

## CASE STUDY: CYPRUS



Helen Ochyra travelled to Cyprus on a press trip in October 2013. Impressed with the destination, she returned, along with Robin McKelvie, in April 2014.

Coverage secured to date is as follows:

DPS The Times (also online)  
*Readership 1,730,000*

DPS The Times special supplement  
*Readership 1,730,000*

DPS Express Saturday magazine (also online)  
*Readership 1,073,000*

Full page in The Guardian (also online)  
*Readership 1,027,000*

BBC Scotland radio (live from Ayia Napa)  
*Listeners: 1,400,000*

4 x 300-word articles in The Scotsman  
*Readership 104,000*

1500-word article in Go Holiday magazine  
*Readership 20,000*

Twitter: @helenochyra, @robinmckelvie, @thehotelsguy  
*Total followers: 13,000*

THE  TIMES

DAILY  EXPRESS

theguardian



THE SCOTSMAN

GO  HOLIDAY  
Self-Catering Villas & Cottages Worldwide



**Total audience reached to date is approximately: 5,839,500**

### TESTIMONIAL:

"Helen is a thoughtful and insightful writer. She always delivers engaging and thought provoking articles and is a pleasure to work with."

- Daniela Marchesi, Kallaway PR , on behalf of the Cyprus Tourism Organisation

**CONTACT:**

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