



*This sample report is for illustrative purposes only. Sky Zone is not currently or previously a client of Axia Public Relations. No evaluation or decisions should be made based on this fictitious example report.*

## Monthly PR Metrics Report

Client: Sky Zone  
Reporting Period: May 2026  
Prepared By: A. Wareness, Axia Public Relations

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### Executive Summary

In May 2026, Sky Zone saw significant progress in media coverage, social media engagement and content performance. Key highlights include a feature in Forbes, a successful social media campaign and increased engagement across platforms. This report details these achievements and provides actionable insights for future PR efforts.

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### Media Relations

#### Press Releases

- **Date:** May 5, 2026
- **Title:** Sky Zone Launches New Summer Fitness Programs
- **Distribution:** PR Newswire, Business Wire, direct media pitches
- **Coverage:** Forbes, USA Today, Fitness Magazine

### Media Coverage

**Total Media Mentions: 45**

#### Top Placements:

- **Outlet:** Forbes
- **Headline:** "Sky Zone's Innovative Fitness Programs Transform Trampoline Fun"
- **Date:** May 10, 2026
- **Reach:** 5 million
- **Sentiment:** Positive
- **Link:** [Forbes Article](#)
- **Outlet:** USA Today
- **Headline:** "Sky Zone's New Initiatives Boost Community Health and Wellness"
- **Date:** May 15, 2026
- **Reach:** 3 million
- **Sentiment:** Positive
- **Link:** [USA Today Article](#)

### Media Inquiries

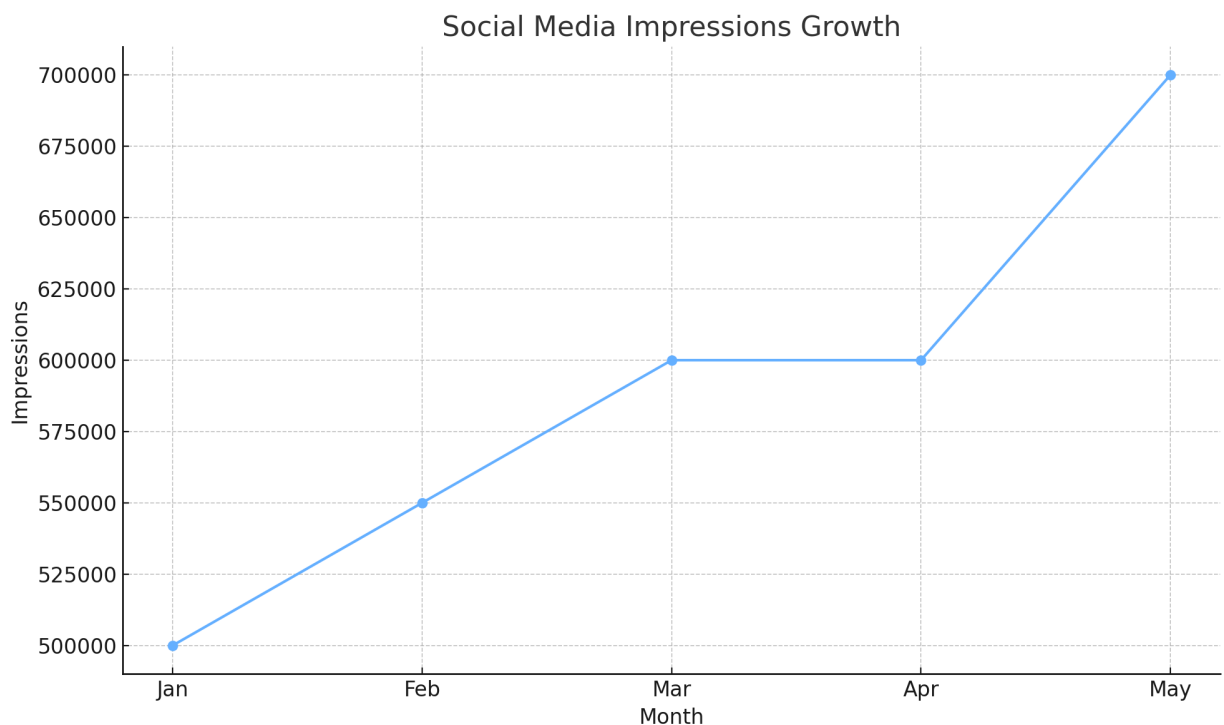
- **Total Inquiries:** 12
- **Key Inquiries:**
  - **Outlet:** ABC News
  - **Topic:** Interview with Sky Zone CEO on new fitness programs
  - **Status:** Scheduled for June 2026

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## Social Media Metrics

### Overall Performance

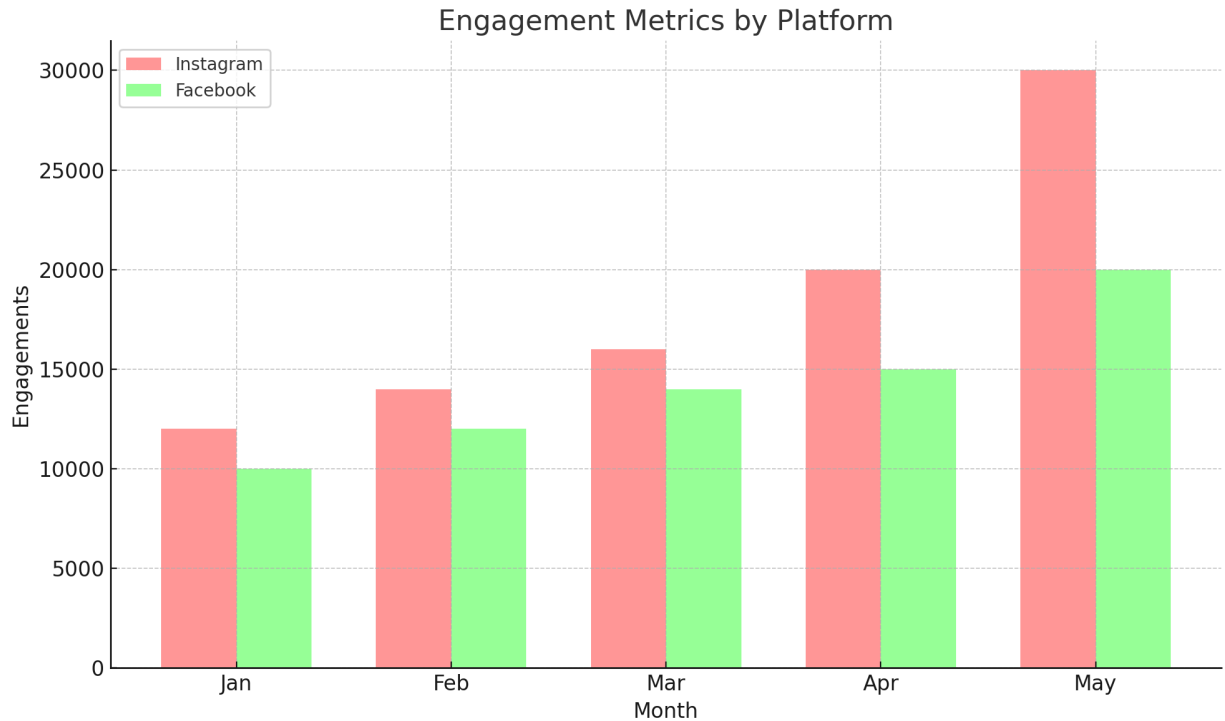
- **Total Impressions:** 500,000 (+25% from April)
- **Total Engagements:** 30,000 (+20% from April)
- **New Followers:** 3,500 (+15% from April)



### Platform-Specific Metrics

- **Instagram:**
  - **Posts:** 20
  - **Likes:** 15,000
  - **Comments:** 1,200

- **Shares:** 500
- **New Followers:** 2,000
- **Facebook:**
  - **Posts:** 15
  - **Likes:** 10,000
  - **Comments:** 900
  - **Shares:** 300
  - **New Followers:** 1,500



## Content Development

### Blog Posts

- **Date:** May 8, 2026
- **Title:** "5 Benefits of Trampoline Fitness"
- **URL:** Sky Zone Blog
- **Views:** 2,500
- **Shares:** 150
- **Comments:** 20

### Newsletters

- **Date:** May 25, 2026
- **Subject Line:** "Join Sky Zone's Summer Fitness Challenge!"



- **Open Rate:** 35%
  - **Click-through Rate:** 12%
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## Campaign Performance

### Key Metrics

- **Goal:** Increase brand awareness and engagement
- **Metric:** Social media impressions
- **Current Month:** 500,000
- **Previous Month:** 400,000
- **Percentage Change:** +25%

### Notable Achievements

- **Description:** Feature in Forbes highlighting Sky Zone's innovative fitness programs
  - **Impact:** Enhanced brand credibility and visibility among health-conscious audiences
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## Strategic Initiatives

### Ongoing Projects

- **Project Name:** [Title]
  - **Objective:** [Goal]
  - **Status:** []
  - **Next Steps:** [description]

### Upcoming Opportunities

- **Event/Activity:** [Event Name]
  - **Date:** [Month] [Date], [Year]
  - **Action Plan:** [description]

## Challenges and Recommendations

### Challenges

- **Issue:** Limited media coverage in certain local markets
- **Impact:** Lower than expected attendance in those areas

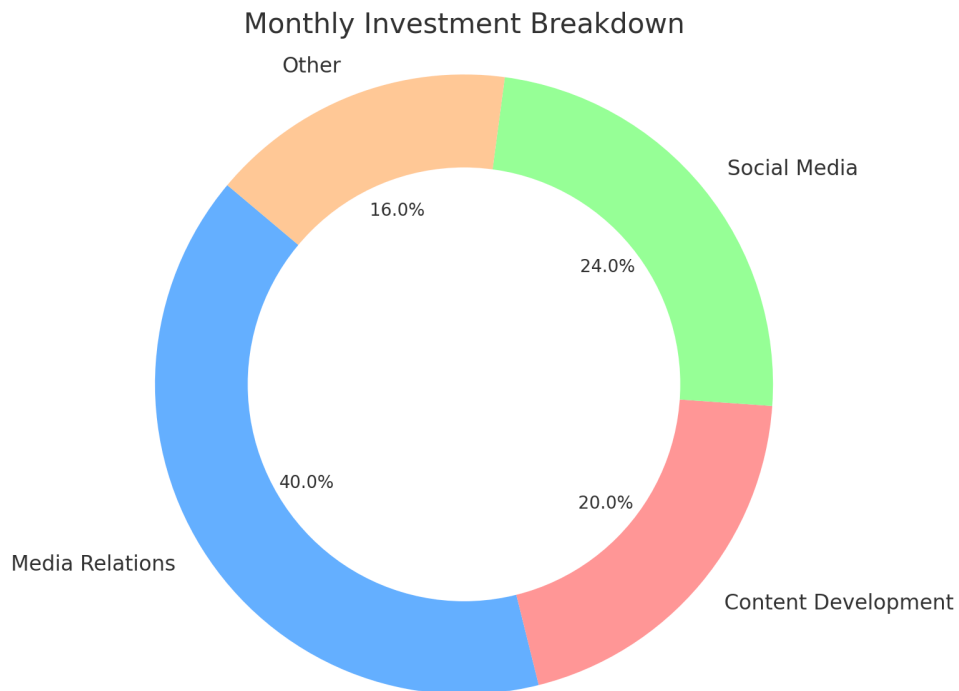
### Recommendations

- **Action:** Increase localized media outreach and engage community influencers
  - **Expected Outcome:** Improved coverage and attendance in targeted markets
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## Budget & Investments

### Monthly Investment Summary

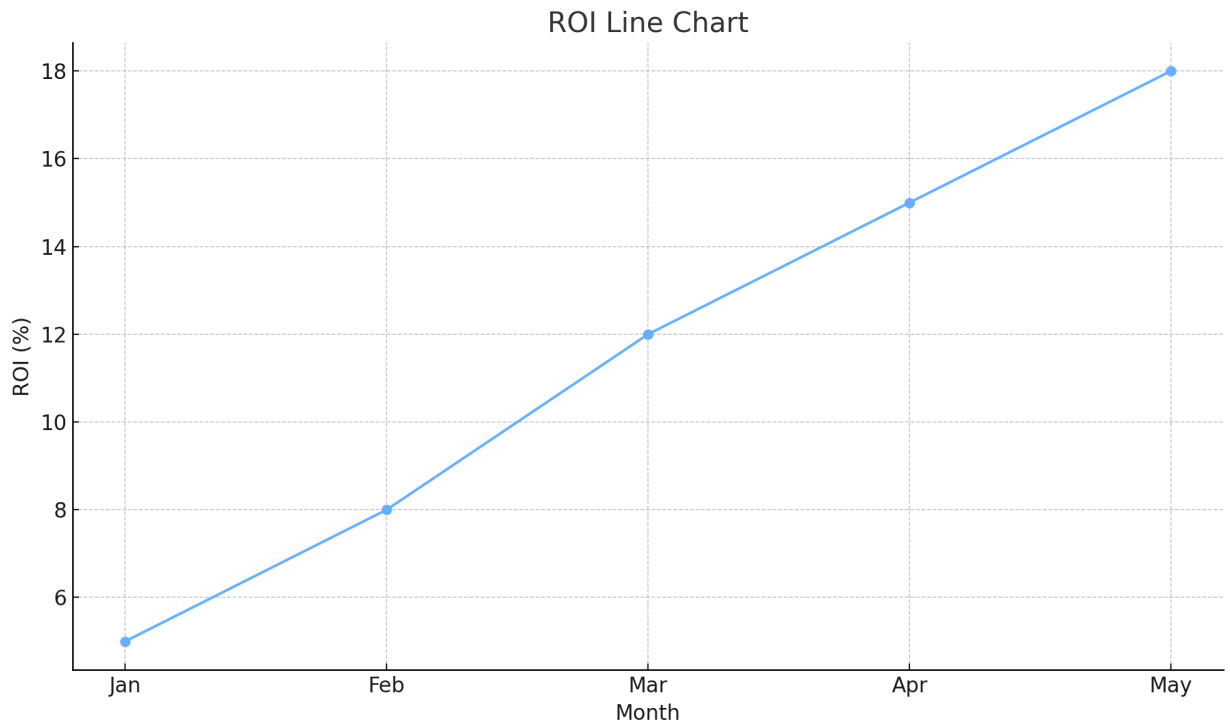
- **Total Investment:** \$50,000
- **Breakdown:**
  - **Media Relations:** \$20,000
  - **Content Development:** \$10,000
  - **Social Media:** \$12,000
  - **Other:** \$8,000



### Return on Investment

- **Overview:** Strong, with significant media placements and increased social media engagement

- **Key Metrics:** 25% increase in social media impressions, feature in Forbes



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## Conclusion

May 2026 was a productive month for Sky Zone, with major media placements and successful content initiatives. Moving forward, we will focus on expanding local market coverage and leveraging upcoming events to sustain engagement and visibility.

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## Appendices

### Media Clippings

[Attach or provide links to all media clippings from the reporting period]

### Detailed Metrics

[Provide detailed metrics and analytics reports for deeper insights]

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