

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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OUR UNIQUE POSITION



56.4M
UV's/mo

AWARD-WINNING JOURNALISM
Our Pulitzer Prize-winning brands inform, protect, inspire and engage audiences with 9M 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

THE MARKET IS BOOMING!

1 Million

Snowbirds flock
to Florida each
year



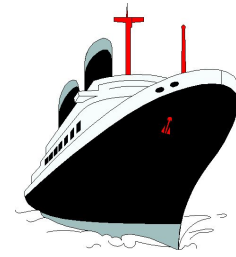
**#1 State to
Move to**

600 new residents
a day



**7 Fortune 500
Companies**

headquartered here due to
Pro-Business policies, costs and
streamlined regulatory
environment



#1 & #3

Cruise Ports
in the World

#1 Port of Miami

#2 Cape Canaveral

#3 Port Everglades
(Fort Lauderdale)

**40 Million
Tourists**

visit South Florida
annually



South Florida is
**Larger than
36 States**

7 million people
(2 DMAs)

West Palm Beach-
Indian River DMA

Miami -
Ft. Laud. DMA

Home to
5 Pro Sports Teams



**7 Local Public
Colleges & Universities**

& hundreds of private institutions
including University of Miami &
NOVA Southeastern

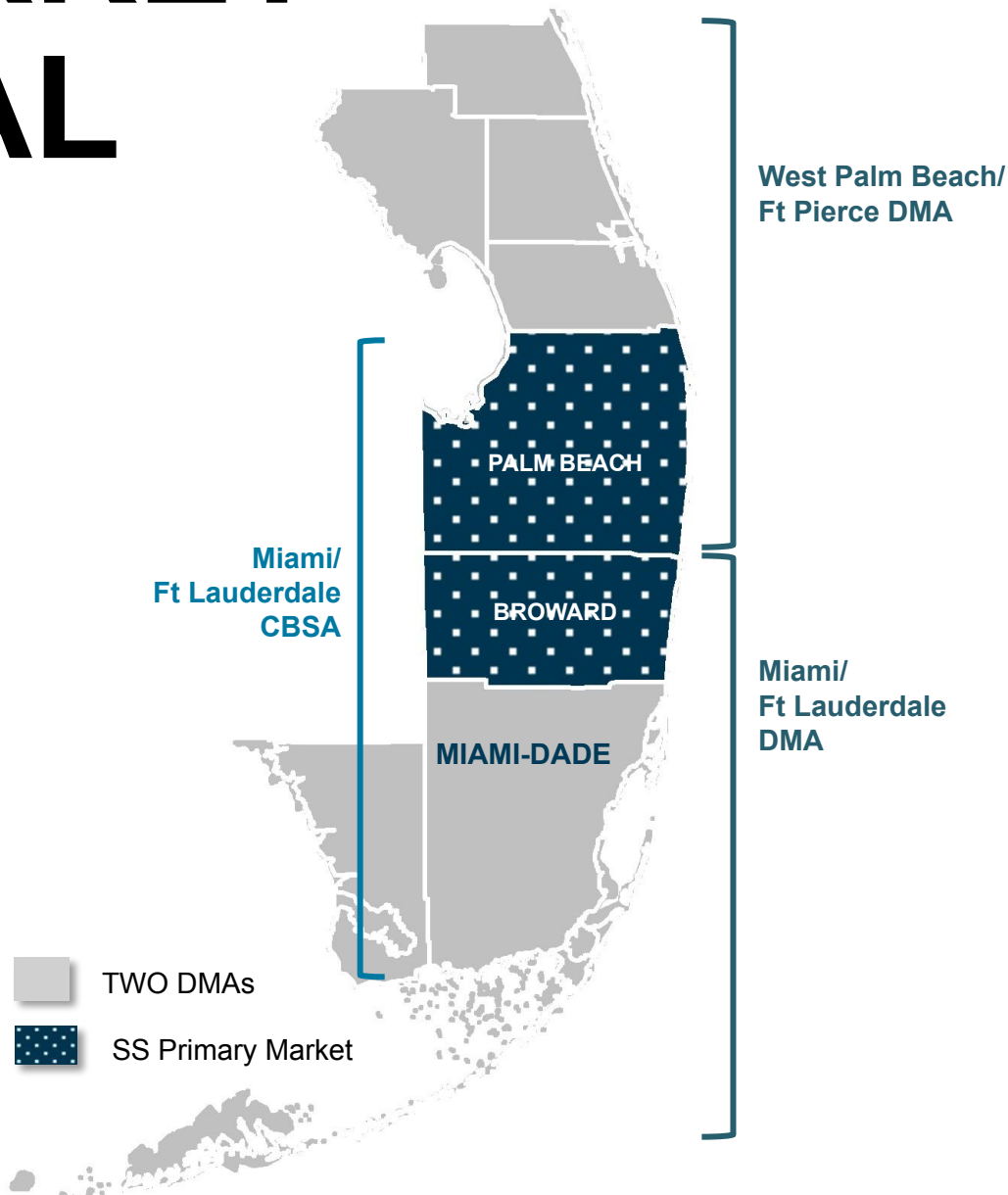
Source: Claritas 2022; County CVB's; Enterprise Florida; marineinsight.com;
<https://www.census.gov/newsroom/press-releases/2021/2021-population-estimates.html>

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.



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

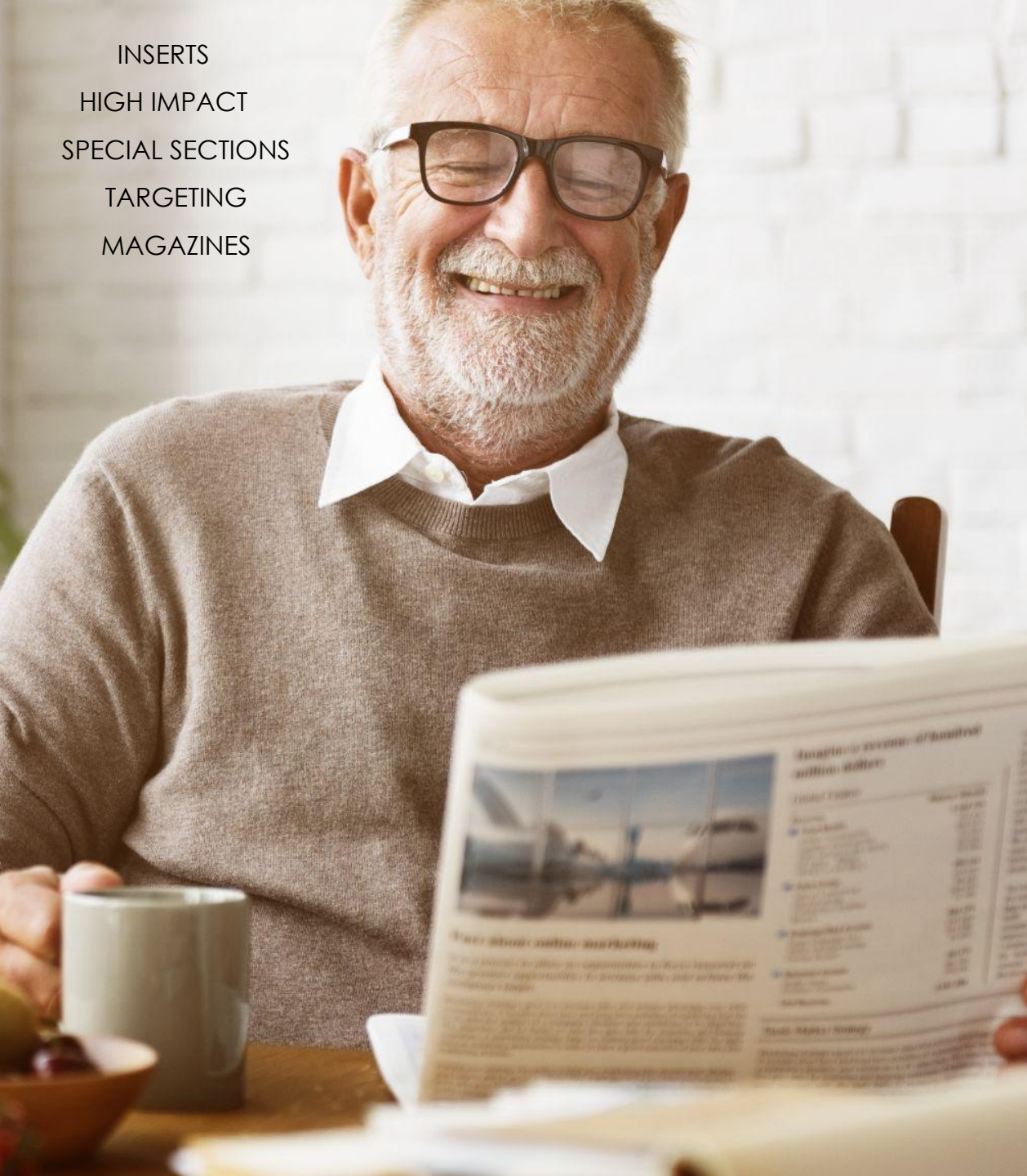
WHAT WE OFFER

The variety and depth of our media capabilities enables us to develop more strategic solutions to maximize your investment.



REACHING ANYONE, ANYWHERE, ANYTIME

INSERTS
HIGH IMPACT
SPECIAL SECTIONS
TARGETING
MAGAZINES



SUN SENTINEL

PRINT READERS

REACHING 517K/WEEK

222K

Daily Readers

337K

Sunday Readers



NO. 1 SOUTH FLORIDA'S LARGEST CIRCULATED
DAILY NEWSPAPER

Source: AAM News Media Statement 3/31/22; Scarborough 2022, R1. Reach based on West Palm Beach and Miami/Ft. Lauderdale DMAs.

INSERTS: A STEP ABOVE

SUN SENTINEL

Wednesdays & Sundays

Subscribers & Single Copy



Full Run



Zoned Pubs

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

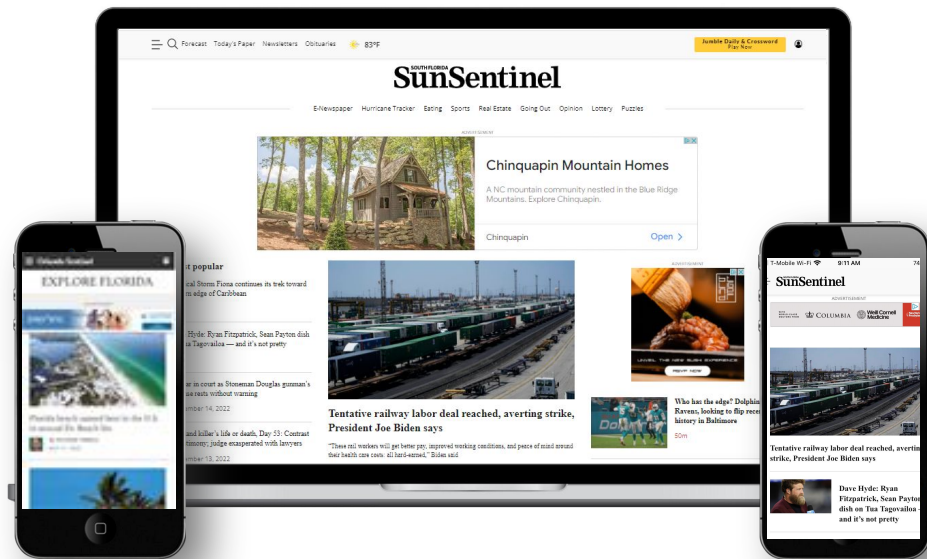
11.9M

PAGE VIEWS/MO

5.5M

UNIQUE VISITORS/MO

SunSentinel.com



No. 1 LOCAL NEWS SITE IN PRIMARY MARKET*

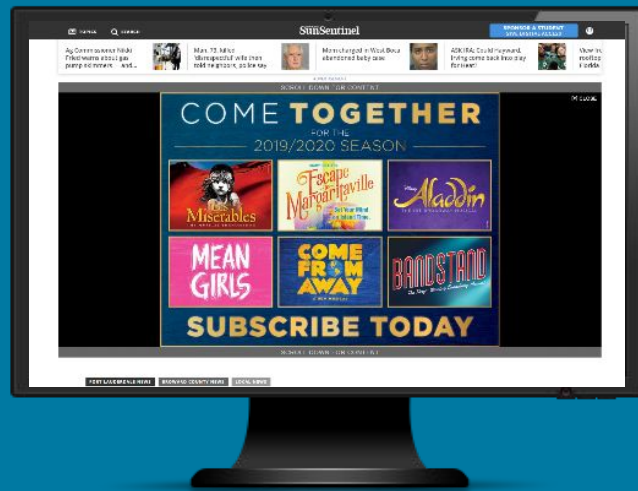
E-EDITION
APPS
EMAIL
NEWSLETTERS
NEWS SHOW
RICH MEDIA
PAID POSTS
SWEEPSTAKES
CONTESTS

TARGETING
GEOGRAPHIC
CONTEXTUAL
DEMOGRAPHIC
BEHAVIORAL
DAYPARTING
AUDIENCE



HIGH IMPACT RICH MEDIA

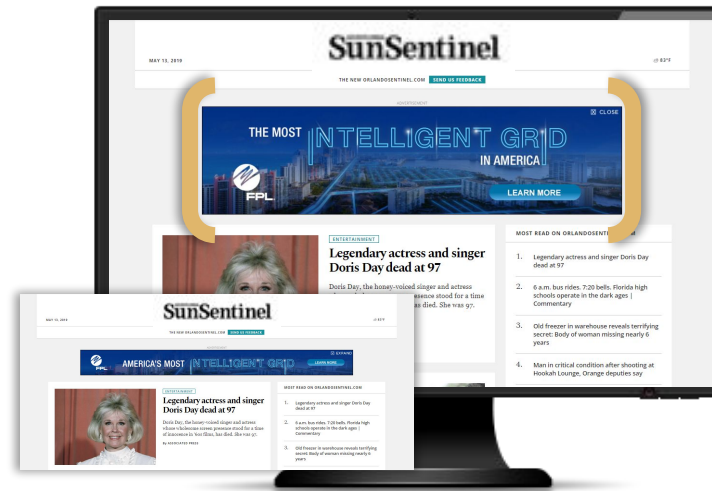
LIGHTHOUSE STORY LEVEL



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.

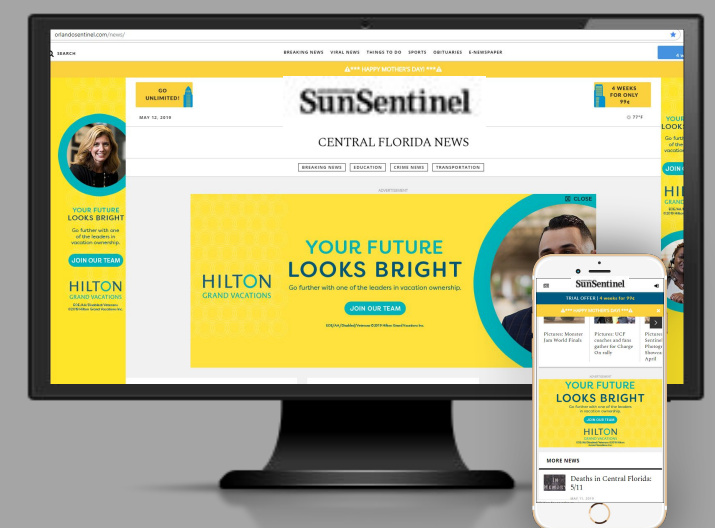
BILLBOARD HOMEPAGE & SECTION FRONTS



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.

**HOME PAGE
AVG. DAILY TRAFFIC**

PAGE VIEWS: 36,225
UNIQUE VISITORS: 8,635

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 **112K**

MONTHLY
PAGE VIEWS

MONTHLY
UNIQUE VISITORS

LOCAL

76% OF PAGE VIEWS ARE
FROM THE SOUTH FLORIDA 2 DMAS,
AND **85%** ARE FROM **FLORIDA**

ENGAGED

14 **72%**
MINUTES
SPENT 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

+ Boosted with 100K Email Delivery

FAMILIES AND SAVINGS

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

+ 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.

+ Boosted with 100K Email Delivery

THE HEALTH REPORT

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

+ 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.

+ 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.

+ Boosted with 100K Email Delivery

MIAMI HURRICANES

(THE U REPORT)

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

+ Boosted with 100K Email Delivery

ESSENTIAL SOUTH FLORIDA

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

+ Boosted with 100K Email Delivery

THE EAT BEAT

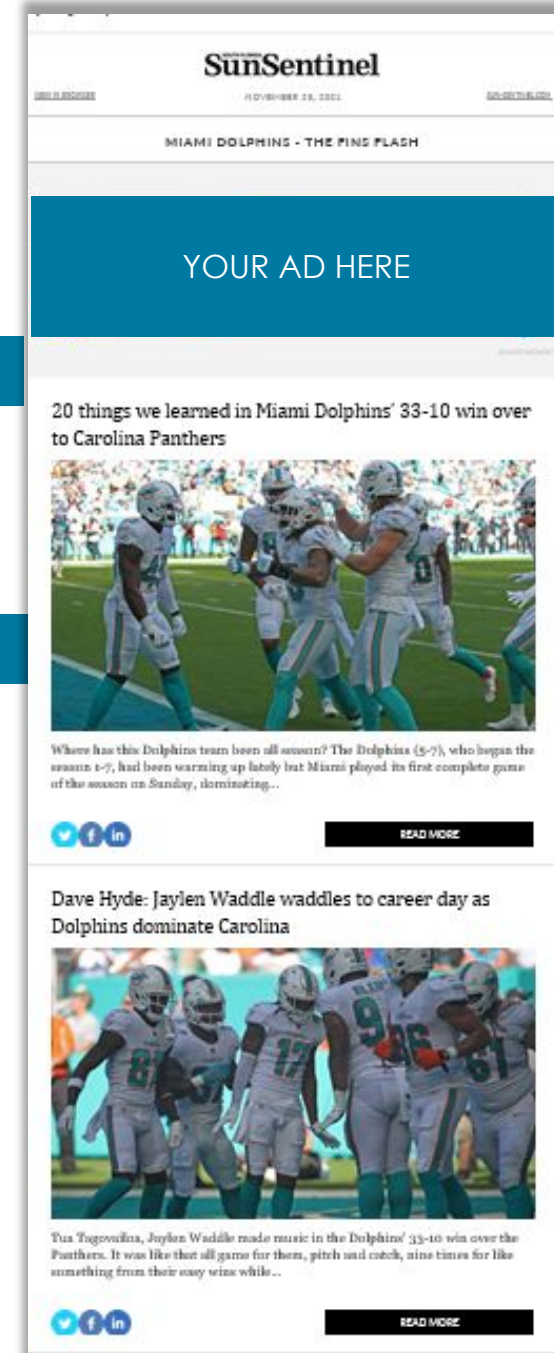
Dining out, cooking in and all the South Florida restaurant news and information you need.

+ 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.

+ Boosted with 100K Email Delivery





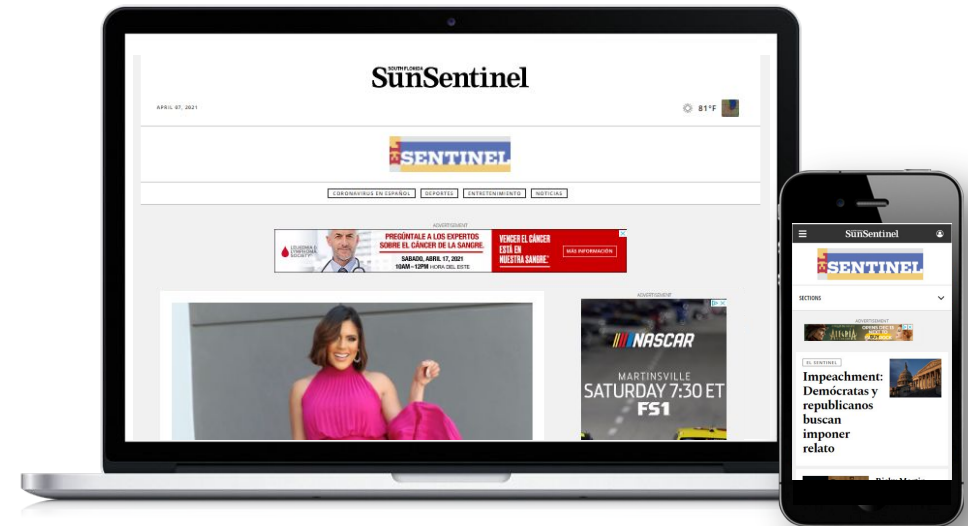
HISPANIC REACH

ELSENTINEL.COM

Connect with the Hispanic community *en español* on ElSentinel.com
– the Spanish language channel on SunSentinel.com.

402K
PAGE VIEWS/MO

300K
UNIQUE VISITORS/MO

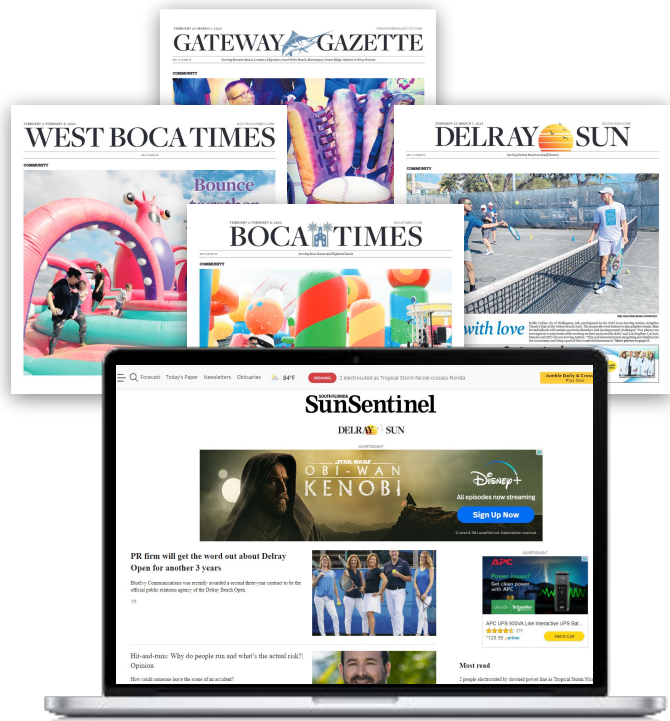


Source: Google Analytics, January – December 2021

SOUTH FLORIDA COMMUNITY NEWS

YOUR COMMUNITY, YOUR NEWS

Our 4 Palm Beach 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, events, opinion, and spotlights on people to know and places to go, reflecting the unique characteristics of the individual communities. These weekly publications are included in the Sunday edition of the Sun Sentinel, go to non-subscribers Wednesdays and have a companion website at sflcommunitynews.com.



Gateway Gazette

Serving Boynton Beach, Lantana, Hypoluxo, Manalapan
Zips: 33426, 33435, 33436, 33437, 33462, 33472, 33473

Delray Sun

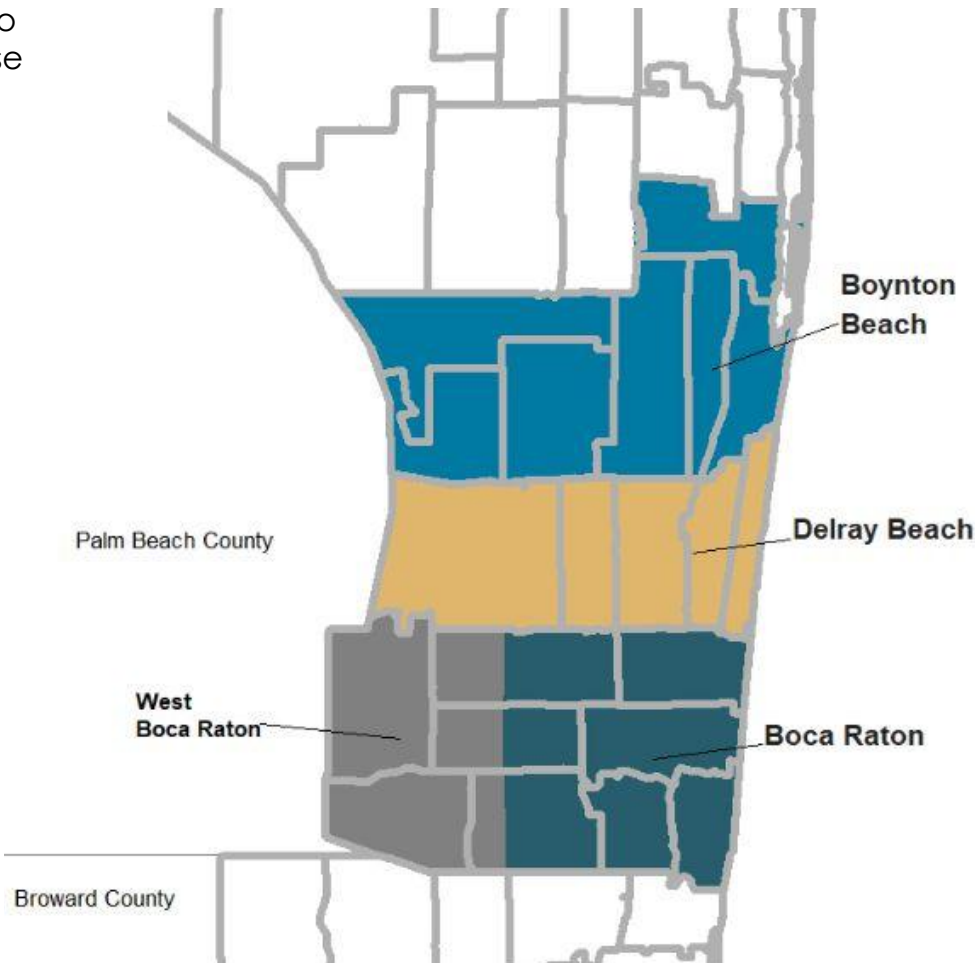
Serving Delray Beach, Gulf Stream, West Delray Beach
Zips: 33444, 33445, 33446, 33483, 33484

West Boca Times

Serving West Boca Raton
Zips: 33428, 33433, 33434, 33496, 33498

Boca Times

Serving Boca Raton, Highland Beach
Zips: 33431, 33432, 33433, 33434, 33486, 33487, 33496

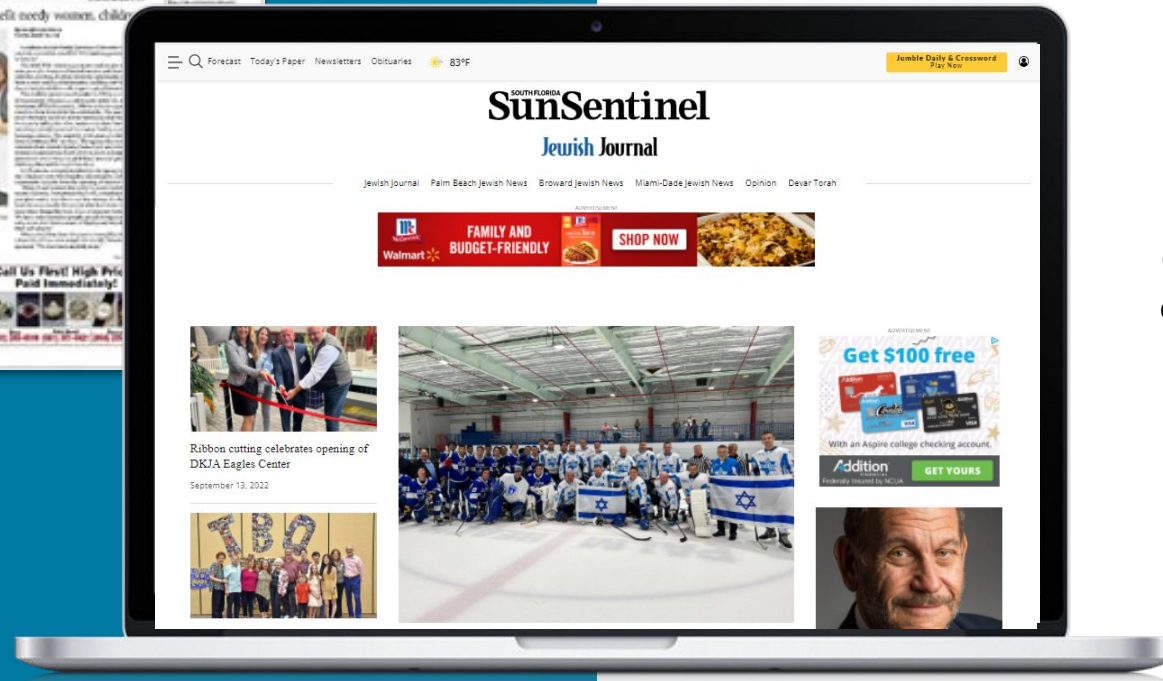


JEWISH JOURNAL

REACH THE JEWISH COMMUNITY



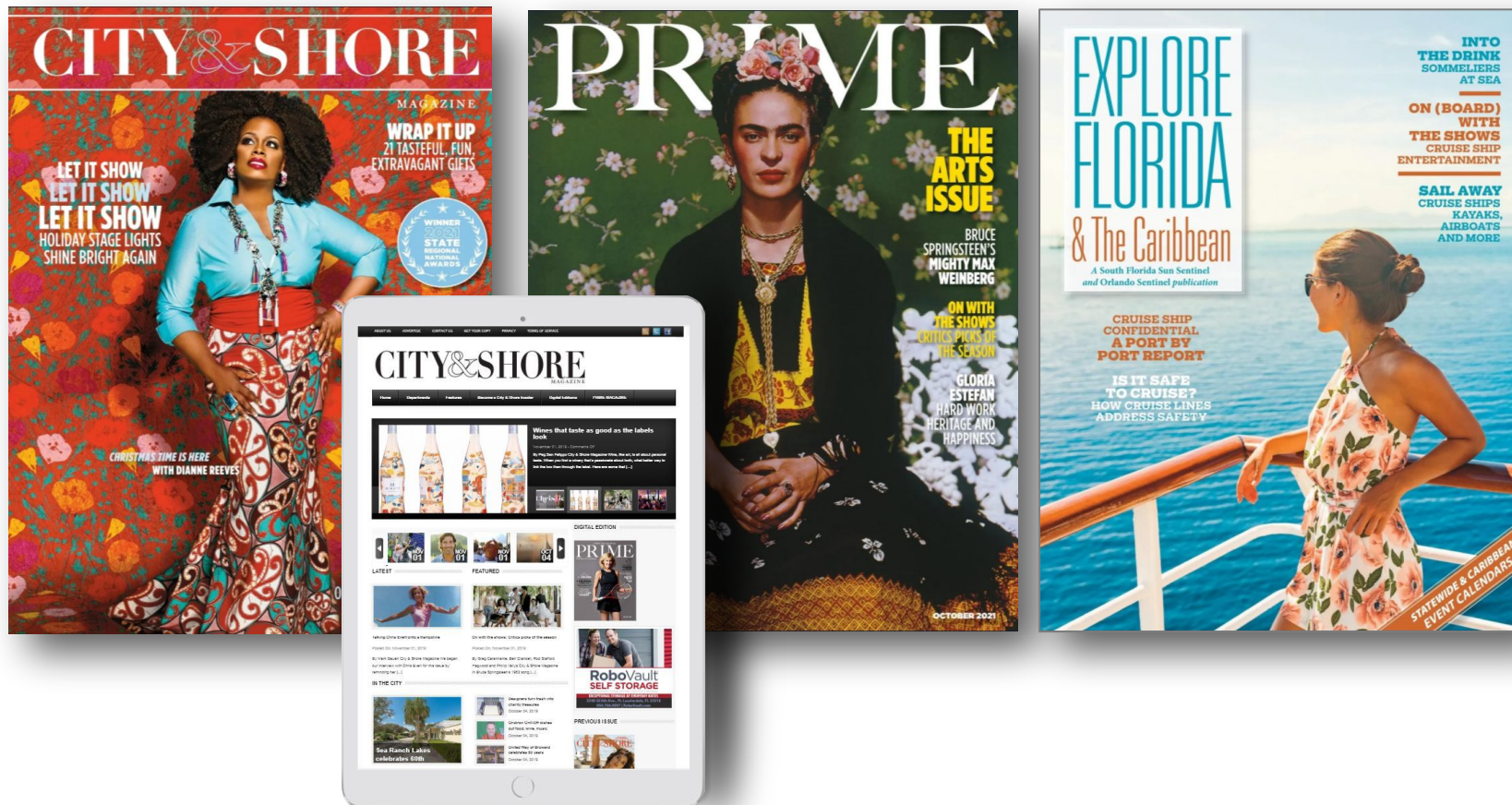
The **Jewish Journal**, the country's largest Jewish weekly publication, serves up local, national and international news, opinion, features, faith and events to South Florida's vibrant Jewish community.



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.

THANK YOU

SunSentinel
MEDIA GROUP