Museums are places where products of cultures and civilizations are collected and showcased. Expositions are a collection of mobile museums providing a temporary spotlight on these products. In the 2010 World Expo, tourists from all over the world set a new visiting record. One of the reasons behind the success was the undeniable influence of the media reporting. This study aimed to explore the contents of the feature reports from the print medium “az TRAVEL” regarding the 2010 World Expo relating to marketing communication. Qualitative research methods were used and this study summarized the effects of marketing communications concepts based on the findings. The expected outcome of this study was to be able to apply the findings from the analyses of the media reports regarding the World Expo to the marketing strategies of museums.