PARTNERING FOR SUCCESS

REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS
DEDICATED TO OUR ADVERTISERS’ SUCCESS

As your media partner, we are dedicated to your success in reaching your goals and delivering your KPIs. We have the resources and the scale to reach your desired audience – anyone, anytime, anywhere.
OUR UNIQUE POSITION

LEVERAGING OUR REACH, QUALITY & SCALE TO DELIVER BETTER RESULTS

48M UV’s/mo

AWARD-WINNING JOURNALISM
Our Pulitzer Prize-winning brands inform, protect, inspire and engage audiences with 10.1M readers weekly.

No. 1 Local Media

TRUSTED LOCAL CONNECTION
We create and distribute content connecting consumers and businesses.

KPI & ROI Focus

STRATEGIC MARKETING ARM
We develop and execute comprehensive marketing programs.

HIGH MARKET POTENTIAL

A Desirable Audience

South Florida includes two of the nation’s largest and fastest growing markets.

Sun Sentinel’s primary market straddles the two South Florida DMAs encompassing Broward and Palm Beach counties, the two most lucrative counties in South Florida – with more wealth, more buying power.

Source: Claritas, 2022 *based on Hispanic HHs..
LOCAL MASS REACH

1M WEEKLY READERS IN PRINT/ONLINE

NO.1 LOCAL DAILY NEWSPAPER & NEWS SITE IN PRIMARY MARKET AREA

29% WEEKLY NET REACH* IN PRINT AND/OR ONLINE WEEKLY

Source: Scarborough 2021, R1. Base: West Palm Beach and Miami/Ft. Lauderdale DMAs.
*Weekly net reach in primary market area includes Broward & Palm Beach counties
OUR AUDIENCE

WE REACH A QUALIFIED AUDIENCE OF UPSCALE, EDUCATED ADULTS WITH DISCRETIONARY INCOME

**SUN SENTINEL DEMOGRAPHICS**
READ IN PRINT OR ONLINE IN THE PAST 7 DAYS

- **$94,800**
  avg. household income
  ($12,900 Higher Than Mkt. Avg.)

- **48**
  average age
  (on Par with Mkt. Avg.)

- **69%**
  attended college
  (Index 118)

- **65%**
  homeowners
  (Index 109)

- **45%**
  white collar occupations
  (Index 108)

- **28%**
  Parent of children <18
  (Index 108)

Source: Scarborough 2021, R1. Base: West Palm Beach and Miami/Ft. Lauderdale DMAs.
WHAT WE OFFER
The variety and depth of our media capabilities enables us to develop more strategic solutions to maximize your investment.

REACHING ANYONE, ANYWHERE, ANYTIME
SUN SENTINEL
PRINT READERS

REACHING 678K/WEEK

287K Daily Readers  |  402K Sunday Readers

NO. 1 SOUTH FLORIDA’S LARGEST CIRCULATED DAILY NEWSPAPER

Source: AAM Audit Reports 2020; Scarborough 2021. R1. Reach based on West Palm Beach and Miami/Ft. Lauderdale DMAs.
INSERTS: A STEP ABOVE

With insert vehicles that deliver your message into the homes of our newspaper subscribers and non-subscribers, as well as zip code level zoning, targeting options are endless.

Layering multiple distribution methods allows you to reach the optimum penetration level for your product.

MORE ZONES, MORE OPTIONS, MORE PRECISE TARGETING

71% of NEWSPAPER INSERT READERS ACT ON THE ADVERTISING MESSAGE

TWO-THIRDS OF READERS REMEMBER ADS FROM NEWSPAPER INSERTS

Coda Ventures Triad Newspaper Ad Effectiveness Service. (Based on 300,000 newspaper readers from 2016 – 2018).
ONLINE READERS

11.9M
PAGE VIEWS/MO

5.5M
UNIQUE VISITORS/MO

SunSentinel.com

No. 1 LOCAL NEWS SITE IN PRIMARY MARKET

Source: Google Analytics, January–December 2021, (Traffic for SunSentinel.com only, does not include Apps, E-edition); Scarborough Research 2021

TARGETING

GEOGRAPHIC
CONTEXTUAL
DEMOGRAPHIC
BEHAVIORAL
DAYPARTING
AUDIENCE

E-EDITION
APPS
EMAIL
NEWSLETTERS
NEWS SHOW
RICH MEDIA
PAID POSTS
SWEEPSTAKES
CONTESTS
With prominent positioning and the ability to target, the lighthouse ad is the first thing a consumer sees on story-level pages.

This fixed position is an over-sized ad unit that can be manually collapsed by the user.

Take over the entire home page or section front. Own all ad units.

Light House Rich Media

Billboard Rich Media

DOMINATION

HOMEPAGE & SECTION FRONTS
CUSTOM CHANNEL SPONSORSHIPS

ALIGN YOUR BRAND WITH TRUSTED CONTENT

Connect your brand with our audience’s passions by aligning with our trusted News, Sports and Entertainment content, including:

- Travel
- Schools & Parenting
- Miami Dolphins
- Miami Heat
- High School Sports
- Miami Hurricanes
- Weather
E-EDITION
REACH SOME OF OUR MOST LOYAL, LOCAL & ENGAGED READERS

LOCAL READERSHIP UP 116% YOY

LOYAL
17M MONTHLY PAGE VIEWS
112K MONTHLY UNIQUE VISITORS

LOCAL
76% of page views are from the South Florida 2 DMAs, and 85% are from Florida

ENGAGED
14 minutes spent
72% Of views on tablet/desktop

We are a leader in South Florida mobile. Our mobile apps generate more than 1.5 MILLION SCREEN VIEWS MONTHLY.

**IOS APP**

- 1.4M SCREEN VIEWS/MO
- 46,600 UNIQUE VISITORS/MO

**ANDROID APP**

- 151,800 SCREEN VIEWS/MO
- 3,691 UNIQUE VISITORS/MO

Adults who use a mobile device to read a newspaper tend to be younger & more affluent than average.

Source: Google Analytics, January – December 2021; Scarborough 2021, R1.
**E-NEWSLETTERS**

Connect with a digital audience of engaged readers who have asked to receive updates on topics that interest them most. Daily and weekly newsletters are delivered directly to the in-boxes of SunSentinel.com subscribers. Plus, many of our newsletters are boosted to a targeted audience of non-subscribers to increase your reach. Your message is served in the form of highly visible marquee ads and includes all ad positions in the newsletter.

### DAILY E-NEWSLETTERS

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Description</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORNING UPDATE (Monday - Sunday)</td>
<td>Start your day with the top stories in South Florida.</td>
<td>30,800</td>
</tr>
<tr>
<td>BREAKING NEWS ALERTS (Monday - Sunday)</td>
<td>Get updates on developing stories as they happen with our free breaking news email alerts</td>
<td>49,200</td>
</tr>
<tr>
<td>DON’T MISS (Monday - Sunday)</td>
<td>News stories you don’t want to miss – all in one place.</td>
<td>49,200</td>
</tr>
</tbody>
</table>

### WEEKLY E-NEWSLETTERS

<table>
<thead>
<tr>
<th>Newsletter</th>
<th>Description</th>
<th>Subscribers</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE WEEKENDER</td>
<td>Get a roundup of the best events and things to do in South Florida so you can make it an epic weekend.</td>
<td>7,400</td>
</tr>
<tr>
<td>FAMILIES AND SAVINGS</td>
<td>Get deals to help you save and information for South Florida parents and families.</td>
<td>11,100</td>
</tr>
<tr>
<td>THE HEALTH REPORT</td>
<td>The latest health news, fitness science and nutritional updates to help you live longer and better.</td>
<td>1,800</td>
</tr>
<tr>
<td>MIAMI DOLPHINS (THE FINS FLASH)</td>
<td>Get updates on the Miami Dolphins, with insider info and analysis from our staff writers.</td>
<td>6,900</td>
</tr>
<tr>
<td>MIAMI HEAT SOURCE</td>
<td>See what’s buzzing about the Miami Heat, including game analysis, roster changes and more inside info.</td>
<td>5,300</td>
</tr>
<tr>
<td>MIAMI HURRICANES (THE U REPORT)</td>
<td>Keep your eye on Hurricanes football, basketball and more throughout the yr.</td>
<td>1,600</td>
</tr>
<tr>
<td>THE POWER LUNCH</td>
<td>A lunch-hour look at what’s trending in Florida politics.</td>
<td>5,600</td>
</tr>
<tr>
<td>THE EAT BEAT</td>
<td>Dining out, cooking in and all the South Florida restaurant news and information you need.</td>
<td>9,200</td>
</tr>
</tbody>
</table>

### ESSENTIAL SOUTH FLORIDA

What every South Floridian – newcomer or native – should know. Get insider tips, information and happenings.

Subscribers: N/A (Launched Nov 2021)

### Trending Weekly

Get a quick-read digest of the stories that were of most interest to South Floridians this week.

Subscribers: 44,500

### Don’t Miss

News stories you don’t want to miss – all in one place.

Subscribers: 49,200

### Milestones

- Subscribers: 49,200
- Subscribers: 30,800
- Subscribers: 14,000

Subscribers are estimates only and vary by day and week. Updated December 2021.
HISPANIC REACH
EL SENTINEL

130K
COPIES/WK

402K
PAGE VIEWS/MO

300K
UNIQUE VISITORS/MO

Weekly on Thursdays

NO. 1
Hispanic Weekly Publication in South Florida

Source: Google Analytics, January – December 2021; Scarborough Research 2021, R1; internal estimates
Our 9 community publications are hyper-local in nature, bringing to readers the most comprehensive neighborhood news, including city government coverage, crime and safety, business and real estate, schools and worship, sports and events. These weekly publications are included in the weekend editions of the Sun Sentinel and go to non-subscribers Wednesdays.

South Florida Community News offers its readers the best in community journalism and a targeted vehicle for our advertisers both in print and online at SFLCommunityNews.com.
The Jewish Journal, the country’s largest Jewish weekly publication, serves up local, national and international news, opinion, features, faith and events to South Florida’s vibrant Jewish community.

Both online at FloridaJewishJournal.com and in four local print zoned editions with a distribution of 96,000 in Palm Beach, Broward and Miami-Dade Counties.
City & Shore Magazine delivers dynamic, upscale, socially active readers with a rich, fashion savvy and glamorous lifestyle.

Containing a rich blend of editorial, full color photography and enticing advertising, City & Shore Magazine includes regular features such as fashion, home design, travel, financial, real estate, dining, arts and culture, society, health, automotive and entertainment.

City & Shore Magazine is delivered 10 times per year, including two travel editions, Explore Florida and the Caribbean, and two Prime editions, written for the active 50+ market.
**SUN SENTINEL 2022 EVENTS**

**APRIL 2, 2022 & NOVEMBER 2022**
**IN-PERSON EXPO (& ONLINE)**
**FT. LAUDERDALE MARRIOTT CORAL SPRING HOTEL & CONVENTION CENTER**

South Florida’s premier active-adult and senior living planning event. PRIME offers individuals and families a convenient, free comprehensive and interactive future planning resource.

**1,500+ ATTENDEES**

**AUDIENCE SNAPSHOT**
- Active & Health-Conscious Adults
- Adults 50+ & Seniors
- Children of Adults 65+

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**APRIL 27, 2022**
**IN-PERSON DINNER**

This event is a celebration of the area’s most elite employers who create excellence and employee engagement in the workplace. The competition culminates with an event that allows your business to meet and mingle with winners.

**1,500+ ATTENDEES**

**AUDIENCE SNAPSHOT**
- Professionals & Executives
- HR Professionals
- Community Leaders

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**MAY 6, 2022**
**IN-PERSON LUNCHEON**
**FLORIDA ATLANTIC UNIVERSITY**

Honoring and celebrating registered nurses throughout South Florida for making a difference in the lives of their patients, patient families and coworkers.

**150+ ATTENDEES**

**AUDIENCE SNAPSHOT**
- Healthcare Workers
- Community Business Leaders
- Professionals & Executives
- Local Families & Patients

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**OCTOBER 2022**
**IN-PERSON**

We’re going PINK all month long! Join us for a series of breast cancer awareness and women empowerment events throughout the month of October. A variety of events will feature a mix of inspirational keynote speakers, educational panel conversations and fun entertainment.

**300+ ATTENDEES**

**AUDIENCE SNAPSHOT**
- Women 35+
- Healthy lifestyle enthusiasts
- Once in a lifetime exclusive experiences
THANK YOU

LET’S REACH MORE . . . TOGETHER