**NHMF 0323 – Media Monitoring Services**

**Clarification Log**

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| Question No  | Question | Answer |
| 1 | Many providers can supply you with an automated service, much like a google search. If you were offered a human-curated media monitoring system within your budget, would this be of interest? | We are looking for services that meet the Funds requirements, budget or adds VFM to our requirement as detailed in the ITT. We are happy for bidders to provide information re services etc that do this as part of their submission |
| 2 | What titles are within your specialist trade media list? | Please note that this is not an exhaustive list, but we would be looking at titles such as Museums Journal, Museums + Heritage Advisor, Arts Professional, Horticulture Week, Church Times, LGA First. It really depends on what stories we are putting out there due to the wide range of subjects our funding covers.  |
| 3 | What social media platforms/forums are of interest? | Twitter, Facebook, Instagram and TikTok (we have a social media monitoring tool in place) |
| 4 | What in particular do you require from Policy/Political Affairs monitoring? | We would be looking at updates related to heritage, arts, culture and the environment.  |
| 5 | What are the key metrics/KPI's your team use in terms of media analysis/evaluation? | Reach, quantity, circulation, AVE  |
| 6 | Is a Global Contacts Database required? | No, just UK (England, NI, Scotland and Wales) |
| 7 | It was useful to see the stats for Q3 at 5.0 Typical Heritage / NHMF media exposure but we really need to see the same stats for a 12 month period to be able to correctly assign quantities to our package optionsPlease can this be provided? | The table below details the stats for the 12 month period during 2022 (not 2023 which is an error)

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| **Media** | **Number of articles** |
| Regional newspapers  | **2586** |
| UK national newspapers  | **127** |
| Broadcast | **1470** |
| Consumer  | **357** |
| Online / digital | **6304** |
| Trade | **105** |

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| 8 | In schedule 5 page 6: (2 Statement regarding Previous Experience) there is a request to Please provide links to reports to demonstrate your statements belowWhat kind of reports / examples would you find most useful for us to include here please? | Please link this to anything you view as relevant to demonstrate the statements you have included as part of your tender submission  |