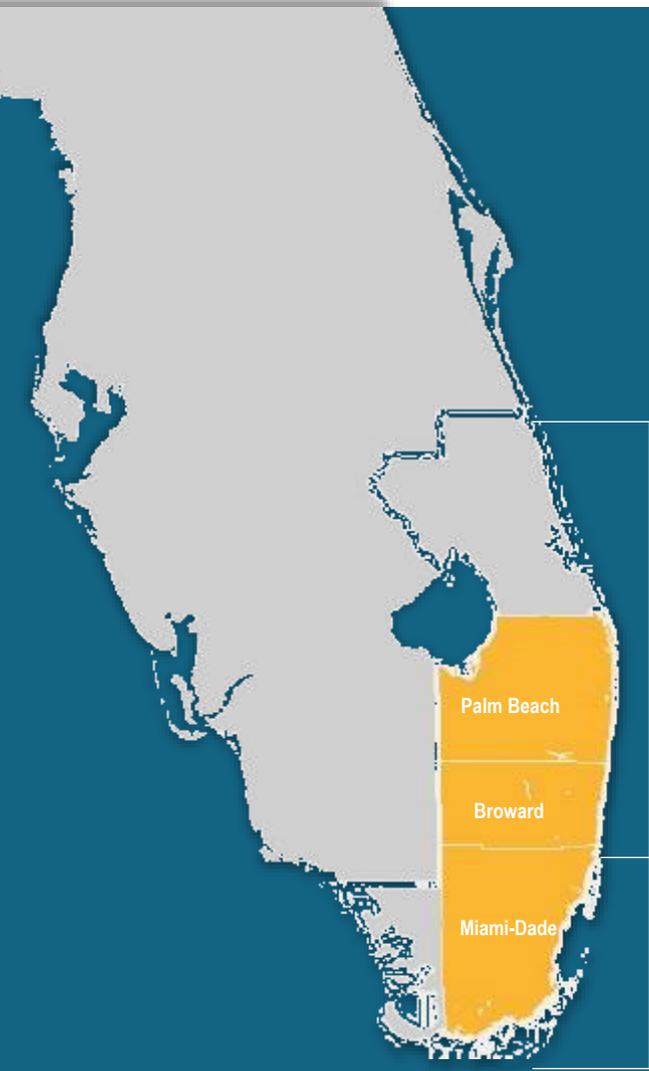


# Connect with South Florida and Beyond

**SunSentinel**  
MEDIA GROUP

# SOUTH FLORIDA MARKET POTENTIAL



West Palm Beach-Ft. Pierce DMA

Miami-Ft. Lauderdale DMA

**6<sup>th</sup>** 

**LARGEST METROPOLITAN AREA IN THE U.S.**

2.4M Households | 6.3M Residents

**FORTUNE 500**

World Fuel Service  
AutoNation  
NextEra Energy  
Office Depot

Jarden  
Ryder System  
Lennar Corp.  
Publix

**#3** 

**HISPANIC MARKET IN THE U.S.**

902K Households | 2.7M Residents

**#8** 

**BEST CITY IN AMERICA**

Bloomberg Travel

**HOME TO 3** 

**INTERNATIONAL AIRPORTS**

87.5M Passengers

**11<sup>th</sup>** 

**IN THE NATION ON DISPOSABLE INCOME & ANNUAL SPENDING**

\$176.9B Effective Buying Income  
\$140.5B Spend

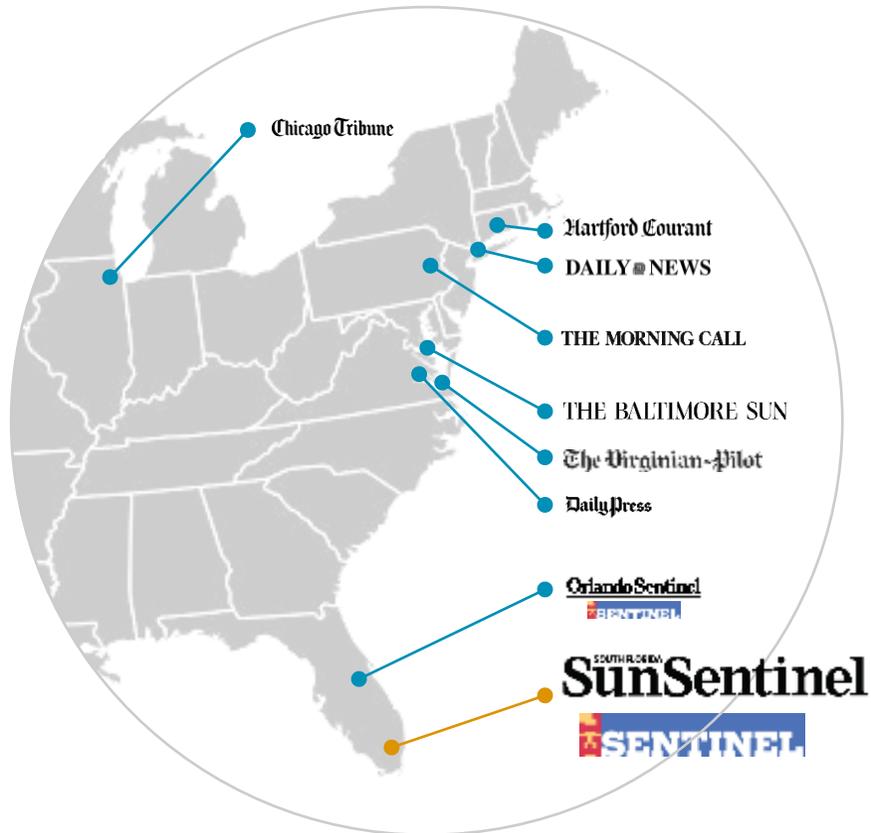
**#1 & #3** 

**CRUISE PORTS IN THE WORLD**

13.6M Cruise Passengers

# WHO WE ARE

**OUR UNIQUE POSITION,  
LEVERAGING OUR REACH, QUALITY &  
SCALE TO DELIVER BETTER RESULTS**



## TRIBUNE PUBLISHING BRAND

### NATIONAL REACH THROUGH LOCAL CONNECTIONS

Tribune Publishing Company (TPCO) operates nine local media businesses in eight markets. We create and distribute content across our media portfolio, offering integrated marketing, media, and business services to consumers and advertisers

## AWARD- WINNING JOURNALISM

### 2X GOLD MEDAL PULITZER PRIZE WINNER

The Sun Sentinel's Pulitzer Prize-winning journalism is committed to informing, inspiring and engaging the South Florida community. We provide multi-media solutions that connect with the community and produce results for our advertisers.

## TRUSTED LOCAL CONNECTION

### KPI & ROI FOCUS

As one of the most trusted brands in South Florida, we work closely with you to understand your goals and KPIs and then leverage our local market expertise to create and execute unique media programs to drive your target audience to take action.

## STRATEGIC MARKETING ARM

### EXPERTISE & RESULTS

We offer full-service marketing solutions, putting our knowledge and expertise to work for you! Whether you need research, marketing analytics, creative, multi-media strategy or campaign performance management, our customized solutions deliver results

# What We Offer

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

## Daily News

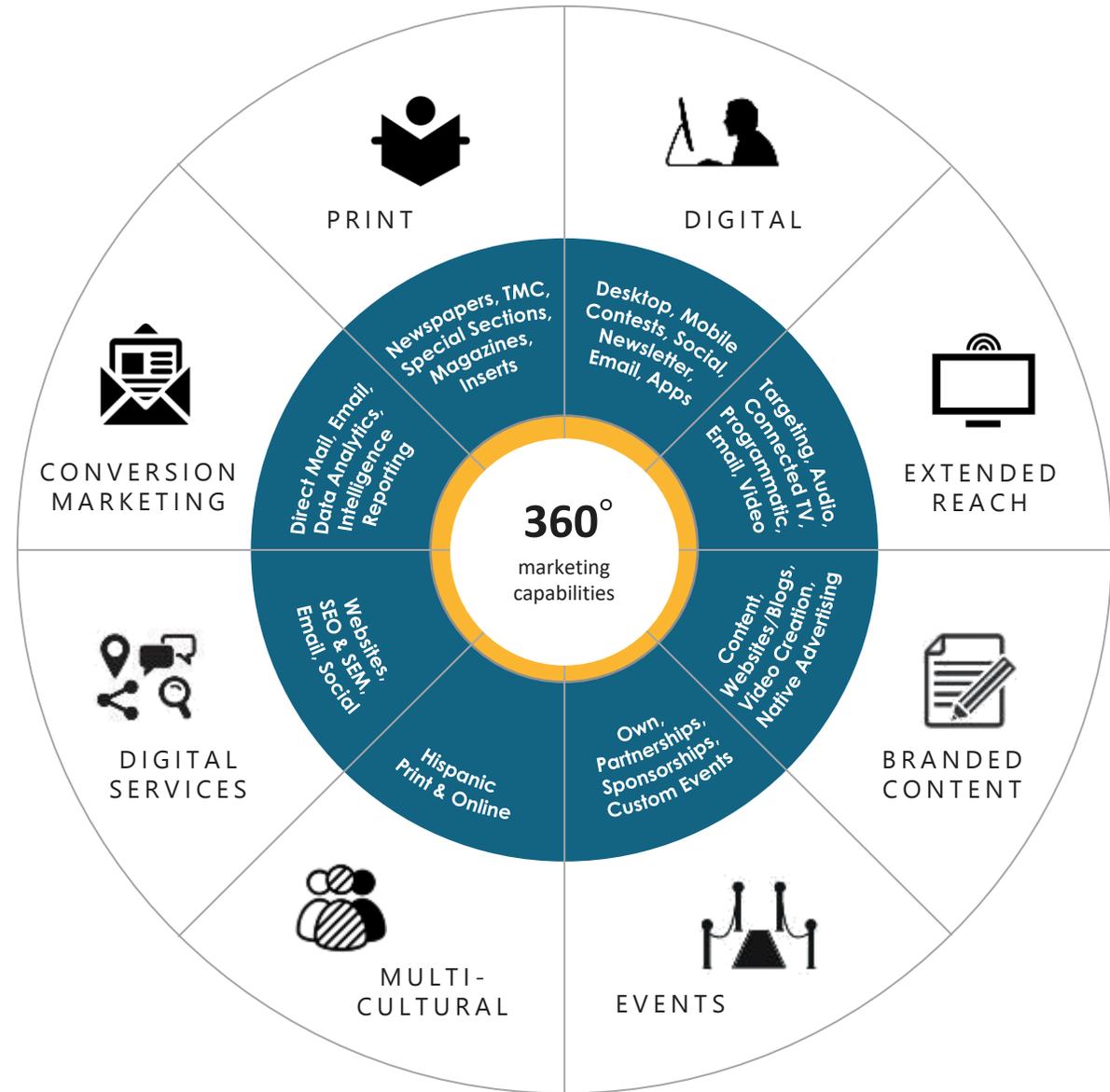
## Politics

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium

## Fashion

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur

# MULTIMEDIA INTEGRATED SOLUTIONS



# REACH A UNIQUE AUDIENCE



Sun Sentinel, South Florida's **trusted news source**, offers:

- A highly **engaged**, quality **audience**
- Guaranteed reach and impressions that allow building **strong, lasting consumer relationships**
- Unique **co-branding** opportunities that reinforce credibility and **brand perception**

## WEB TRAFFIC

	TOTAL	LOCAL
Page Views:	24.7M	12.9M
Unique Visitors:	6.6M	1.8M
Visits:	10M	3.6M
Avg. time spent:	8.19	10.59
Avg. Pages/UV:	4	7

## READERSHIP

Weekly readers:	683,200
Sunday readers:	455,600
Weekday readers:	279,000

# TARGET YOUR BEST PROSPECTS

**932,100** READERS WEEKLY IN  
PRINT OR ONLINE

## Sun Sentinel/SunSentinel.com audience:

**All ages:** median age: 50

Millennial (25-39)	24%
Gen X (40-54)	22%
Baby Boomers (55-69)	25%
Silent Generation (70+)	21%

**College Educated:** 66% (Index 116)

**Affluent:** Average HHI: \$83,500

- ✓ 27% with HH Income \$100,000+ (Index 118)
- ✓ 24% with Net Worth \$500,000+ (Index 124)

**Home-owners:** 66% (Index 112)



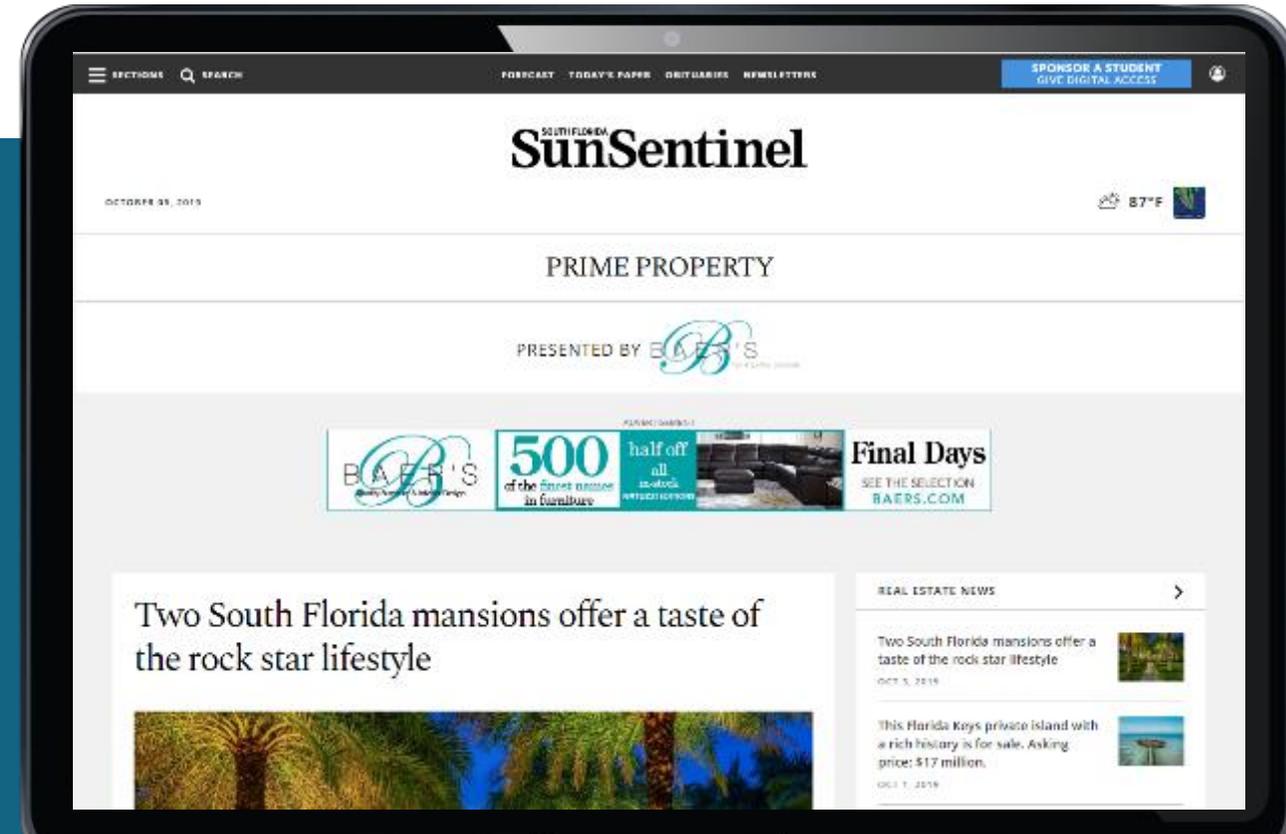
# ALIGN YOUR BRAND WITH TRUSTED CONTENT

## CUSTOM CHANNEL SPONSORSHIPS

By partnering with the Sun Sentinel, your business can sponsor any content on our website.

Own relevant content with exclusive fixed positions, keeping your business top-of-mind with South Floridians.

- Weather
- South Florida Parenting
- Doreen's Deals
- Seasonal Guides
- Holiday Guide
- Sports Teams (Dolphins, Heat, Panthers & Marlins)
- Travel
- Life's Victories
- Eating, Drinking & Restaurants
- Prime Time



# 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** - Travel Magazine -260,000 copies - distributed in South & Central Florida, Chicago & New York - May.

**PRIME MAGAZINE** - 100,000+ copies - Targeting active 50+ market - publishes March/November.

## 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



10 hyper local community publications, 300,000+ copies distributed weekly.

**JEWISH JOURNAL - FLORIDAJEWISHJOURNAL.COM** - Largest Jewish publication in Florida, five zones with 120,000+ copies distributed weekly.

# STAND OUT WITH HIGH IMPACT AD UNITS

## Lighthouse



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

## Take Over



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

## Sun Notes/Sticky Ads



Prominent positioning, allowing it to be the first thing a consumer sees on a page/channel. Stays in front of the customer longer

# TELL YOUR STORY

We are Storytellers | Strategists  
|Collaborators |Producers | Partners

- We take your story online, offline and to the epicenter of engagement.
- 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.**

## INFOGRAPHICS



## ARTICLES



## VIDEOS



## SOCIAL MEDIA



### 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.

# SHARE YOUR STORY

## Content creation and social media distribution

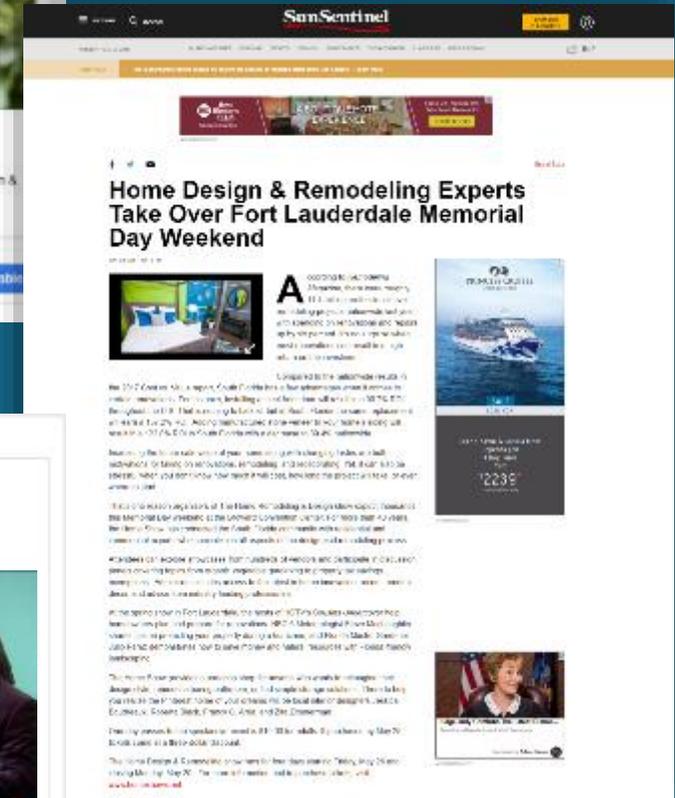
Leveraging the brand recognition and audience of the Sun Sentinel

## 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)



# PERSONALIZE YOUR STORY

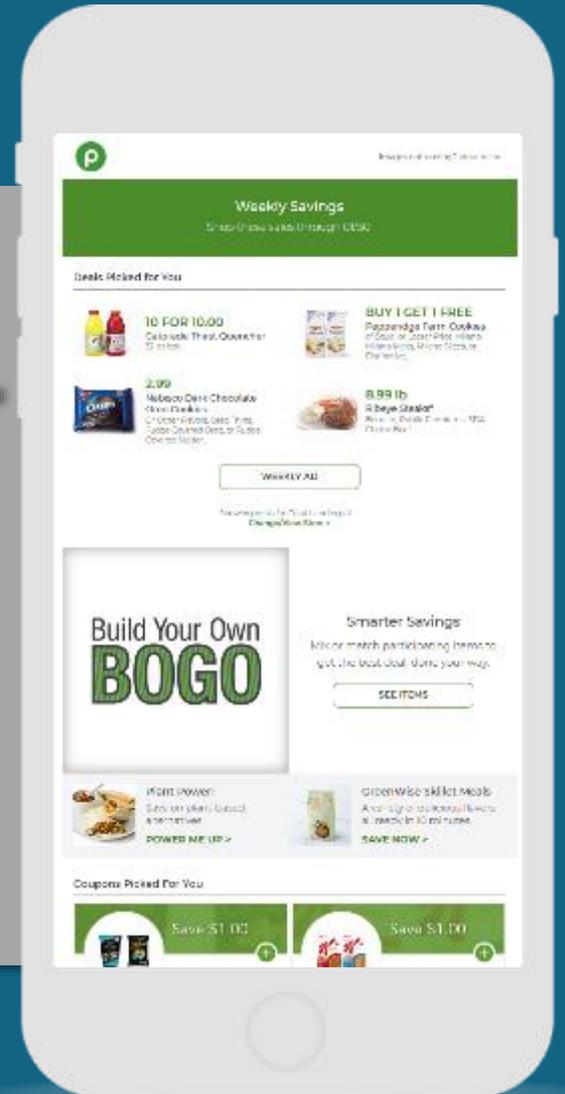
## Grow your audience

**Email marketing** is a powerful way to stay connected with your most loyal and engaged customers, as well as grow your consumer base.

Our team will track and optimize your email marketing campaign based on what tactic is driving the best results. We also have the capability to increase engagement by retargeting off email opens and clicks.

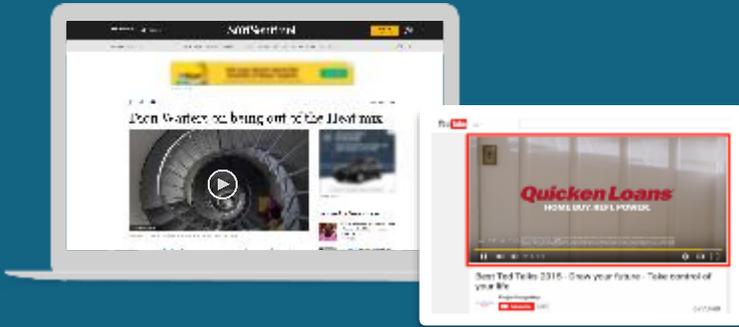
## YOUR AUDIENCE:

- Targeting TBD



# STREAM YOUR MESSAGE

## PRE ROLL VIDEO



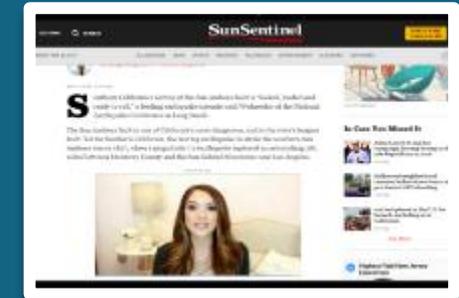
Your video spot appears before our video content. Available on all channels on SunSentinel.com, across the web & YouTube Trueview

## IN UNIT VIDEO AD



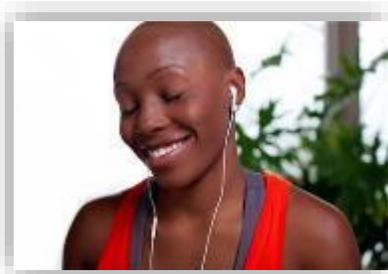
Video available within the ad unit space or as an expandable ad unit. User-initiated video and audio.

## 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.

## PROGRAMMATIC AUDIO



Access the premium inventory across main stream audio services. Omni channel approach with display banner ads. Targeting and real time optimization.

## CONNECTED TV



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

## DATA SEGMENTS



Pre-built or custom data segments help you target the ideal customer persona on SunSentinel.com and across the open web.

# EXTEND YOUR REACH

## Programmatic

With a focus on attribution and analytics, our team utilizes industry-leading demand side platforms to target your ideal audience wherever they go online.

Ads can feature calls-to-action in order to drive direct interest in new accounts or loans.



## BEHAVIORAL

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



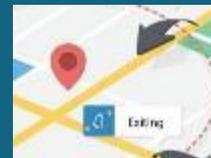
## CONTEXTUAL

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



## RETARGETING

Retargeting generates greater online sales by keeping your brand front and center when visitors are ready to take action.



## GEOFENCING

Draws a virtual radius around targeted physical location. As consumers enter the radius, they receive your ads via their phone.

# 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 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.

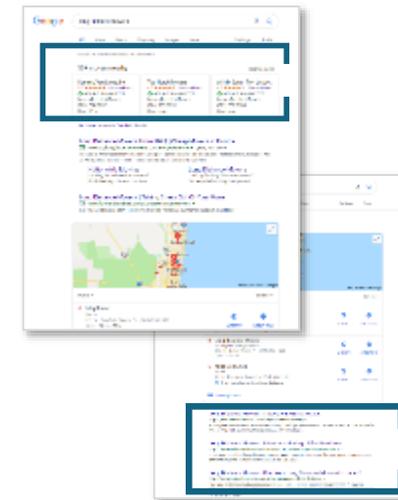
## WEBSITE DEVELOPMENT



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

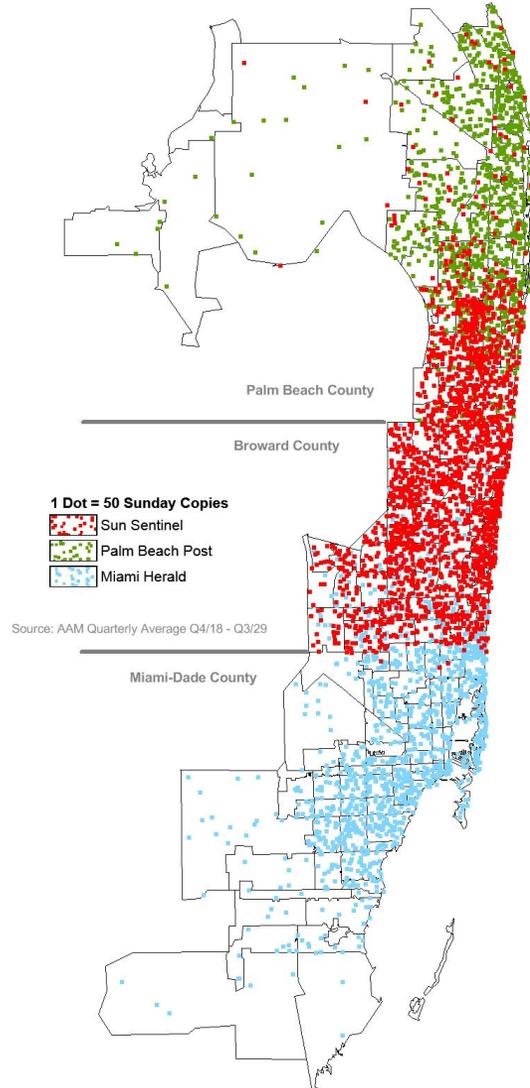
## SEO/SEM



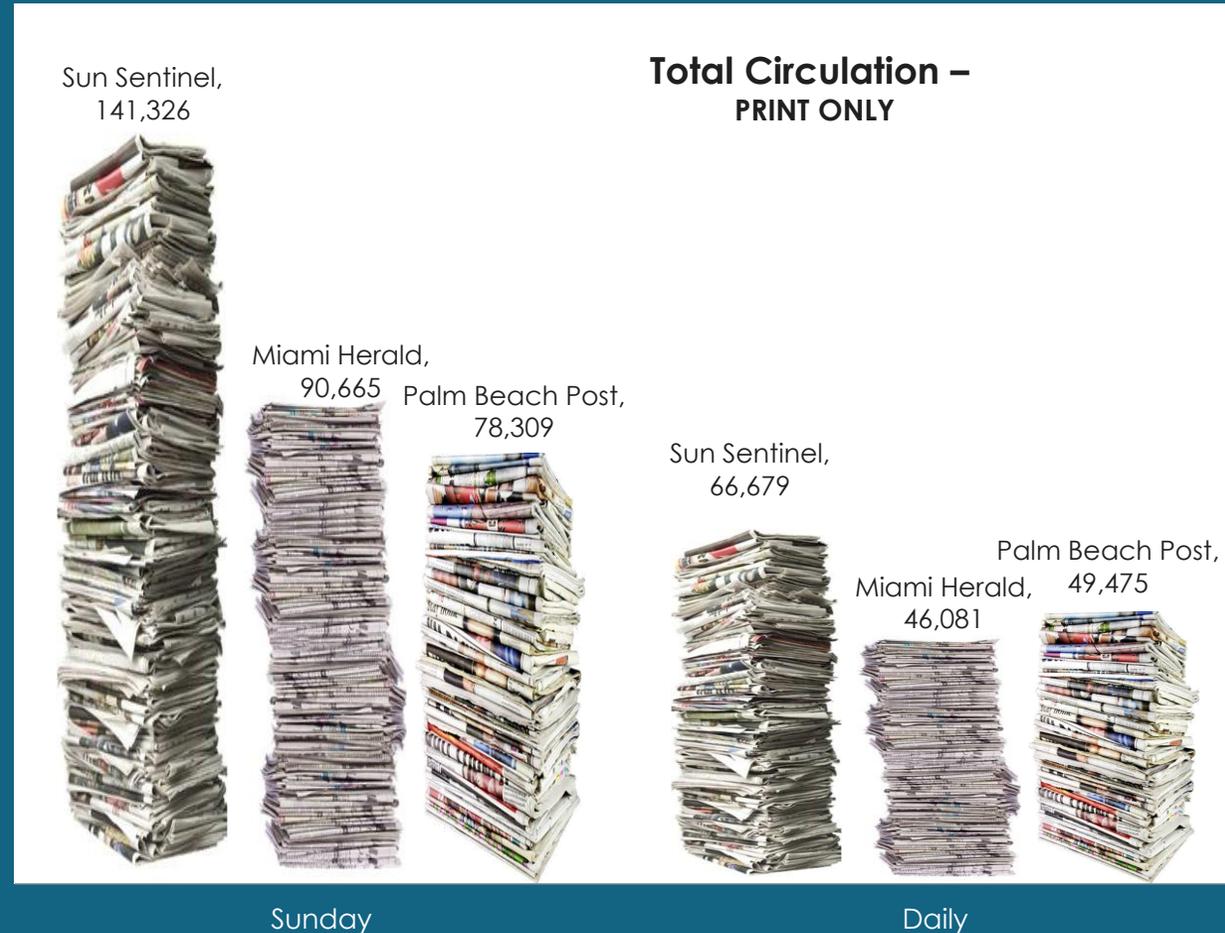
Increase your digital presence with a strong and relevant SEO website content.

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



# EXPAND YOUR COVERAGE

WITH SUN SENTINEL MEDIA GROUP INSERT SOLUTIONS

## TMC – Special Delivery/ Sun Sentinel



**Wednesday**

TMC Non-subscribers – 460,000  
 SS Wednesday average\* - 101,362

## El Sentinel



**Thursday**

# 1 Hispanic weekly - 160,000

## Deals Delivered



**Saturday**

Non-Subscriber - Opt-in  
 unduplicated households – 92,500

## Sunday Sun Sentinel

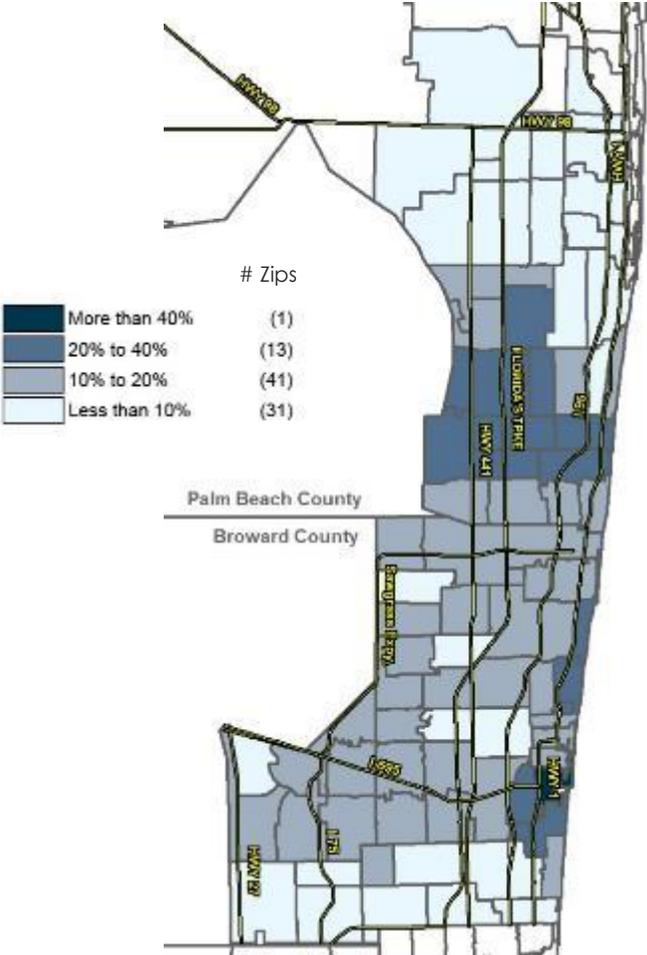


**Sunday**

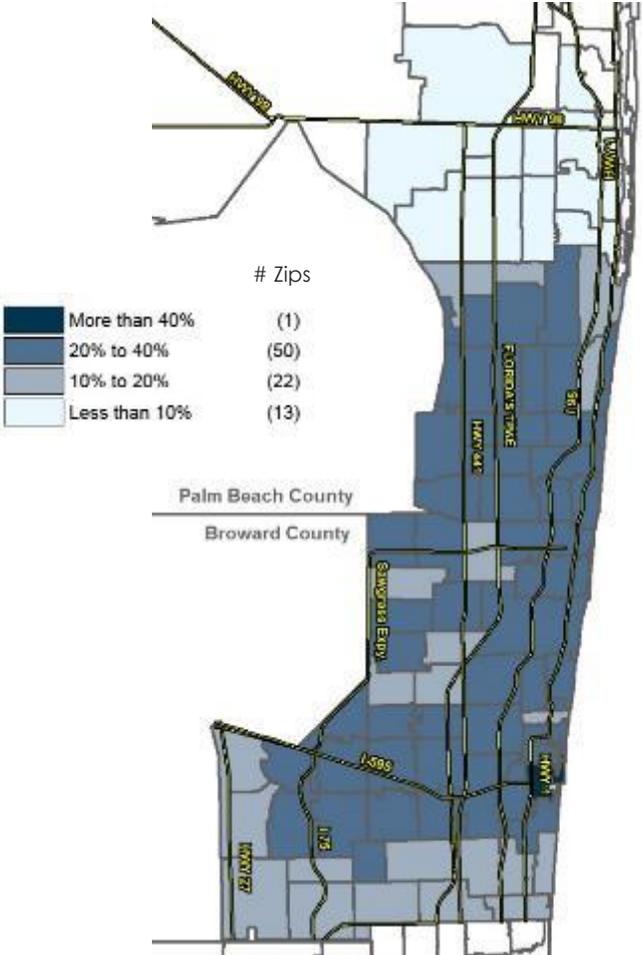
Newspaper inserts average\* –  
 141,326

# INSERTS – LAYERING SOLUTIONS

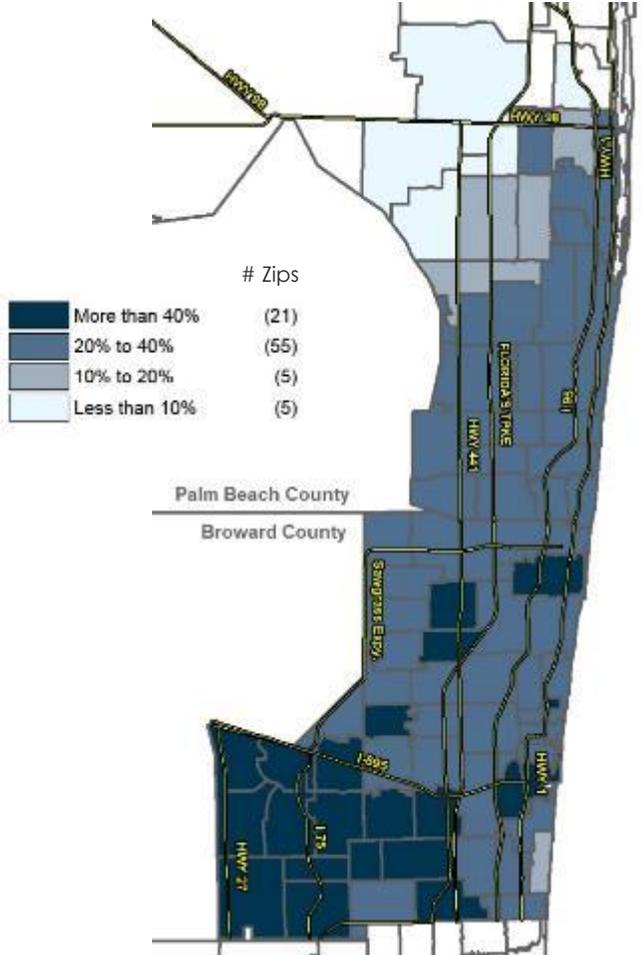
Sunday Sun Sentinel



Sunday Sun Sentinel + Deals Delivered



Sunday Sun Sentinel + Deals Delivered + El Sentinel



# MAKE CONNECTIONS WITH EVENTS

## SIGNATURE EVENTS

### PARTNERSHIPS · SPONSORSHIPS · CUSTOM-BUILT

We help advertisers strengthen their relationships with consumers, while providing extensive multimedia exposure to build awareness. Each event is unique!. Our events are creatively inspired, thoroughly planned and flawlessly executed to meet the highest expectations – of partners and attendees.

### PRIME EXPO



MARCH | Connect with a powerful, relevant audience of adults 50+

### EXCALIBUR AWARDS



MARCH | Interact with influential South Florida professionals

### TOP WORKPLACES



APRIL | Celebrate and align with the top companies in South Florida

### PARTY IN PINK



OCTOBER | Support the cause and mingle with a female audience as they celebrate Life's Success

## CUSTOM EVENTS

We offer event management from proposal and concept design through event execution. For example:

**PROSOCCER USA YOUTH CUP:** Weekend soccer tournament for teams from Florida, the Caribbean and beyond coordinated by TSG, presented by Publix and sponsored by Goya & Prosoccer USA



# OUR DIFFERENCE

## QUALITY

Trusted, award-winning content delivering quality & engaged audiences

## REACH

Local and national, loyal and engaged audiences at any level of their consumer journey.

## RESOURCES

Power of Tribune Publishing scale providing additional reach, resources and expertise

## EXPERTISE

Dedicated local team of experts working together to build strategic solutions based on advertiser's goals

## RESULTS

Data driven approach to insights, solutions, analytics and optimization to maximize ROI





THANK YOU

**SunSentinel**  
MEDIA GROUP