



REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

PARTNERING FOR SUCCESS

SunSentinel
MEDIA GROUP

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.

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MARKET	4	Our Coverage Area
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OUR UNIQUE POSITION



56.4M
UV's/mo

AWARD-WINNING JOURNALISM
Our Pulitzer Prize-winning brands inform, protect, inspire and engage audiences with 9.5M 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.

LEVERAGING OUR REACH,
QUALITY & SCALE TO DELIVER
BETTER RESULTS



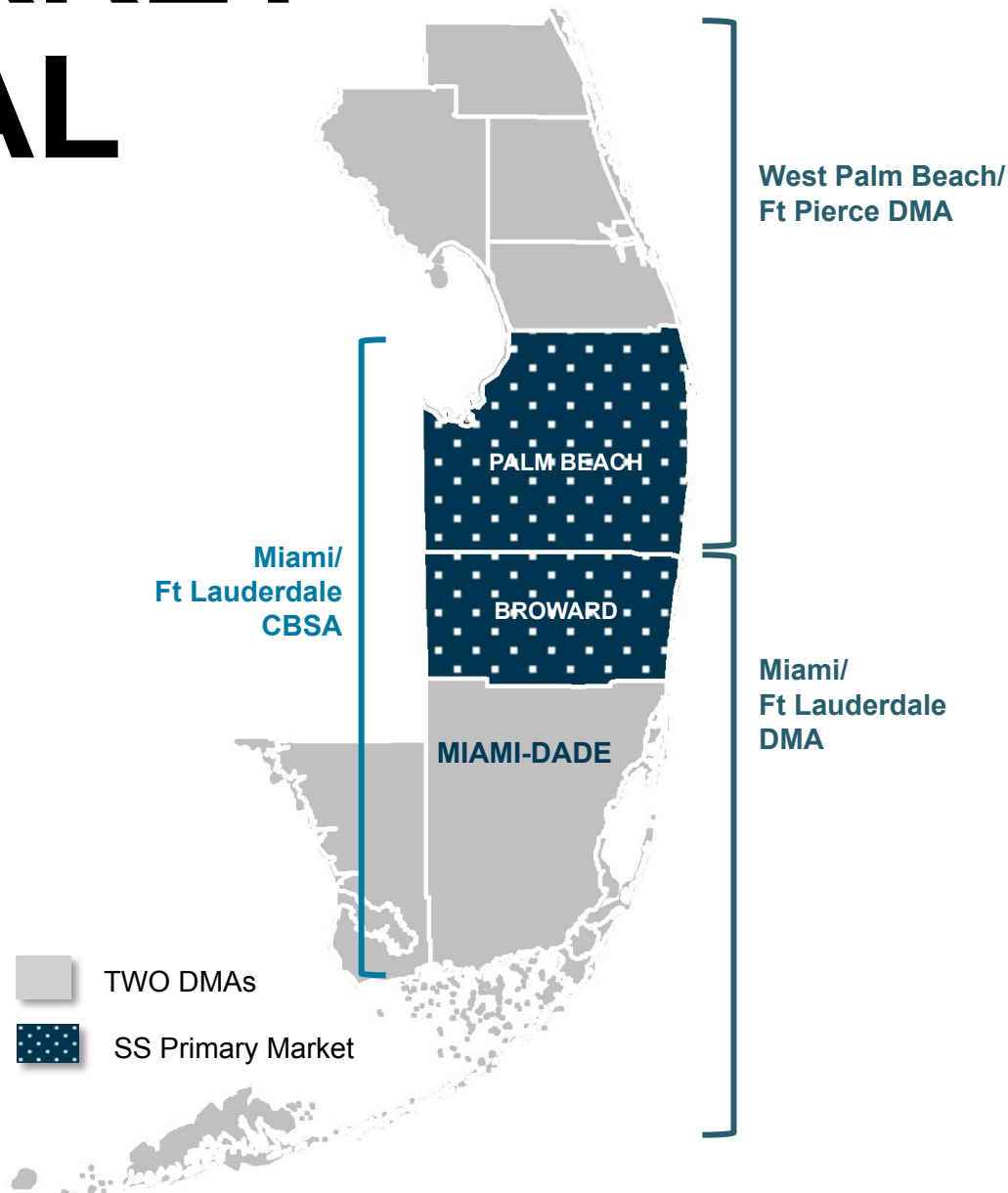
NO. 1 MEDIA COMPANY
IN 6 OF 8 MARKETS

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..

7M

PEOPLE in 2 DMAs

16TH

LARGEST DMA (Mia)
WPB DMA 40th

17TH

Fastest growing DMA in
U.S. By Total
Population Change

3RD

Largest DMA for Hispanics*
4th fastest growing DMA by
Total Hispanic Change

LOCAL MASS REACH

782K WEEKLY READERS IN
PRINT/ONLINE



NO.1

LOCAL DAILY
NEWSPAPER & NEWS SITE
IN PRIMARY MARKET
AREA

22%

WEEKLY NET REACH*
IN PRINT AND/OR
ONLINE WEEKLY

Source: Scarborough 2022, R1. Total reach includes West Palm Beach and Miami/Ft. Lauderdale DMAs. Primary market area includes Broward & Palm Beach counties.

*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

\$102,500

avg. household income
(\$18,100 Higher Than Mkt.
Avg.)

50

average age
(on Par with Mkt. Avg.)

36%

college graduates
(Index 120)

70%

homeowners
(Index 112)

48%

white collar
occupations
(Index 115)

28%

parent of children <18
(Index 112)

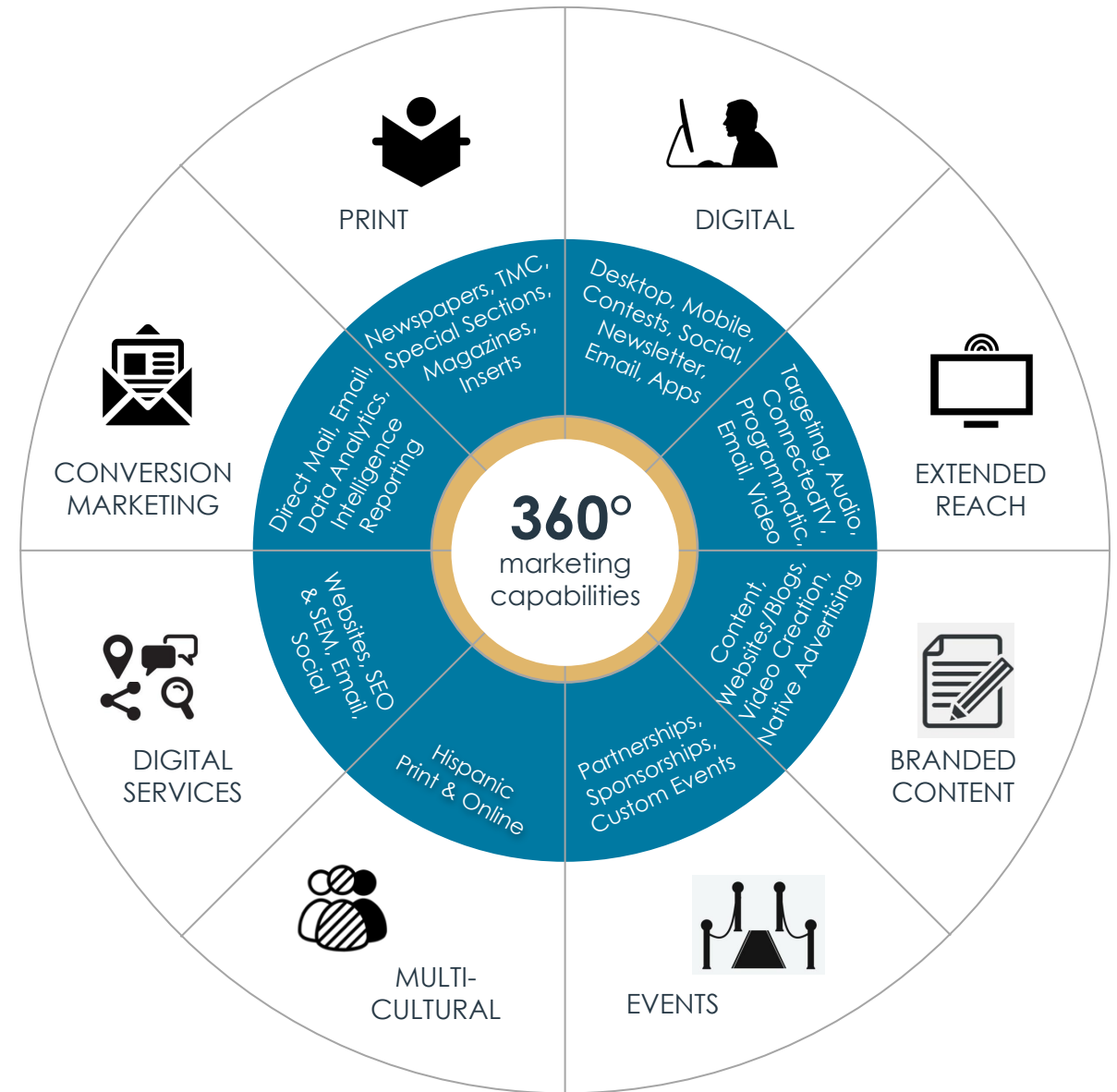
MULTIMEDIA

INTEGRATED SOLUTIONS



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

INSERTS SPECIAL SECTIONS
HIGH IMPACT TARGETING
MAGAZINES



SUN SENTINEL PRINT READERS REACHING 517K/WEEK

222K
Daily Readers

337K
Sunday Readers



NO. 1 SOUTH FLORIDA'S LARGEST CIRCULATED
DAILY NEWSPAPER

INSERTS: A STEP ABOVE

MORE ZONES, MORE OPTIONS,
MORE PRECISE TARGETING

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.



Sun Sentinel
**Sundays &
Wednesdays**



Total Coverage
Wednesdays
Non-Subs



Zoned Pubs
Wednesdays
Non-Subs



El Sentinel
Thursdays
Hispanic Targeted

71% of NEWSPAPER INSERT READERS
ACT ON THE ADVERTISING MESSAGE

TWO-THIRDS OF READERS **REMEMBER**
ADS FROM NEWSPAPER INSERTS

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



ONLINE READERS

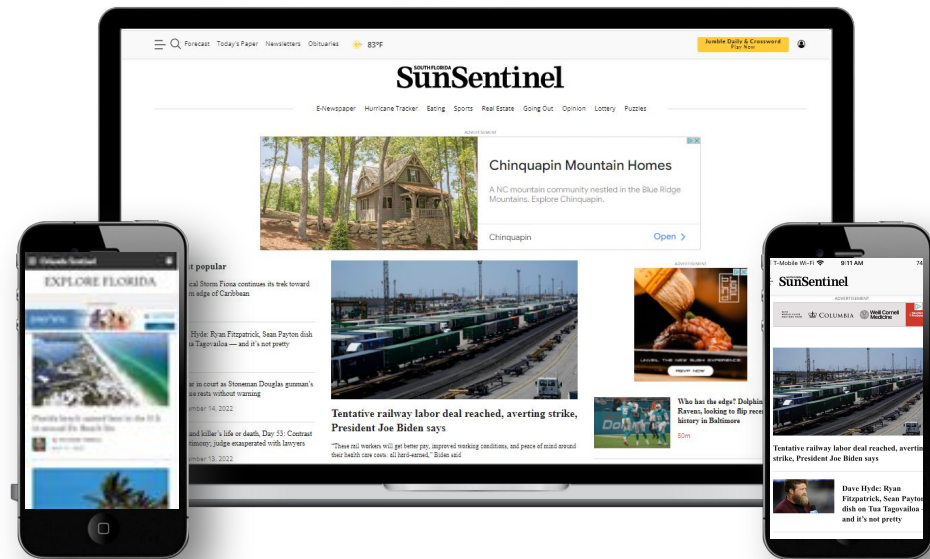
11.9M

PAGE VIEWS/MO

5.5M

UNIQUE VISITORS/MO

SunSentinel.com



No. 1 LOCAL NEWS SITE IN PRIMARY MARKET

E-EDITION
APPS
EMAIL
NEWSLETTERS
NEWS SHOW
RICH MEDIA
PAID POSTS
SWEEPSTAKES
CONTESTS

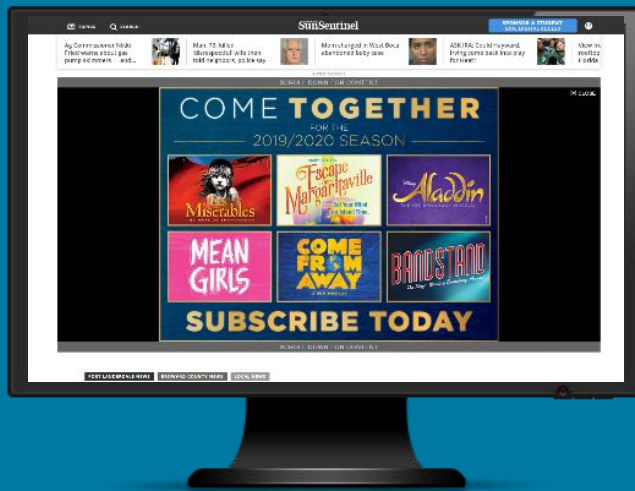
TARGETING

GEOGRAPHIC
CONTEXTUAL
DEMOGRAPHIC
BEHAVIORAL
DAYPARTING
AUDIENCE



HIGH IMPACT RICH MEDIA

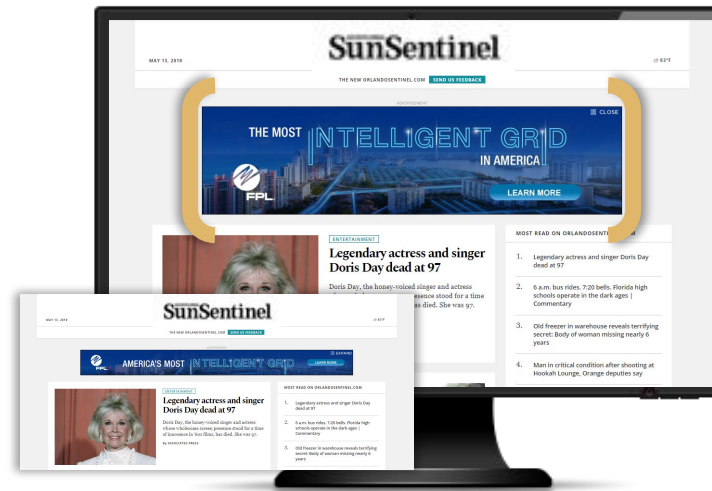
LIGHTHOUSE STORY LEVEL



Light House Rich Media

With prominent positioning and the ability to target, the lighthouse ad is the first thing a consumer sees on story-level pages.

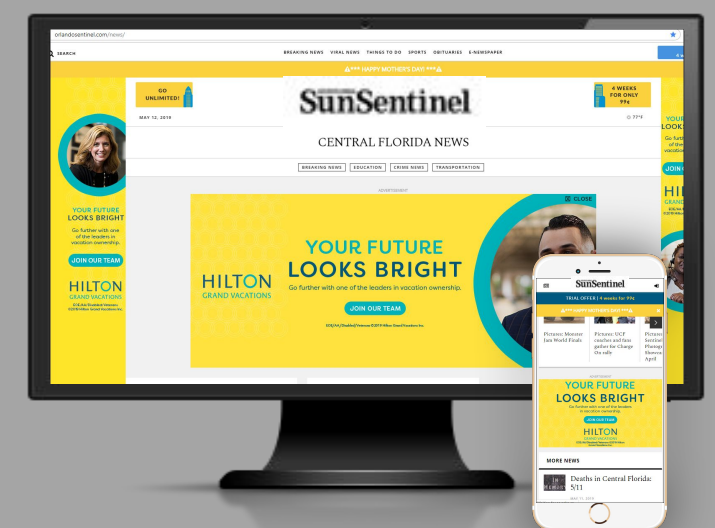
BILLBOARD HOMEPAGE & SECTION FRONTS



Billboard Rich Media

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

DOMINATION HOMEPAGE & SECTION FRONTS



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

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 **56%** in past 2 years

[Sun Sentinel E-Edition](#)



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

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

MORNING UPDATE

(Monday - Sunday)

Start your day with the top stories in South Florida.

Subscribers: 26,900

BREAKING NEWS ALERTS

(Monday - Sunday)

Get updates on developing stories as they happen with our free breaking news email alerts

Subscribers: 64,300

DON'T MISS

(Monday - Sunday)

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

Subscribers: 64,200

WEEKLY E-NEWSLETTERS

THE WEEKENDER

Get a roundup of the best events and things to do in South Florida so you can make it an epic weekend.

Subscribers: 5,700

+ Boosted with 100K Email Delivery

FAMILIES AND SAVINGS

Get deals to help you save and information for South Florida parents and families.

Subscribers: 9,500

+ Boosted with 100K Email Delivery

TRENDING WEEKLY

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

Subscribers: 43,400

THE POWER LUNCH

A lunch-hour look at what's trending in Florida politics.

Subscribers: 4,300

+ Boosted with 100K Email Delivery

THE HEALTH REPORT

The latest health news, fitness science and nutritional updates to help you live longer and better.

Subscribers: 1,800

+ Boosted with 100K Email Delivery

MIAMI DOLPHINS

(THE FINS FLASH)

Get updates on the Miami Dolphins, with insider info and analysis from our staff writers.

Subscribers: 6,300

+ Boosted with 100K Email Delivery

MIAMI HEAT SOURCE

See what's buzzing about the Miami Heat, including game analysis, roster changes and more inside info.

Subscribers: 5,000

+ Boosted with 100K Email Delivery

MIAMI HURRICANES

(THE U REPORT)

Keep your eye on Hurricanes football, basketball and more throughout the yr.

Subscribers: 1,000

+ Boosted with 100K Email Delivery

ESSENTIAL SOUTH FLORIDA

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

Subscribers: 2,100

+ Boosted with 100K Email Delivery

THE EAT BEAT

Dining out, cooking in and all the South Florida restaurant news and information you need.

Subscribers: 8,900

+ Boosted with 100K Email Delivery

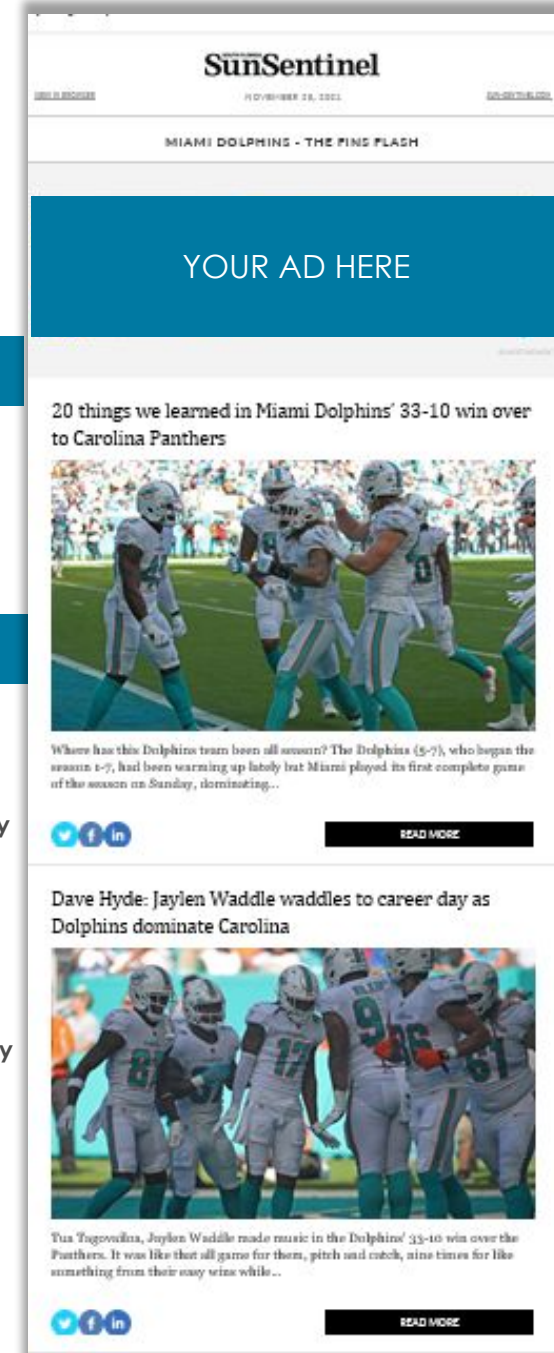
EXPLORE FLORIDA & THE CARIBBEAN

For South Floridians who love to get away, near and far. Tips and ideas for exploring the region and beyond.

Subscribers: 2,300

+ Boosted with 100K Email Delivery

Subscribers are estimates only and vary by day and week. Updated July 2022.





HISPANIC REACH

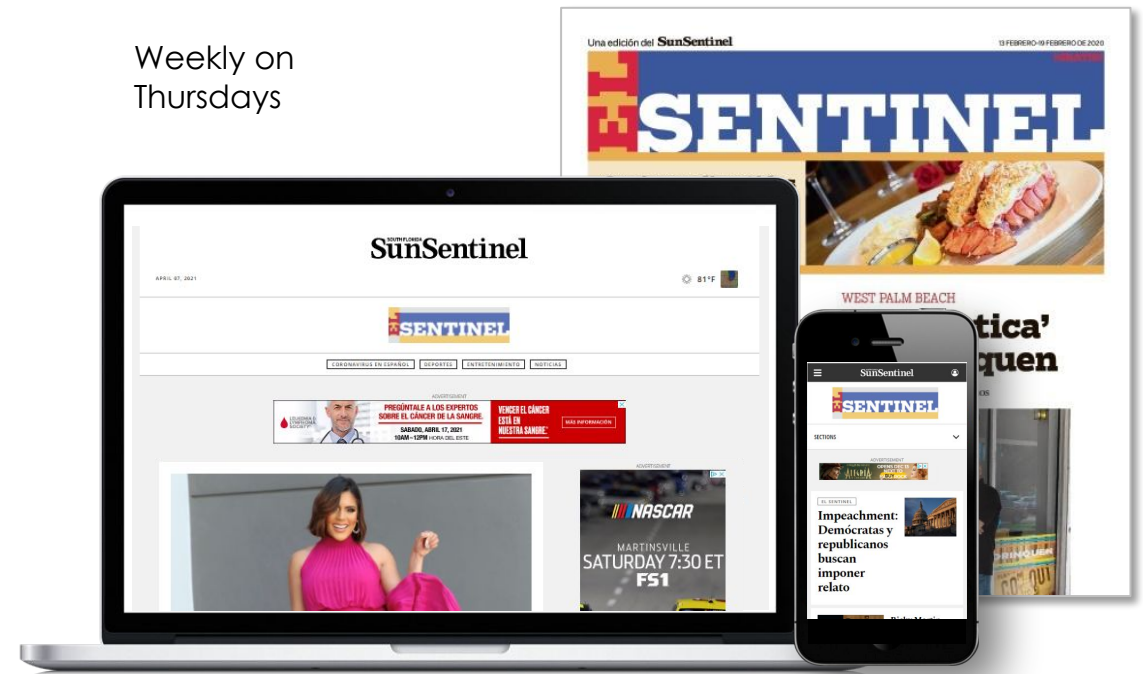
EL SENTINEL

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 2022, R1; internal estimates

SOUTH FLORIDA

COMMUNITY NEWS

PROVIDING READERS WITH NEWS ABOUT
THEIR NEIGHBORHOOD



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.

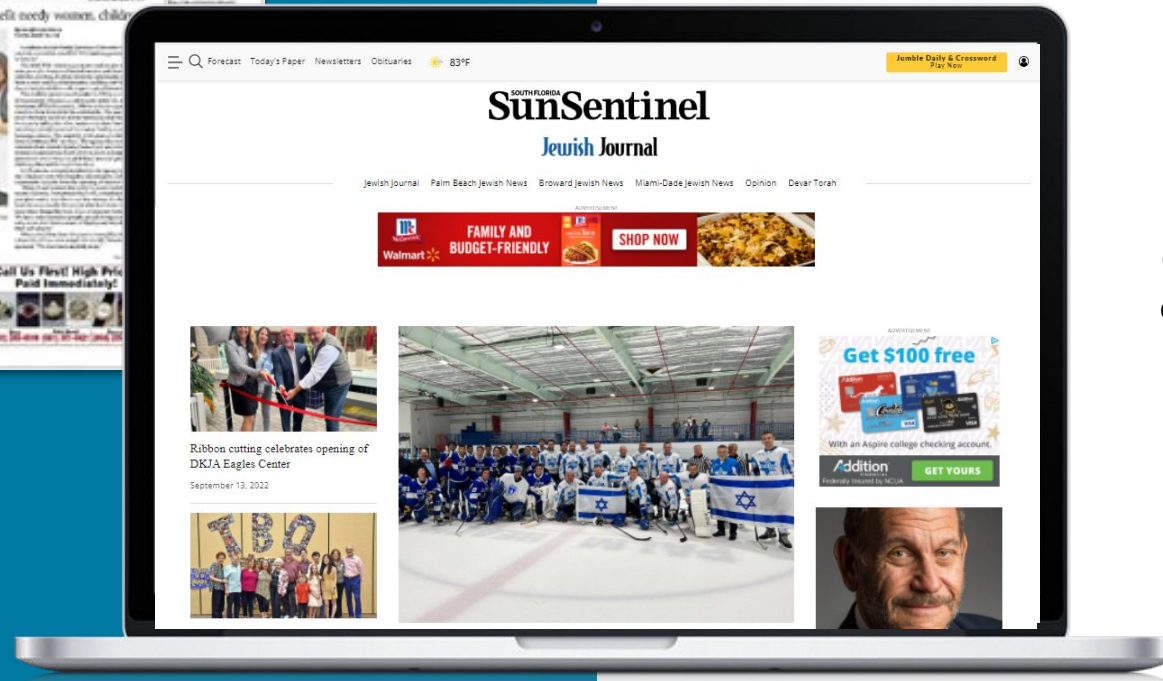
South Florida Community News offers its readers the best in community journalism and a targeted vehicle for our advertisers both in print and online at **SFLCommunityNews.com**

JEWISH JOURNAL

REACH THE JEWISH COMMUNITY



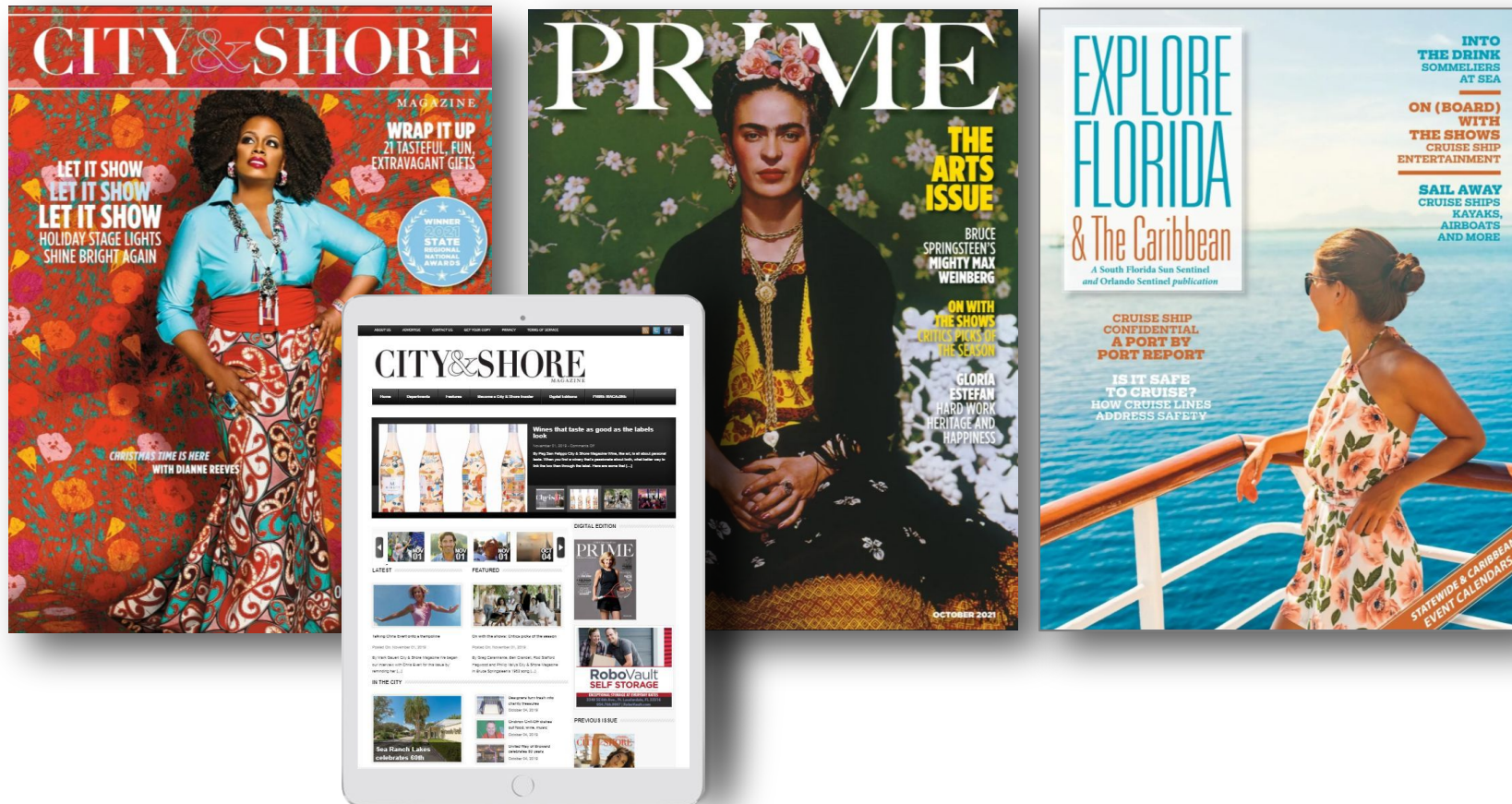
The **Jewish Journal**, the country's largest Jewish weekly publication, serves up local, national and international news, opinion, features, faith and events to South Florida's vibrant Jewish community.



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

SOUTH FLORIDA'S LEADING LUXURY
LIFESTYLE MAGAZINE



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 & OCTOBER 30, 2022

IN-PERSON

APR - FT. LAUDERDALE MARRIOTT CORAL SPRINGS
OCT - BOCA RATON MARRIOTT AT BOCA 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+



APRIL 27, 2022

IN-PERSON DINNER/FT. LAUDERDALE
MARRIOTT CORAL SPRING HOTEL &
CONVENTION CENTER

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.

400+ ATTENDEES



AUDIENCE SNAPSHOT

- Professionals & Executives
- HR Professionals
- Community Leaders



MAY 6, 2022

ONLINE

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

**IMMERSIVE
CONTENT EXPERIENCE**



AUDIENCE SNAPSHOT

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



OCTOBER 30, 2022

IN PERSON & ONLINE

Join us as we go PINK all month long. We'll feature breast cancer awareness content throughout the month of October; beginning with our annual Life's Victories series that spotlights inspiring stories of local survivors. We'll wrap National Breast Cancer Awareness with a "Come Together for a Cause" brunch featuring a keynote speaker, local community partners, fundraising activities, survivor stories & all things pink!

**IMMERSIVE
CONTENT EXPERIENCE
200+ ATTENDEES**



AUDIENCE SNAPSHOT

- Women 35+
- Healthy lifestyle enthusiasts
- Once in a lifetime exclusive experiences

A photograph of a young man and woman walking together on a city street. The woman is in the foreground, wearing a white tank top and a pink bag, with her hair in a braid. The man is behind her, wearing a white button-down shirt. They are both smiling. The background shows a blurred city street with trees and buildings. The entire image is framed by a blue border.

THANK YOU

LET'S REACH MORE . . . TOGETHER

SunSentinel
MEDIA GROUP