Connect with South Florida and Beyond
SOUTH FLORIDA MARKET POTENTIAL

Sixth Largest Metropolitan Area in the U.S.
2.3 million households | 6.2 million residents

#3 Hispanic Market
2.8 million Hispanics | 929,00 Hispanic households

11th in the Nation on Disposable Income & Annual Spend
$159 billion effective buying income & $136 billion spend

#8 Best City in America (Bloomberg Travel)
Diversity, quality of natural & built environments

Home to 3 International Airports
39.6 million passenger enplanements
2017 US ranking: MIA #14, FLL #21, PBI #54

#1 & #3 Cruise Ports in the world
8.6 million cruise passengers

Fortune 500 Companies

ABOUT US


Sun Sentinel Media Group brands create and distribute content across our media portfolio and beyond, offering integrated marketing, media, and business services to consumers and advertisers, including digital solutions and advertising opportunities.

Studio 1847 is a full-service agency offering a diverse national product portfolio positioned to grow your business by keeping your brand and message in the hearts and minds of your target demographic with expert efficiency.
MEDIA SOLUTIONS

SUN SENTINEL MEDIA CAPABILITIES

Our extensive media assets and partnerships allow us to provide strategic, targeted solutions to maximize the value of every advertising dollar invested.
REACH YOUR BEST PROSPECTS

SUNSENTINEL.COM -
Monthly average
Page Views: 20.5 million
Unique Visitors: 6 million
Visits: 7.4 million

AUDIENCE
679,000 South Florida adults

CIRCULATION
Sunday: 180,220
Weekday: 100,649

Sun Sentinel delivers:

Young adults: 18 to 54: 54% | College Educated: 66% (Index 117) | Affluent: Average HHI: $79,400

✓ 25% with Income over $100,000 – 28% more likely than the average South Floridian
✓ Home owners: 69% (Index 123)

Adults more likely to be in white collar occupations or be retired, travel local or internationally, visit casinos, have investments, plan to buy/sell house or a home improvement, shop at malls and other retail, spend time on social media and more...

Sources: Adobe Analytics Oct/17-Sept/18 – Monthly average. Sun Sentinel websites; Scarborough Research 2018 R1; AAM Audit Report June 2017 - Averages
CONNECT WITH NICHE GROUPS

El Sentinel/ElSentinel.com
#1 weekly Spanish-language publication in Broward and Palm Beach counties.
160,000 copies distributed every Thursday.

City & Shore Magazines/CityandShore.com
Upscale, lifestyle Magazine 46,000 copies monthly.
EXPLORE FLORIDA & THE CARIBBEAN - Upscale, travel Magazine - 150,000 copies - June/August.
C&S PRIME MAGAZINE - Upscale, Senior Citizens – published twice a year.

SouthFloridaParenting.com
South Florida Parenting is the destination for parents looking for events, information, tips and guides to help raise their families in the Sunshine State.
We have been informing parents for more than 40 years.

South Florida Community News/SFCommunityNews.com
11 hyper local community publications 300,000+ copies distributed weekly.
JEWISH JOURNAL - FLORIDAJEWISHJOURNAL.COM - Largest Jewish publication in Florida, five zones with 120,020 copies distributed weekly.
STAND OUT WITH HIGH IMPACT AD UNITS

Lighthouse
Maximum reach, high impact placement serves out of the masthead leaderboard unit

Takeover
Features full ownership of all ad units on the page for a single day

Spadea
Set your brand apart with an impossible to miss ad

SunNotes
Stand out and don’t be overlooked! Make sure your message stays home even longer!
We are Storytellers | Strategists | Collaborators | Producers | Partners

TELL YOUR STORY

- We take your story online, offline and to the epicenter of engagement.
- We tell your story through our collaborative strategy to reach audiences where they want to be found.
- We deliver your story across a variety of formats.
- The equation is simple: It’s our heritage plus your story. Together, we tell the most powerful tale.

Native Advertising
Distribution across our owned-and-operated sites.

Content Amplification
Content syndication or traffic referrals on our premium publisher network.

Social Sharing
Facebook Handshakes enable co-branded posts.

Additional Executions
Website, email, blog, etc.

social media  infographics  articles  blog posts  Videos and more…

Content
ENGAGE THE RIGHT AUDIENCE

ONLINE EXCHANGE

BEHAVIORAL
Targets a specific audience, rather than specific sites or content, including demographic, professional and past purchase activity online and offline.

CONTEXTUAL
Serves your ads around content, articles, sites based on a particular interest, theme or genre.

RETARGETING
Retargeting generates greater online sales by keeping your brand front and center when they’re ready to take action.

GEO TARGETING
Target your intended audience through Geo-targeting. Ads can be targeted based on zip code, city or state, will work to create a custom geo-targeted solution.
SHARE YOUR STORY

CONTENT CREATION AND SOCIAL MEDIA DISTRIBUTION

Leveraging the brand recognition and audience of the Sun Sentinel

FACEBOOK HANDSHAKE

- We create a branded content article about your products or services and feature it on our website. Your branded content article is shared on Sun Sentinel and/or El Sentinel South Florida Facebook feed.

FACEBOOK LIVE

- Connect, engage and interact with South Florida residents while positioning your brand as a partner and authority on a topic of interest.
- Broadcasted from South Florida Sun Sentinel media Facebook page(s)
DISPLAY YOUR STORY

PRE ROLL VIDEO

Your video spot appears before our video content. Available on all channels on SunSentinel.com

IN UNIT VIDEO AD

Video available within the ad unit space or as an expandable ad unit. User-initiated video and audio.

IN ARTICLE VIDEO AD

This desktop and mobile unit is a video push-down within the content of an article. Launches only when video is more than 50% in view. User-initiated audio.

ONLINE EXCHANGE

Your spot appears before video content across the web. Geo and Audience Target

YOUTUBE TRUEVIEW

Serve YouTube viewers a :15 and :30 second pre-roll ad. Pay per view. Geo and Audience Target.

CONNECTED TV

Connected TV is video served before premium content through apps. Geo and Audience Target.
PERSONALIZE YOUR STORY

Sun Sentinel Ad Mail / Newsletter Programs:

• Reach potential customers inboxes with a variety of targeted content via our weekly newsletters or with your customized Email, a powerful way to stay connected with your most loyal and engaged customers

• Bond with interested readers, who have opted-in to receive your message and are ready to take action on it

• Target your best prospects: by zip code, age, gender, household income, and more

• Choose from a wide range of newsletters including:
  • South Florida Breaking News Alerts
  • Morning Update
  • South Florida Parenting
  • The Eat Beat – Restaurants & Bars
  • And More!

PERSONALIZE YOUR STORY
ENHANCE YOUR DIGITAL STRATEGY

SOCIAL MEDIA ADVERTISING
Increase brand awareness, reach, traffic, social engagement, leads, conversions and more with social media ads on Facebook, Instagram, LinkedIn, Messenger and Pinterest.

SOCIAL MEDIA MANAGEMENT
Let us manage your day-to-day creation and publishing of posts – video, images, links. We optimize the posts through a boosted ad spend included in your package, and provide monthly reporting.

PODCASTS
Felonious Florida is the Sun Sentinel’s true crime podcast. Reporters Lisa Arthur and Juan Ortega bring you the stories of some of Florida’s most notorious and chilling cases. Season 2 available now!

PROGRAMATIC AUDIO
Target audio ads to relevant geos, time slots, audiences, and retarget users.

Our solution is currently integrated with Spotify, Triton, AdsWizz, TargetSpot and Soundcloud.

WEBSITE DEVELOPMENT
Trusted content experts to help you build a responsive website, including:
- Existing website content included in new site design
- SEO-friendly site structure
- Social media links
- Blogging platform, if needed
- Google Analytics and Webmaster tools
- SSL compliance
- XML sitemap

SEO/SEM
Increase your digital presence with a strong and relevant SEO website content.

Augment your visibility as people are searching for goods or services with Pay Per Click (PPC)
LEVERAGE THE POWER OF PRINT

INCREASE RETURN ON INVESTMENT WITH THE LARGEST NEWSPAPER IN THE MARKET

Source: AAM Audit Report, June 2017
DATA DRIVEN CONVERSIONS

Full service, strategic direct marketing, targeted solutions. We offer unmatched data and analytics capabilities that allow you to connect your prospects to the right demographic, geographic, and psychographic criteria.

Sophisticated data analytics
- Data Analysis | Recommendations
- KPI & Performance Goal Creation
- Customer Modeling | Look-alike Modeling
- Online Attribution | Offline Attribution
- Analytics & Data Systems Integration
- Data Visualization
- On-Demand Results Dashboards
- Data-Driven Actionable Insights
- Weekly Summary Reporting
- Business Intelligence Reporting

Data drives strategy

Strategy drives tactics
- Brand Voice | Market Positioning
- Customer Persona Development
- Consulting & Advisory Services
- Custom Messaging Architectures
- Database Marketing Strategies
- Multichannel Marketing Strategies
- Conversion Rate Optimization
- Lead Generation Program Development
- Marketing Automation Management
- Marketing Technology Platform Integration

Multichannel strategic thinking

Tactical expertise in traditional marketing and digital channels
- Landing Pages | Microsites
- Content Creation
- Native Advertising | Programmatic
- Performance & Paid Social
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Email Marketing
- Direct Mail | Print Media
- DRTV | Radio | Outdoor
- Online Video | Pre-Roll

Tactics drive results

We dive deep into data to find actionable insights that drive conversions and achieve business goals.
CONNECT WITH THE COMMUNITY VIA SUN SENTINEL EVENTS

- Reach a targeted/captive audience
- Enhance your community relations
- Increase brand awareness
- Generate leads and new contacts
- Flexible packaging and unique activations
- Extended presence beyond the event
THANK YOU

If you have any questions, please contact:

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