

TETRA PAK MEDIA REPORT PEC PROJECT OVERALL 2001- 2002							
TOPIC	HEADLINE	NAME OF MEDIA	PERIOD	DATE	VISUAL	CIRCULATION	
PEC BURSA	WE DON'T GIVE UP BUYING STREET MILK	NTVMSNBC	WEB PAGE	07.11.2001	2	-	
PEC BURSA	SAY NO TO UNPACKED MILK	BURSA HAKIMIYET	DAILY	07.11.2001	2	7.000	
PEC BURSA	INVITATION TO HEALTHY MILK	BURSA HABER	DAILY	07.11.2001	0	3.600	
PEC BURSA	MILK MAY BE FATAL	BURSA OLAY GAZETESİ	DAILY	07.11.2001	0	9.000	
PEC BURSA	WE DON'T GIVE UP BUYING STREET MILK	TRABZON TÜRKSESİ	DAILY	07.11.2001	0	3.500	
PEC BURSA	WE DON'T GIVE UP BUYING STREET MILK	YENİ İLERİ GAZETESİ	DAILY	08.11.2001	2	5.000	
PEC BURSA	STREET MILK IS DANGEROUS	İSTANBUL GAZETESİ	DAILY	11.11.2002	1	15.000	
PEC BURSA	INVITATION FROM THE TETRA PAK TO HEALTHY MILK	EKO HABER	WEEKLY	13.11.2001	0	2.500	
PEC İSTANBUL	DO NOT BUY MILK FROM THE STREETS	YENİ ASIR	DAILY	07.03.2002	1	33.080	
PEC İSTANBUL	TODAY/TOMORROW	DÜNYA	DAILY	11.03.2002	0	27.764	
PEC İSTANBUL	BACTERIA FOUND IN STREET MILK	MİLLİYET	DAILY	12.03.2002	2	315.399	
PEC İSTANBUL	STREET MILK THREATENS CONSUMERS' HEALTH	ZAMAN	DAILY	12.03.2002	0	211.832	
PEC İSTANBUL	70.	ANTALYA EKONOMİ GAZETESİ	DAILY	15.03.2002	1	750	
PEC İSTANBUL	STREET MILK IS DANGEROUS	ORTADOĞU	DAILY	15.03.2002	1	2.294	
PEC İSTANBUL	INVITATION TO HEALTHY MILK	CUMHURİYET	DAILY	15.03.2002	0	36.112	
PEC İSTANBUL	INVITATION FROM THE TETRA PAK TO HEALTHY MILK	YENİ ŞAFAK	DAILY	17.03.2002	1	33.999	
PEC İSTANBUL	BACTERIA FOUND IN STREET MILK	ANTALYA GAZETESİ	DAILY	19.03.2002	1	1.200	
PEC İSTANBUL	ATTENTION TO STREET MILK	TÜRKİYE	DAILY	19.03.2002	1	109.790	
PEC İSTANBUL	STREET MILK THREATENS CONSUMERS HEALTH	HÜRSES	DAILY	19.03.2002	1	1.644	
PEC İSTANBUL	STREET MILK IS EXPOSED TO SERIOUS HEALTH HAZARDS	NTVMSNBC.COM	WEB PAGE	20.03.2002	1	-	
PEC İSTANBUL	ATTENTION TO STREET MILK	HASANDAĞI GAZETESİ	DAILY	20.03.2002	0	500	
PEC İSTANBUL	STREET MILK IS AN OBVIOUS THREAT TO HEALTH	SABA İNTERNET	WEB PAGE	20.03.2002	0	-	
PEC İSTANBUL	STREET MILK IS AN OBVIOUS THREAT TO HEALTH	GAZİANTEP GÜNEŞ GAZETESİ	DAILY	22.03.2002	1	800	
PEC İSTANBUL	STREET MILK IS AN OBVIOUS THREAT TO HEALTH	YENİ MESAJ	DAILY	22.03.2002	2	4.695	
PEC İSTANBUL	STREET MILK IS AN OBVIOUS THREAT TO HEALTH	ANTALYA GAZETESİ	DAILY	23.03.2002	1	1.200	
PEC İSTANBUL	KAYSÜT PACKAGED THE STREET MILK	GÖZLEMÇİ	WEEKLY	25.03.2002	1	28.500	
PEC İSTANBUL	STREET MILK IS AN OBVIOUS THREAT TO HEALTH	ANTALYA EKONOMİ GAZETESİ	DAILY	26.03.2002	0	750	
PEC İSTANBUL	STREET MILK IS AN OBVIOUS THREAT TO HEALTH	GAZETE 34	DAILY	26.03.2002	1	6.500	
PEC İSTANBUL	OPEN MILK THREATEN TO HEALTH	GIDA	MONTHLY	01.04.2002	1	4.821	
PEC İSTANBUL	OPEN MILK THREATEN TO HEALTH	MEDICAL TEKNİK	MONTHLY	01.04.2002	1	4.447	
PEC İSTANBUL	OPEN MILK THREATEN TO HEALTH	ACTUEL MEDICINE	MONTHLY	01.04.2002	1	16.000	
PEC İSTANBUL	WE DRINK STREET MILK	ORTADOĞU	DAILY	02.04.2002	1	2.294	
PEC İSTANBUL	WE DRINK STREET MILK	İLK DAMGA	DAILY	02.04.2002	0	100.000	
PEC İSTANBUL	WE DRINK STREET MILK	POSTA	DAILY	02.04.2002	1	382.224	
PEC İSTANBUL	WE DRINK STREET MILK	TRABZON TÜRKSESİ	DAILY	02.04.2002	0	3.500	
PEC İSTANBUL	WE DRINK STREET MILK	ADANA EKSPRESS GAZETESİ	DAILY	02.04.2002	1	3.000	
PEC İSTANBUL	CITIZENS PREFER STREET MILK	BURSA OLAY GAZETESİ	DAILY	02.04.2002	0	9.000	
PEC İSTANBUL	TETRA PAK	CUMHURİYET	DAILY	03.04.2002	0	36.112	
PEC İSTANBUL	STREET MILK THREAT TO HEALTH	TAKVİM GAZETESİ	DAILY	05.04.2002	0	159.128	
PEC İSTANBUL	STREET MILK IS AN OBVIOUS THREAT TO HEALTH	ŞOK GAZETESİ	DAILY	05.04.2002	1	159.216	
PEC İSTANBUL	HEALTHY MILK	GÜNEŞ	DAILY	08.04.2002	0	109.330	
PEC ANKARA	OPEN MILK THREATEN TO HEALTH	TÜRKİYE ÇOCUK	MONTHLY	01.05.2002	1	6.244	
PEC ANKARA	INVATION TO HEALTH MILK SEMINAR WILL DONE	ANAYURT GAZETESİ	DAILY	02.05.2002	0	10.000	
PEC ANKARA	INVATION TO HEALTH MILK FROM TETRA PAK	YENİ ŞAFAK	DAILY	05.05.2002	0	33.999	
PEC ANKARA	OPEN MILK THREATEN TO HEALTH	EKONOMİ GAZETESİ	DAILY	08.05.2002	0	3.000	
PEC İZMİR	OPEN MILK IS THREATEN TO PEOPLES HEALTH	ANIMAL	MONTHLY	01.06.2002	1	7.500	
PEC İZMİR	OPEN MILK IS THREATEN TO PEOPLES HEALTH	-	MONTHLY	01.06.2002	0	-	
PEC KAYSERİ	INVATION TO HEALTH MILK SEMINAR IN KAYSERİ	KAYSERİ ANADOLU HABER	DAILY	01.06.2002	1	2.000	
PEC KAYSERİ	INVATION TO HEALTH MILK SEMINAR	KAYSERİ STAR HABER	DAILY	01.06.2002	0	2.500	
PEC KAYSERİ	INVATION TO HEALTH MILK SMINAR	YENİ KAYSERİ	DAILY	03.06.2002	0	2.500	

PEC KAYSERİ	INVATION TO HEALTH MILK SEMINAR	KAYSERİ AKIN GÜNLÜK	DAILY	04.06.2002	1	1.500
PEC KAYSERİ	INVATION TO HEALTH MILK SEMINAR	ADANA EKSPRES	DAILY	05.06.2002	0	3.000
PEC KAYSERİ	OPEN MILK IS THREATEN TO PEOPLES HEALTH	KAYSERİ AKIN GÜNLÜK	DAILY	05.06.2002	3	1.500
PEC KAYSERİ	INVATION TO HEALTH MILK SEMINAR	KAYSERİ GÜNDEM	DAILY	05.06.2002	0	1.800
PEC KAYSERİ	OPEN MILK IS THREATEN TO PEOPLES HEALTH	KAYSERİ STAR HABER	DAILY	06.06.2002	1	2.500
PEC KAYSERİ	OPEN MILK IS THREATEN TO PEOPLES HEALTH	İSTANBUL GAZETESİ	DAILY	07.06.2002	0	15.000
PEC KAYSERİ	DEATH THREATEN TO OPEN MILK	GÖZCÜ ASABI	DAILY	07.06.2002	1	125.971
PEC KAYSERİ	HEALTH MILK SEMINAR FROM TETRA PAK	DÜNYA	DAILY	07.06.2002	0	27.764
PEC KAYSERİ	OPEN MILK IS THREATEN TO PEOPLES HEALTH	KAYSERİ ANADOLU HABER	DAILY	07.06.2002	1	2.000
PEC KAYSERİ	OPEN MILK IS THREATEN TO PEOPLES HEALTH	KAYSERİ ANA HABER	DAILY	08.06.2002	0	2.000
PEC KONYA	HEALTHY MILK SEMINAR	TRT WEB PAGE	WEB PAGE	15.10.2002	0	
PEC KONYA	HEALTHY MILK SEMINAR	KONYA HAKİMİYET	DAILY	15.10.2002	0	2.200
PEC KONYA	HEALTHY MILK SEMINER IN KONYA	DÜNYA	DAILY	16.10.2002	0	27.764
PEC KONYA	HEALTHY MILK SEMINAR FROM TETRA	KONYA POSTASI	DAILY	16.10.2002	1	2.000
PEC KONYA	HEALTHY MILK SEMINAR	KIRIKKALE İL	DAILY	16.10.2002	0	1.000
PEC KONYA	HEALTHY MILK SEMINAR	KONYA MERHABA	DAILY	16.10.2002	0	2.000
PEC KONYA	DRINK HEALTHY MILK	KIBRISLI	DAILY	16.10.2002	1	2.000
PEC KONYA	CAN'T GIVE UP STERILIZED MILK	GÖZCÜ ASABI	DAILY	17.10.2002	1	125.971
PEC KONYA	BEWARE OF OPEN MILK	MİLLİYET	DAILY	18.10.2002	2	313.115
PEC KONYA	OPEN MILK IS DANGEROUS	SONSÖZ	DAILY	20.10.2002	1	600
PEC KONYA	OPEN MILK IS DANGEROUS	AKDENİZ HABER	DAILY	23.10.2002	1	400
PEC KONYA	BEWARE OF OPEN MILK	EKONOMİ	DAILY	23.10.2002	1	3.000
PEC KONYA	BEWARE OF OPEN MILK	İSTİKLAL	DAILY	24.10.2002	1	1.000
PEC KONYA	OPEN MILK THREATEN TO HEALTH	HASANDAĞI	DAILY	26.10.2002	0	500
PEC ESKİŞEHİR	OPEN MILK THREATEN TO PEOPLE HEALTH	İSTİKBAL	DAILY	20.12.2002	2	5.000
PEC ESKİŞEHİR	OPEN MILK IS DANGEROUS	ESKİŞEHİR BÜLTENİ	DAILY	20.12.2002	1	3.500
PEC ESKİŞEHİR	OPEN MILK THREATEN TO PEOPLE HEALTH	AK HABER	DAILY	20.12.2002	1	500
PEC ESKİŞEHİR	EXPLAIN ABOUT OPEN MILK	YENİDEN KURTULUŞ	DAILY	20.12.2002	2	500
PEC ESKİŞEHİR	OPEN MILK THREATEN TO HEALTH	İKİ EYLÜL	DAILY	20.12.2002	2	2.000
PEC ESKİŞEHİR	HEALTHY MILK SEMINAR WAS DONE	MİLLİ İRADE	DAILY	18.12.2002	0	1.500
PEC İSTANBUL ANADOLU	OPEN MILK THREATEN TO HEALTH	GAZETE 34	DAILY	21.12.2002	1	6.500
PEC İSTANBUL ANADOLU	PREFER TO PASTORIZED AND PACKED MILK	GAZETE 34	DAILY	23.12.2002	1	6.500
PEC İSTANBUL ANADOLU	INVITATION TO HEALTHLY MILK	CUMHURİYET	DAILY	24.12.2002	0	39.828
PEC İSTANBUL ANADOLU	INVITATION TO HEALTHLY MILK	DÜNYA	DAILY	24.12.2002	0	27.764
PEC İSTANBUL ANADOLU	ATTENTION! BAD MILK MAY KILL	CUMHURİYET	DAILY	25.12.2002	0	39.828
PEC İSTANBUL ANADOLU	OPEN MILK THREATEN TO HEALTH	ANADOLUDA VAKİT	DAILY	25.12.2002	1	46.860
PEC İSTANBUL ANADOLU	BEWARE TO OPEN MILK	TÜRKİYE	DAILY	25.12.2002	1	103.358
PEC İSTANBUL ANADOLU	OPEN MILK CAUSES DEAD	TAKVİM	DAILY	25.12.2002	0	168.443
PEC İSTANBUL ANADOLU	UNHEALTHY MILK CAN BE DEADLY	GAZETE HABERTÜRK	DAILY	25.12.2002	0	350.000
PEC İSTANBUL ANADOLU	OPEN MILK THREATEN TO HEALTH	YENİ ASYA	DAILY	27.12.2002	0	8.512
PEC İSTANBUL ANADOLU	UNHEALTHY MILK CAUSE INFECTION	ZAMAN TURKUJAZ	WEEKLY	29.12.2002	0	241.007
PEC İSTANBUL ANADOLU	OPEN MILK THREATEN TO HEALTH	GÜNEŞ	DAILY	02.01.2003	1	107.205
<b>TOTAL</b>					<b>62</b>	<b>3.742.614</b>