

Client: World of Money  
 Date: 11/30/2016  
 Title: Mobile App. Launch



## Overview:

<b>Total Pickup:</b> 160	<b>Total Audience:</b> 86,968,345 UMV
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## Summary:

Following the launch of the World of Money mobile application on November 15, 2016 at the Google Headquarters in New York City, Peregrine secured an exclusive media opportunity with Barron's Next, a recently launched digital offshoot of Barron's geared towards reaching millennials that circulates to roughly 302,155 weekly readers.

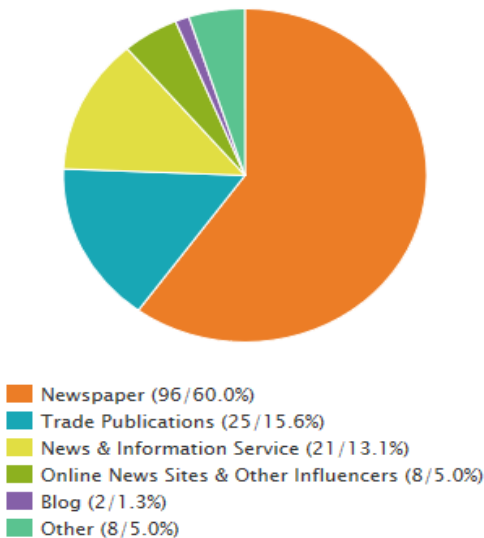
Following exclusive coverage in the top-tier publication on November 17<sup>th</sup>, Peregrine distributed the finalized press release across iReach, a paid newswire service, on November 23<sup>rd</sup>. This resulted in 160 posts in print and online publications and garnered the attention of roughly 87M unique readers. See below for a full breakdown of coverage.



### Top Media Outlets:

- Barron's NEXT
- Yahoo! Finance
- The New York Business Journal
- Pittsburgh Business Times
- Washington Business Journal
- Minneapolis / St. Paul Business Journal
- Street Insider
- The Sacramento Bee
- Business Review
- AZCentral.com

Total Pickup by Source Type



Total Pickup by Industry

