



HOUSE OF THE DRAGON UK & IRELAND MEDIA

PROMOTION

PHASE ONE: UK NATIONAL & REGIONAL NEWSBRANDS

### HOUSE OF THE DRAGON CAMPAIGN DELIVERY & PERFORMANCE

#### **PHASE ONE:**

**TOTAL PRESS SUPPORT:** 

**14 INSERTIONS** 

PROMOTION OFFER SITE IMPRESSIONS:

96,245

PREMIUM REDEMPTIONS:

3,852

**COMPETITION ENTRIES:** 

12,462

### **PHASE TWO:**

**TOTAL PRESS SUPPORT:** 

6 INSERTIONS

PROMOTION OFFER SITE IMPRESSIONS:

118,292

PREMIUM REDEMPTIONS:

4,211

**COMPETITION ENTRIES:** 

24,868











## Irish Daily Mail



TO ENTER THE COMPETITION AND CLAIM GIFT GO TO: MEDIAOFFERS.CO.UK / HOUSEOFTHED RAGON OR USE OR CODE







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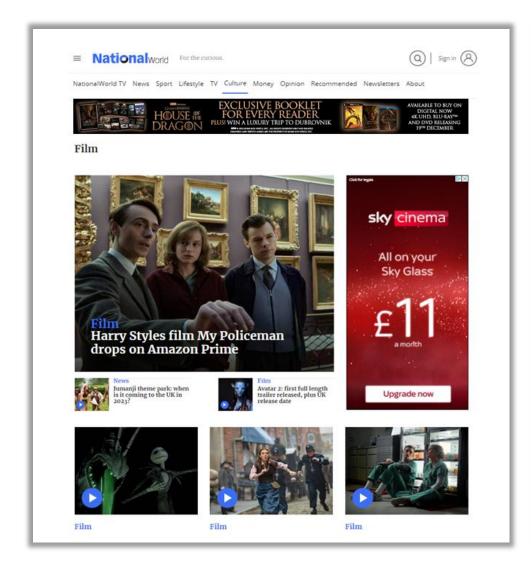
FILLSTORY, PAGES

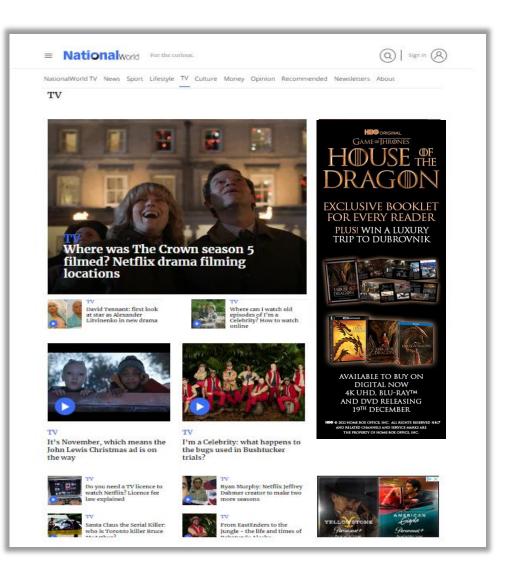
Weather: Page 37 Television:





### **National** World









away after IT disaster



Hibs victory hopes Don and dusted



Plants 'can future-proof' **George Street for decades** Full story on Page 12

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The move would provide parking spaces.





























# The Rews









# The Gazette









# Echo



