

REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

# PARTNERING FOR SUCCESS

**SunSentinel**  
MEDIA GROUP

## DEDICATED TO OUR ADVERTISERS' SUCCESS

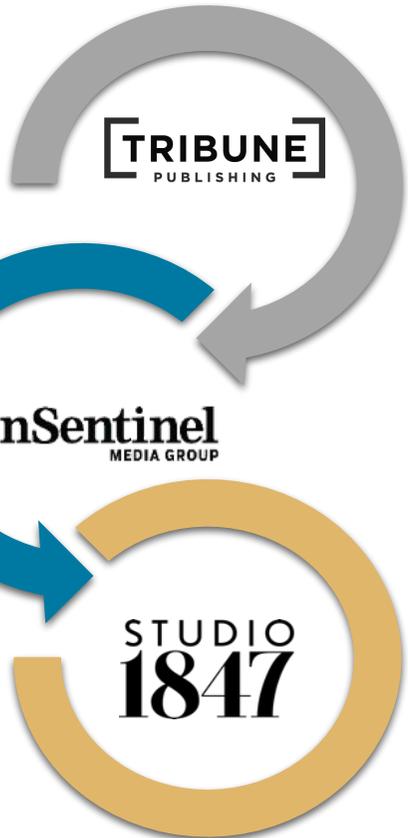
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As your media partner, we are dedicated to your success in reaching your goals and delivering your KPIs. We have the resources and the scale to reach your desired audience – anyone, anytime, anywhere.

# INSIDE

COMPANY OVERVIEW	3	About Us And What We Do
MARKET	4	Our Coverage Area
AUDIENCE	7	The Qualified Consumers We Deliver
PRODUCTS	8	A Wide Array of Multimedia Solutions to Reach Your Goals

# 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**

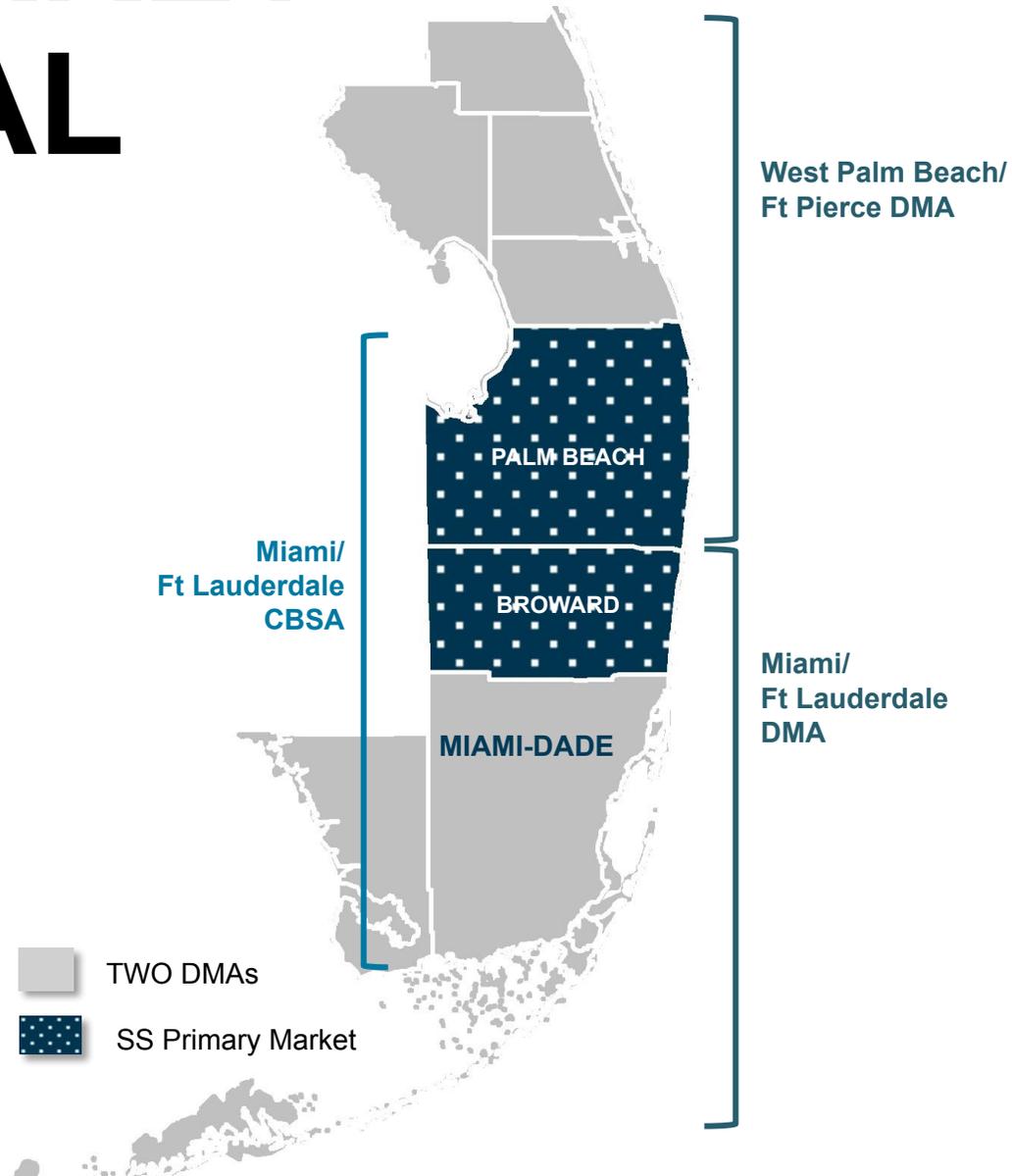
& hundreds of private institutions including University of Miami & NOVA Southeastern

# 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

16<sup>TH</sup>

LARGEST DMA (Mia)  
WPB DMA 40th

17<sup>TH</sup>

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

3<sup>RD</sup>

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%**

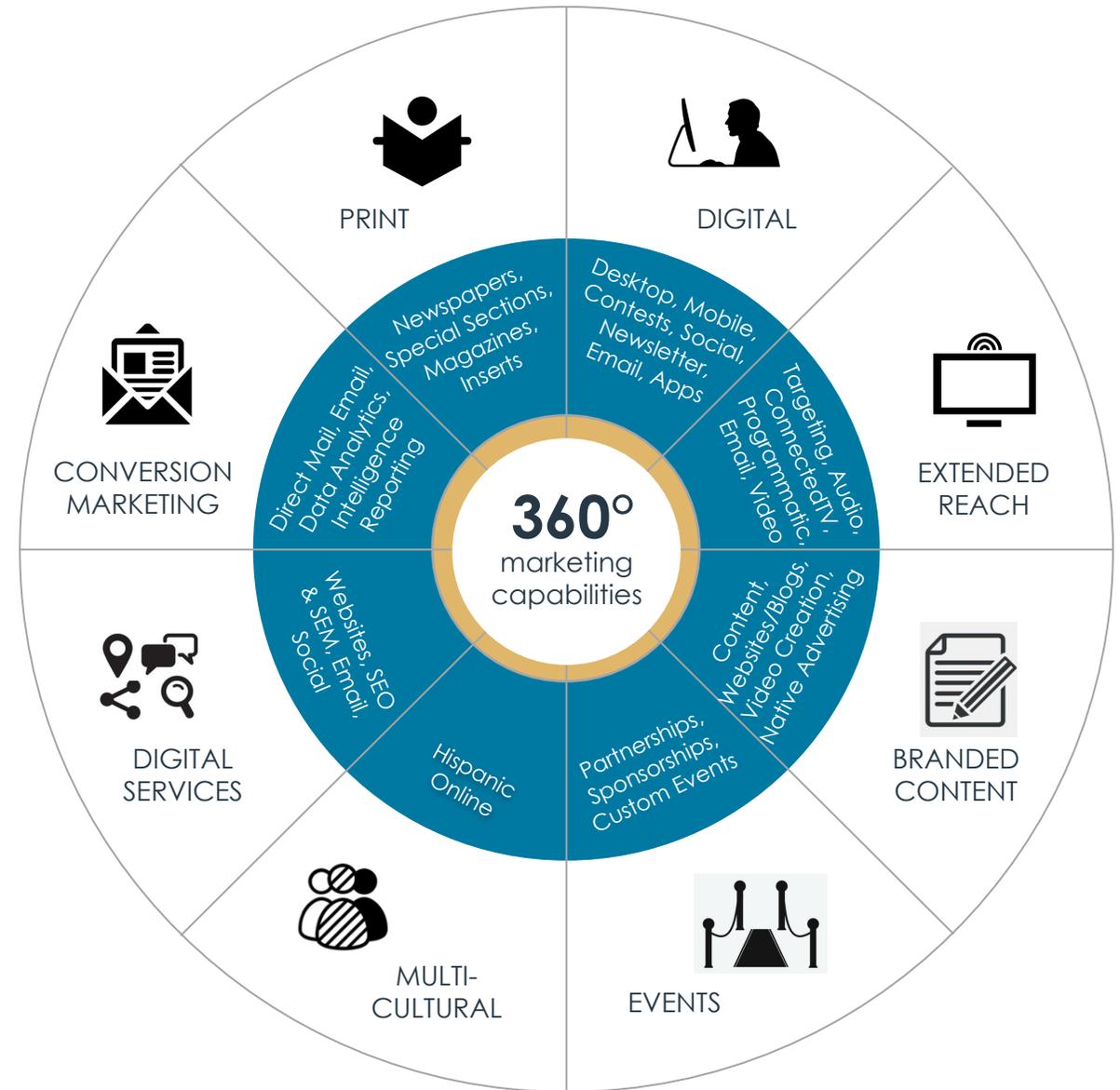
parent of children <18  
(Index 112)

# 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

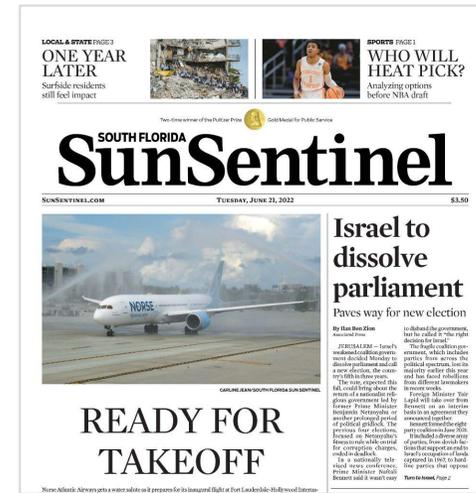
Source: AAM News Media Statement 3/31/22; Scarborough 2022, R1. Reach based on West Palm Beach and Miami/Ft. Lauderdale DMAs.

# 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).

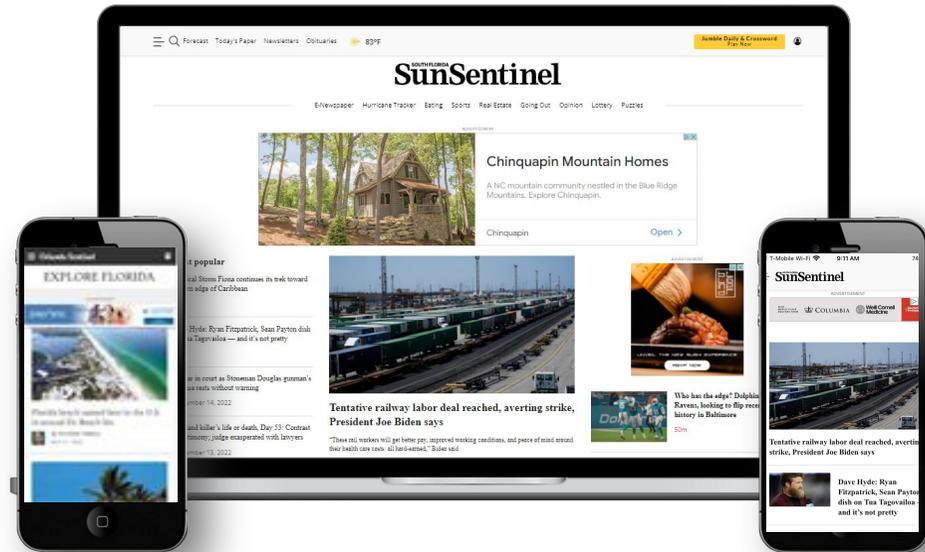


# ONLINE READERS

11.9M  
PAGE VIEWS/MO

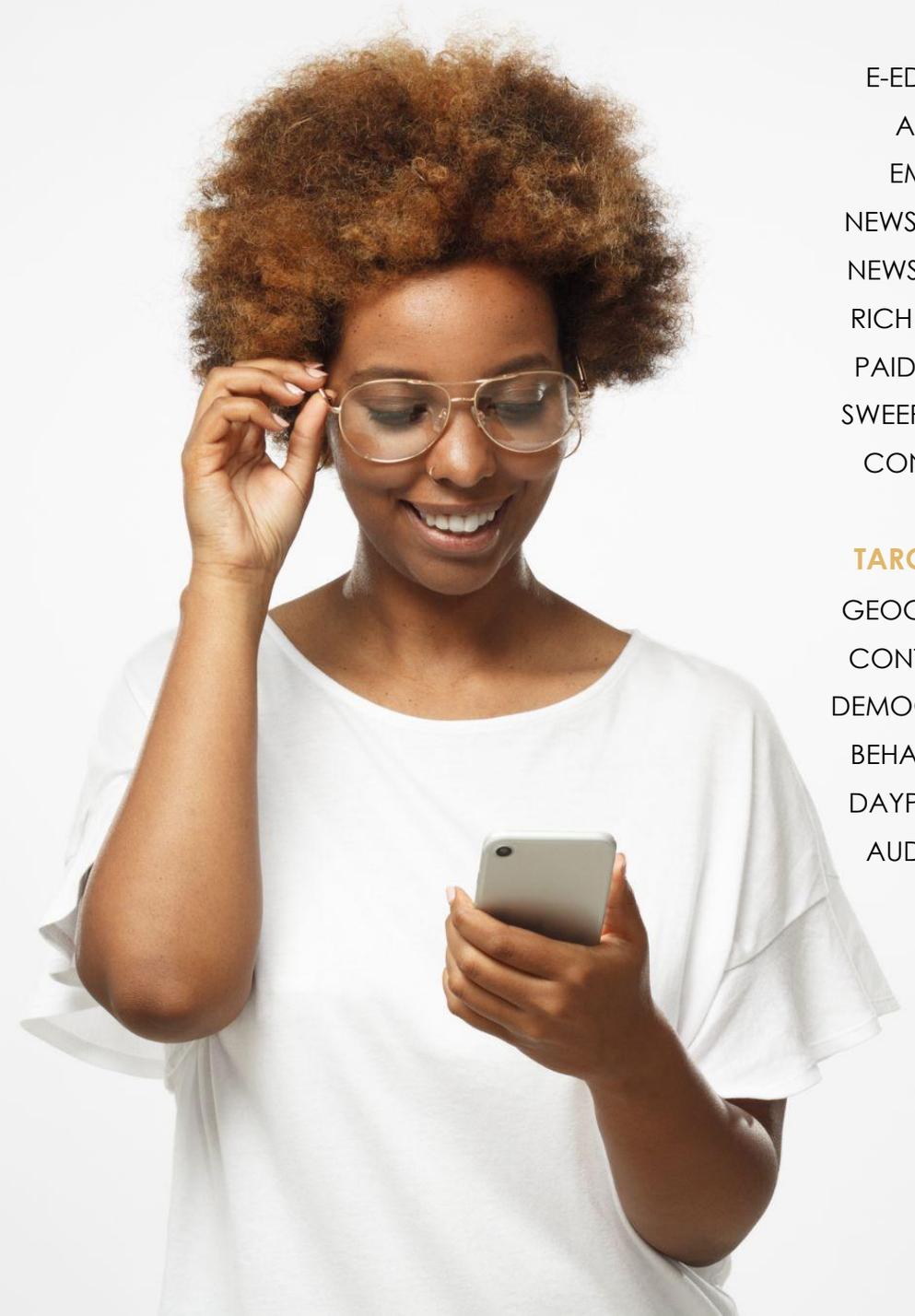
5.5M  
UNIQUE VISITORS/MO

[SunSentinel.com](http://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 2022 \*includes Broward and Palm Beach counties

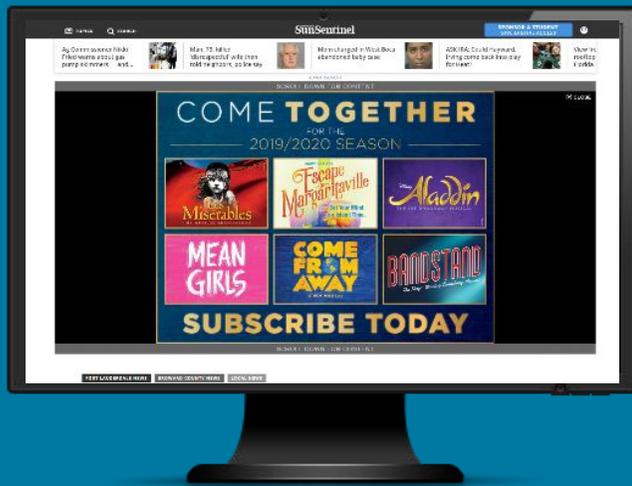


- E-EDITION
- APPS
- EMAIL
- NEWSLETTERS
- NEWS SHOW
- RICH MEDIA
- PAID POSTS
- SWEEPSTAKES
- CONTESTS

- TARGETING**
- GEOGRAPHIC
- CONTEXTUAL
- DEMOGRAPHIC
- BEHAVIORAL
- DAYPARTING
- AUDIENCE

# HIGH IMPACT RICH MEDIA

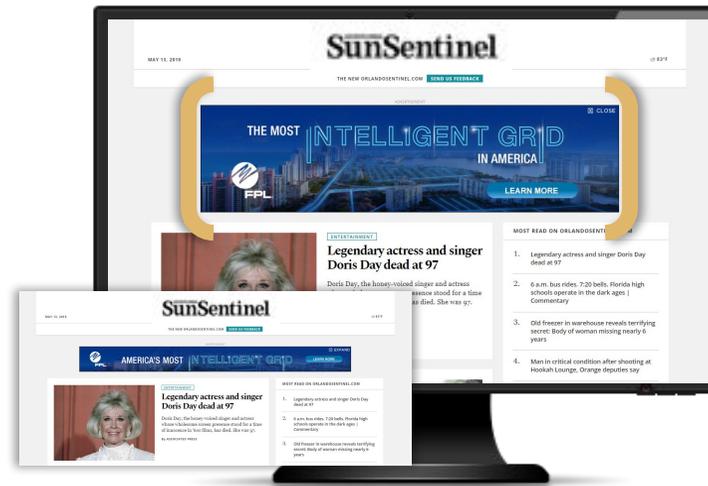
## LIGHTHOUSE STORY LEVEL



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.

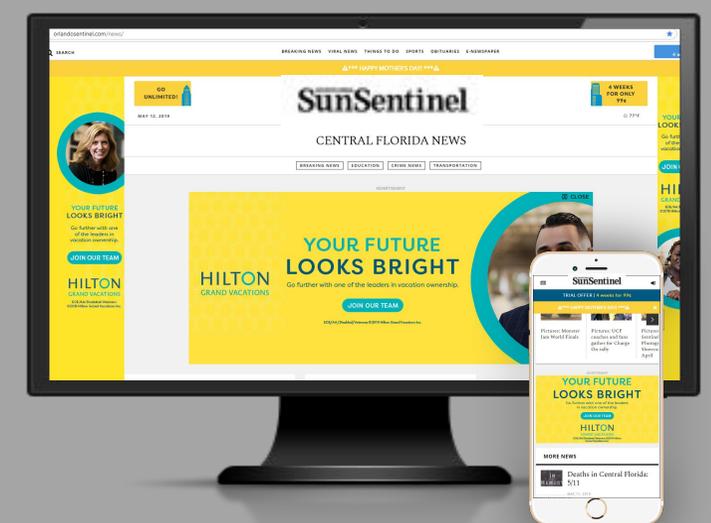
## BILLBOARD HOMEPAGE & SECTION FRONTS



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**

The screenshot shows the SunSentinel website interface. At the top, the SunSentinel logo is visible along with the date "NOVEMBER 28, 2021" and the page title "MIAMI DOLPHINS - THE FINS FLASH". Below the header is a large blue banner with the text "YOUR AD HERE". The main content area features a headline: "20 things we learned in Miami Dolphins' 33-10 win over to Carolina Panthers". Below the headline is a photograph of Miami Dolphins players celebrating on the field. Underneath the photo is a short introductory paragraph: "Where has this Dolphins team been all season? The Dolphins (5-7), who began the season 1-7, had been warming up lately but Miami played its first complete game of the season on Sunday, dominating...". Below the text are social media sharing icons for Twitter, Facebook, and LinkedIn, and a "READ MORE" button. A second article snippet is visible below, with the headline "Dave Hyde: Jaylen Waddle waddles to career day as Dolphins dominate Carolina" and another photo of players.



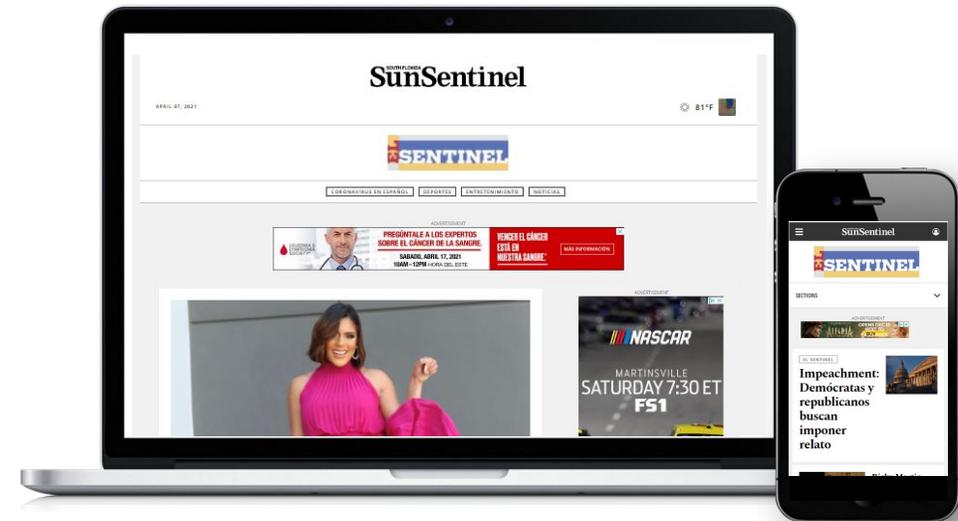
# HISPANIC REACH

## 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

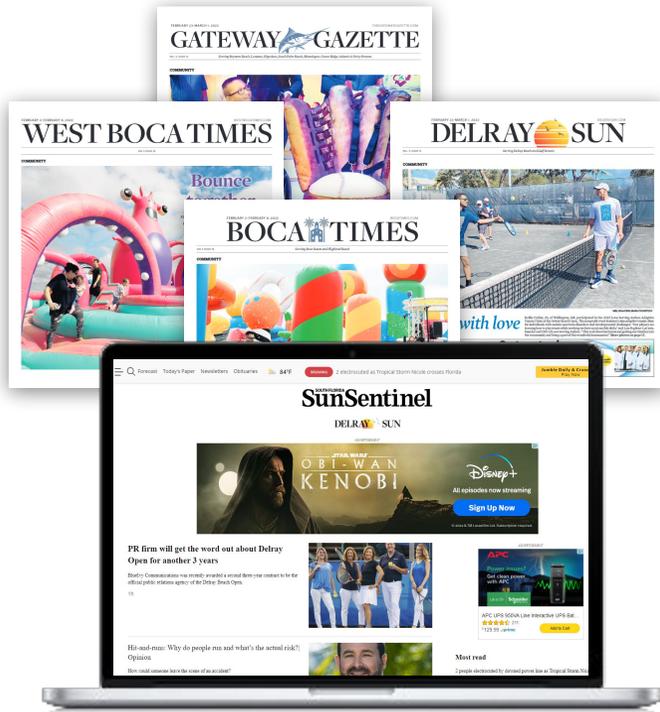


Source: Google Analytics, January – December 2021

# 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](http://sflcommunitynews.com).



### Gateway Gazette

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

### Delray Sun

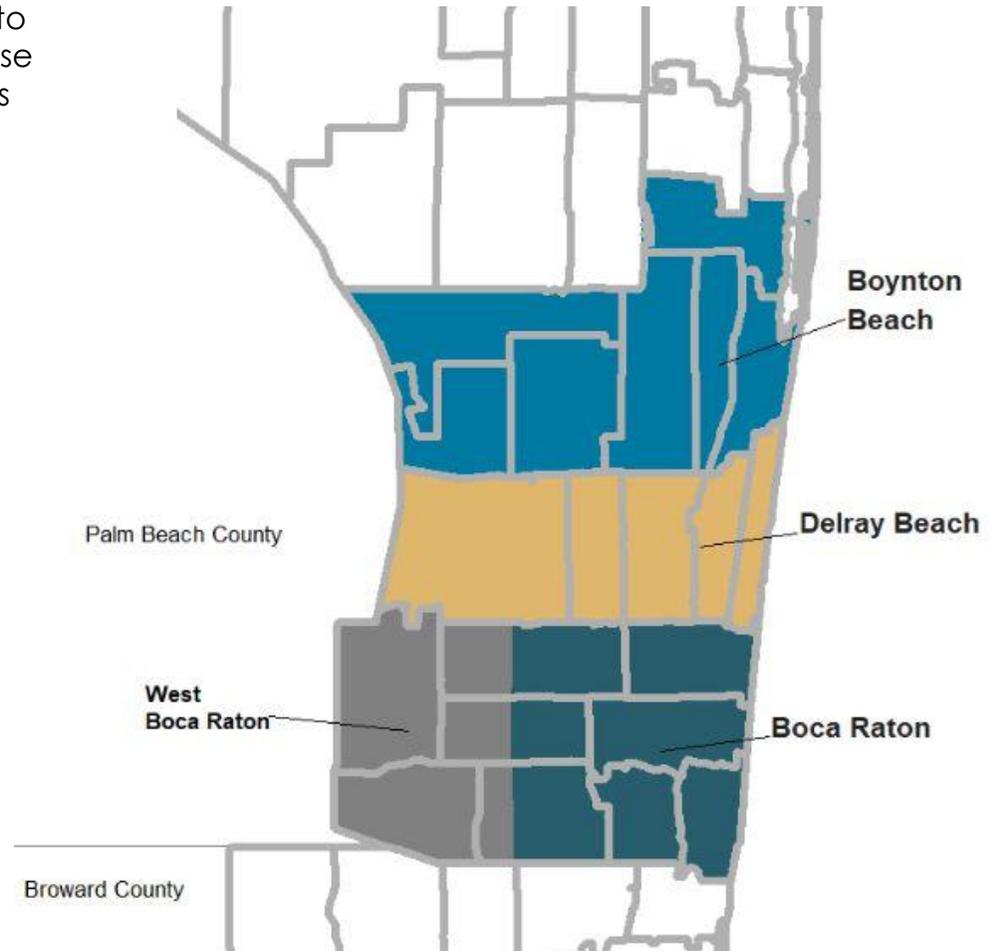
Serving Delray Beach, Gulf Stream, West Delray Beach  
Zips: 33444, 33445, 33446, 33483, 33484

### 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

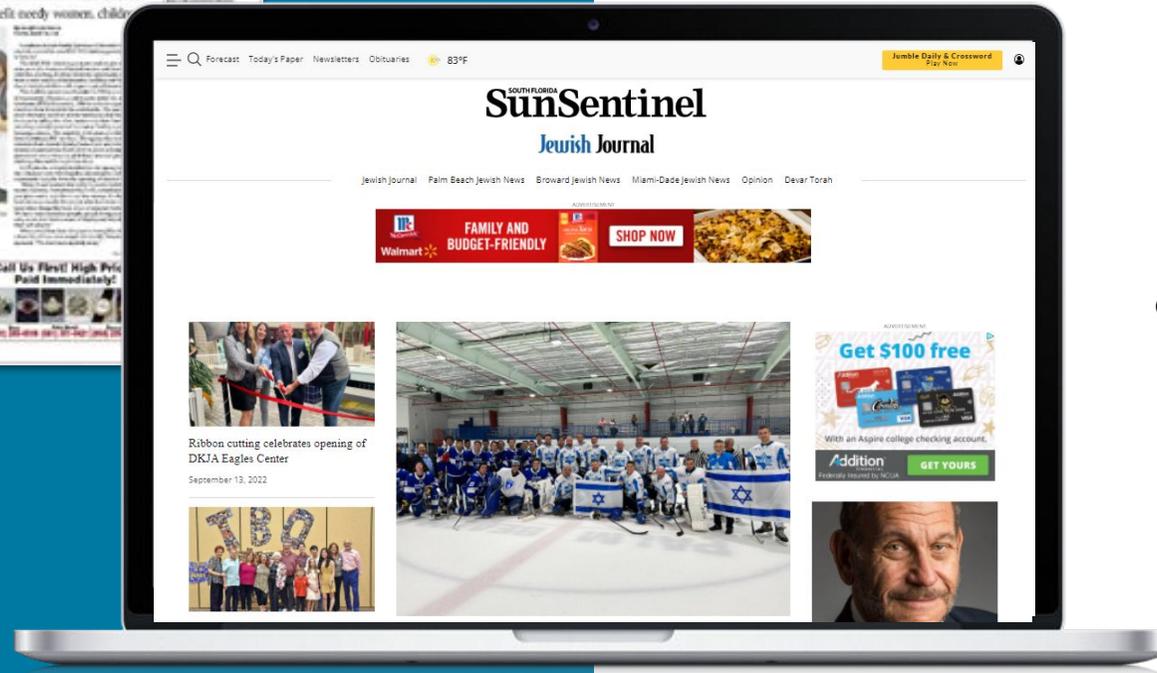


# JEWISH JOURNAL

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.

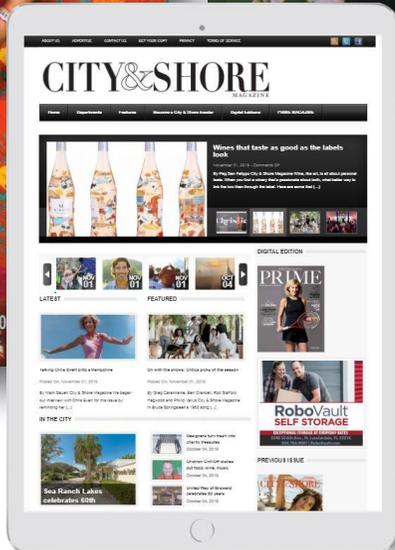


Both online at **FloridaJewishJournal.com** and in four local print zoned editions with a distribution of 96,000 in Palm Beach, Broward and Miami-Dade Counties.

# 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