Opening week coverage

Prepared by Example Agency Ltd · 28 November 2026

DEMO REPORT — every publisher, title and address in this document is invented.

Client	Demo Bakery (fictitious)
Campaign reference	DEMO-0001 Opening week
Contact	Example Agency Ltd · hello@example.com · +44 20 0000 0000

Summary. Five publications across four example news sites in the opening week: three press releases and two sponsored articles. Every address was recorded as published.

5	5	3	2	0
Publications	Publishers	Press release	Sponsored article	Answered when checked

Publisher	Title	Type	Published	Live address	Verification
Example Daily	Demo Bakery opens its first shop	Press release	2 Mar 2026	https://example.com/news/demo-bakery-opens	Demo (not checked)
Example Herald	Demo Bakery opens its first shop	Press release	2 Mar 2026	https://example.org/news/demo-bakery-opens	Demo (not checked)
Example Gazette	How a neighbourhood bakery plans its first week	Sponsored article	4 Mar 2026	https://example.net/news/first-week	Demo (not checked)
Example Courier	Demo Bakery opens its first shop	Press release	2 Mar 2026	https://example.com/courier/demo-bakery-opens	Demo (not checked)
Example Weekly	Five questions to ask before opening a food shop	Sponsored article	6 Mar 2026	https://example.net/weekly/five-questions	Demo (not checked)

"Live" means the address answered when this report was prepared. It says nothing about search engine indexing, traffic or results. Sponsored publications remain paid content whatever the branding of this report.