travel features (eg luxury travel destinations) boosted the average number of shares for this type of coverage.

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

Featured

The screenshot shows a grid of four featured content items. Each item includes a thumbnail image, a title, a brief description, and a 'Sign up' or 'Subscribe' button.

- Morning & Evening Briefing Americas**: DAILY. Start every morning with what you need to know followed by context and analysis on news of the day each evening. Plus, broaden your thinking with the Weekend Edition. + Sign up
- Markets Daily**: DAILY NEW. What's happening in stocks, bonds, currencies and commodities right now — and what will move them next. Elitox
- Morning & Evening Briefing Asia**: DAILY. Start every morning with what you need to know followed by context and analysis on news of the day each evening. Plus, broaden your thinking with the Weekend Edition. + Sign up
- The Forecast**: WEEKLY NEW. Spend your Sunday thinking about what's ahead — with predictions and analysis from around the world. Elitox



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.

