In 2015, the first SHINE Mural Festival was launched in downtown St. Pete, inspired by the idea that art can transform a community. Hundreds of partners, volunteers and passionate people answered the call to help create St. Petersburg’s most vibrant festival, and the world has taken notice!
SHINE | MEDIA

PUBLICATION & MEDIA REACH

SHINE has gained wide recognition in local, regional and global media markets:

JUXTAPOZ
ART & CULTURE MAGAZINE

The New York Times

AMERICAN WAY

HUFFPOST

HI FRUCTOSE MAGAZINE

CREATIVE LOAFING

HOUSTON CHRONICLE

NO CURE MAGAZINE

Tampa Bay Times

the guardian

WHERE®

TAMPA BAY METRO
**SHINE | MEDIA**

**PUBLICATION & MEDIA REACH**

### SOCIAL MEDIA NETWORKS

- **Facebook** (approx.)
  - 7,800+ followers
- **Instagram** (approx.)
  - 16,000+ followers

### NATIONAL PUBLICATIONS

- **Juxtapoz Magazine Ad**
  - 187,000+ circulation

### LOCAL PUBLICATIONS

- **SHINE 2016 program**
  - 5,000 circulation
- **Creative Loafing**
  - 43,000 circulation

### SPAA / AFFILIATED MEDIA

- **Facebook** (approx.)
  - 5,000+ followers
- **Instagram** (approx.)
  - 1,900+ followers
- **ArtBeat Newsletter**
  - 2,500 subscribers

### OUTDOOR MEDIA

- **Billboards**
  - 600,000 impressions / 2.5 frequency

### TELEVISION MEDIA

- **Local coverage / All major networks**
  - 180 million
## SHINE Media

Publication & Media Reach

### Facebook

- **Followers**: 7,800
- **Post Impressions**: 651,000
- **Engaged Users**: 38,000
- **Post Likes**: 21,000
- **Post Comments**: 1,000
- **Post Shares**: 2,300

### Instagram

- **Followers**: 16,000
- **Post Likes**: 42,000
- **Comments**: 1,000+
- **Tagged photos for #SHINEONSTPETE**: 10,000+