

REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

# PARTNERING FOR SUCCESS

**SunSentinel**  
MEDIA GROUP



## OUR MISSION STATEMENT

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For over a century the Sun Sentinel has been the leading credible news, information and advertising source for our communities. We remain the area's #1 news source, connecting our advertisers with more than 1 million South Floridians weekly through our family of products. We have the resources & 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



32M  
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**  
1,000 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  
35 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

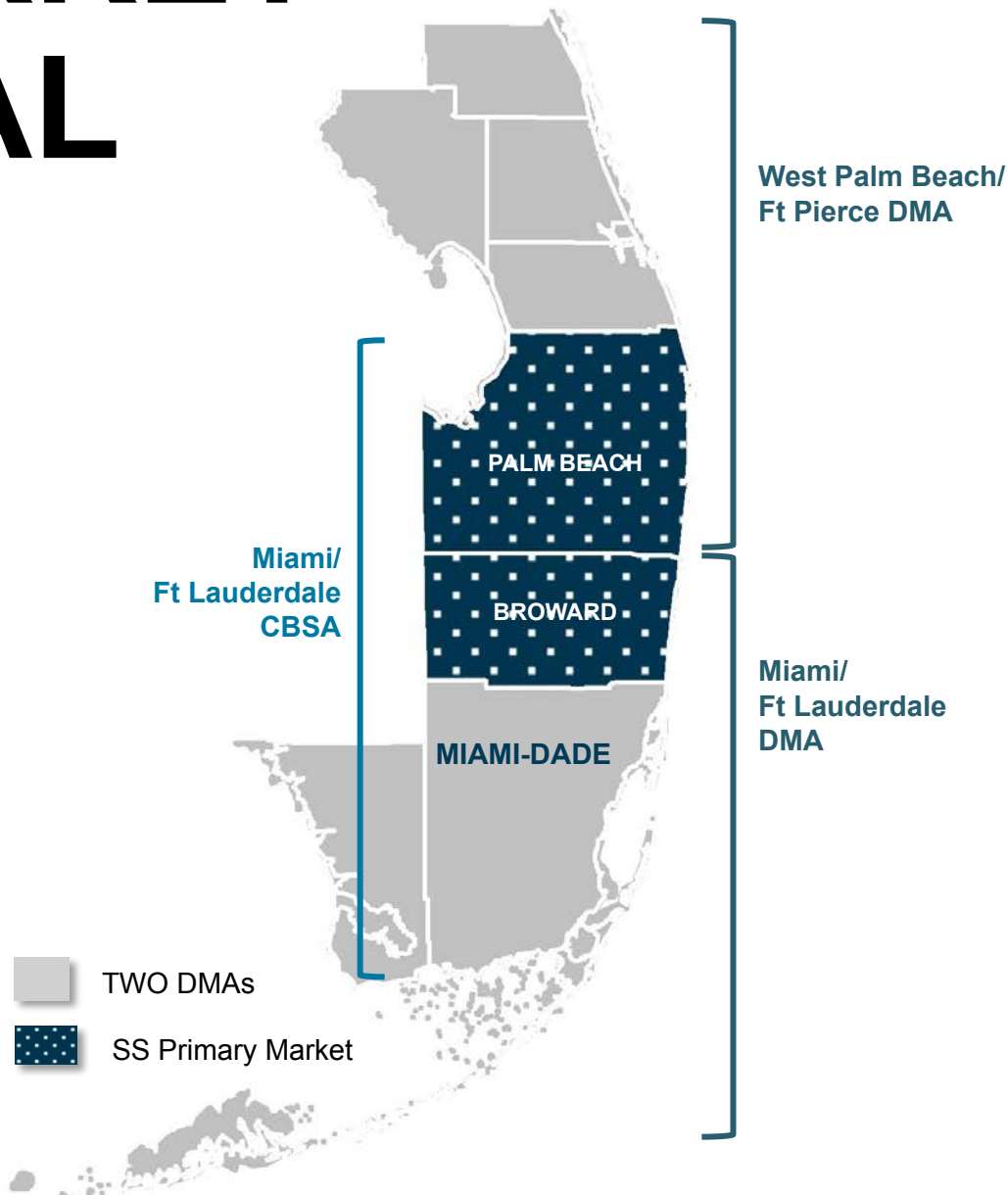
Source: Claritas 2023; County CVB's; Enterprise Florida; marineinsight.com; U.S. Census Bureau and University of Florida's Bureau of Economic & Business Research, as published in the *Orlando Sentinel*, December 2022.

# 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

17<sup>TH</sup>

LARGEST DMA (MIA)  
WPB DMA 40th

8<sup>TH</sup>

LARGEST CBSA IN U.S. &  
LARGEST IN FLORIDA

3<sup>RD</sup>

LARGEST DMA FOR  
HISPANICS\*  
7TH 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%**

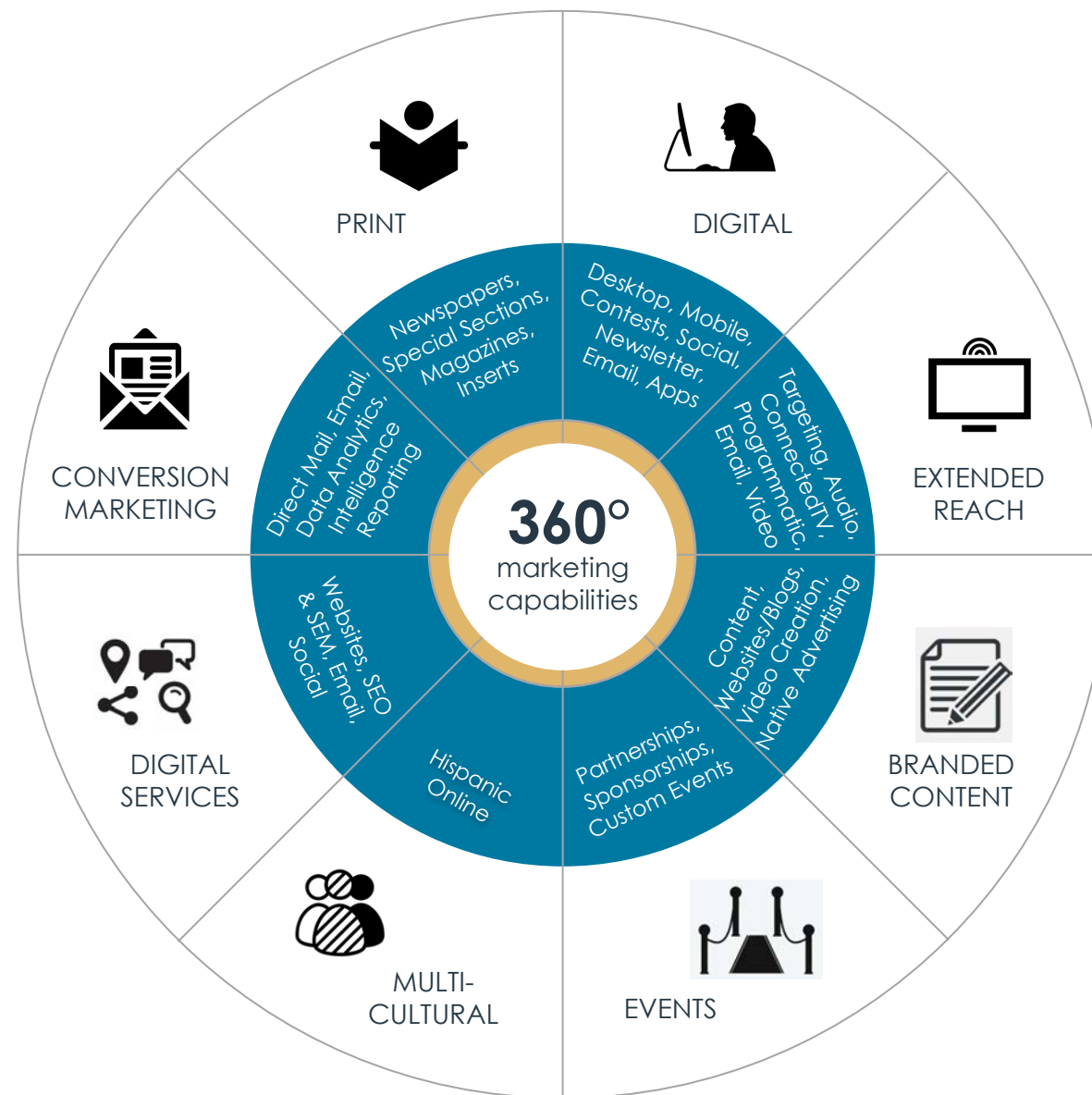
parent of children <18  
(Index 112)

# MULTIMEDIA

## INTEGRATED SOLUTIONS

### WHAT WE OFFER

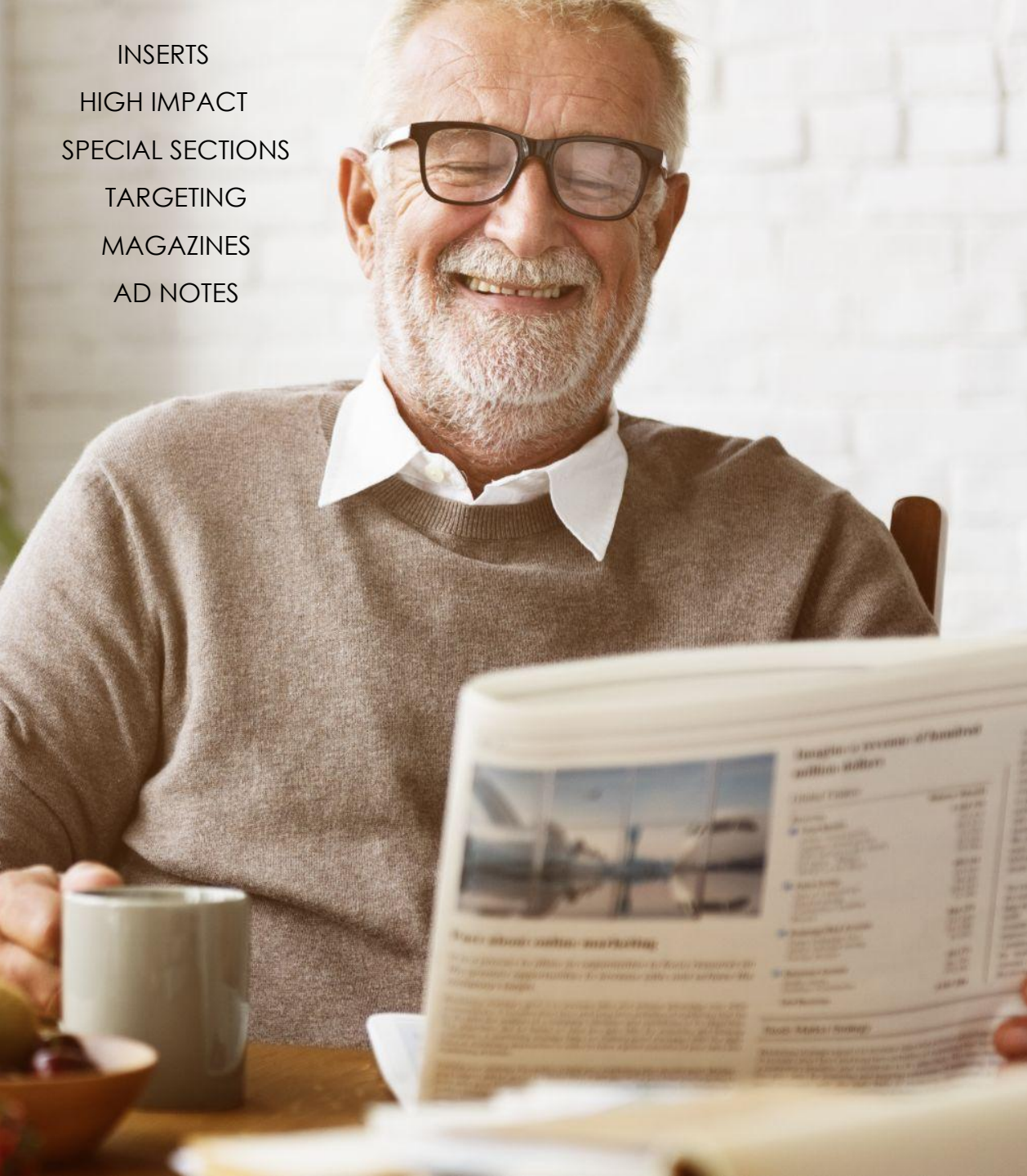
The variety and depth of our media capabilities enables us to develop more strategic solutions to maximize your investment.



**REACHING ANYONE, ANYWHERE, ANYTIME**



INSERTS  
HIGH IMPACT  
SPECIAL SECTIONS  
TARGETING  
MAGAZINES  
AD NOTES



# 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).



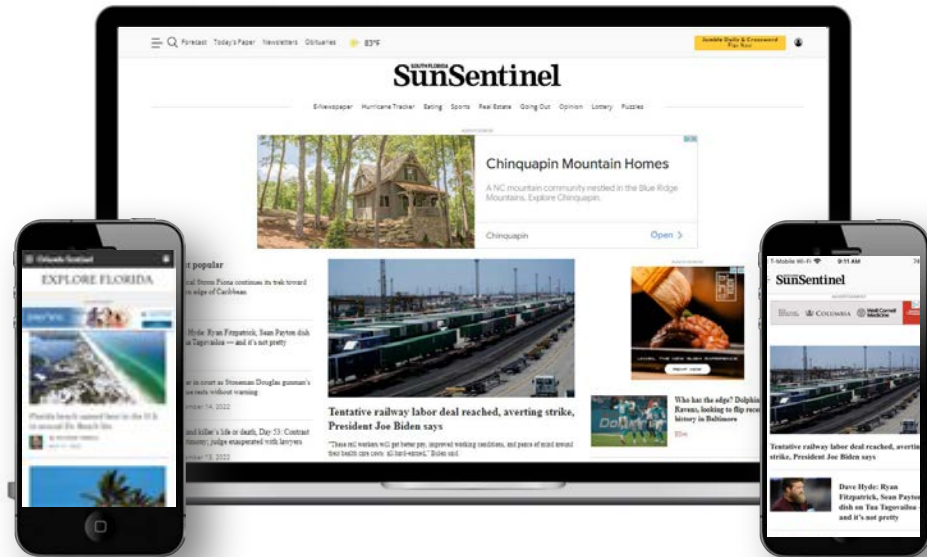


# ONLINE READERS

6.7M  
PAGE VIEWS/MO

3.1M  
UNIQUE VISITORS/MO

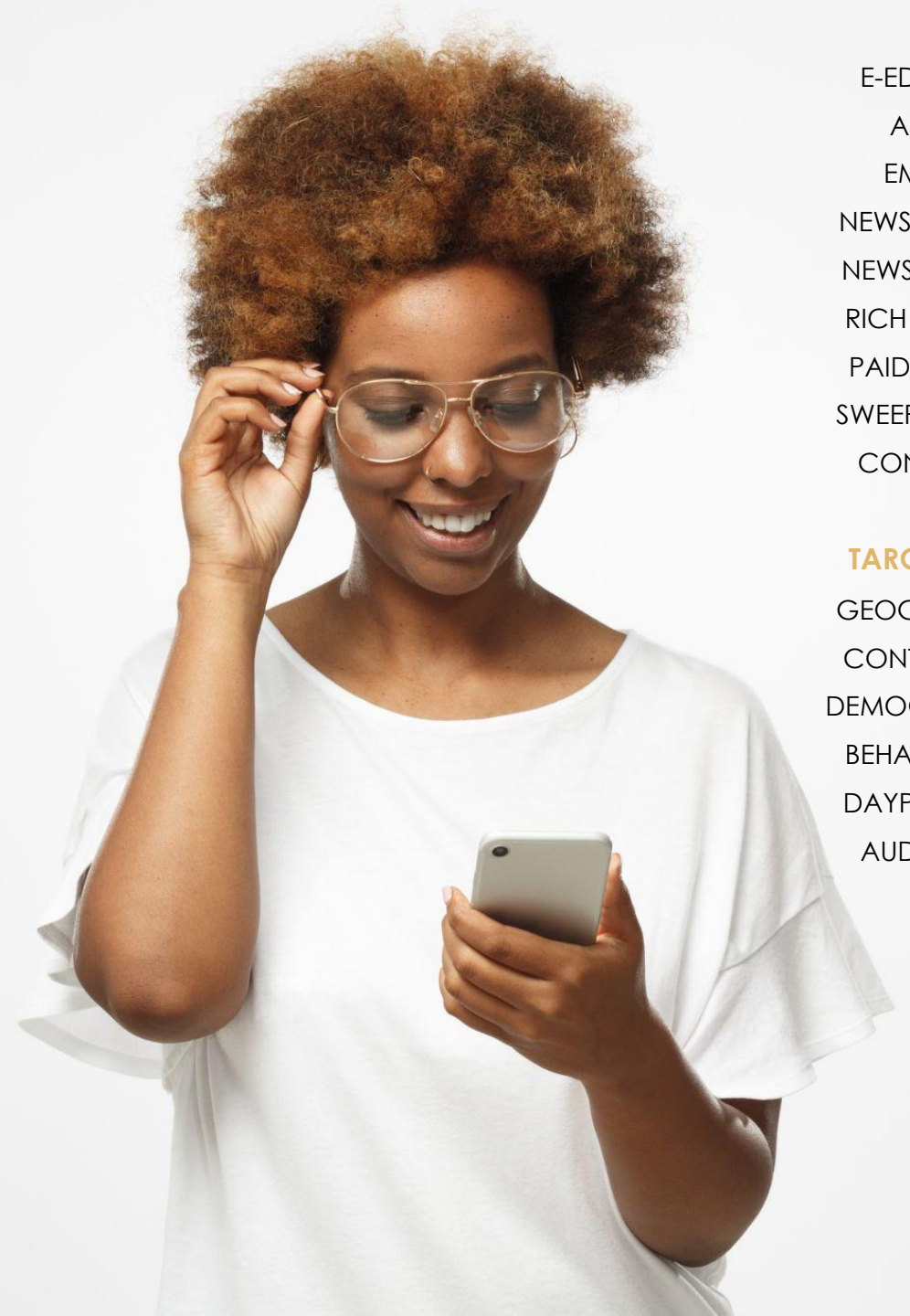
[SunSentinel.com](https://www.sun-sentinel.com)



**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

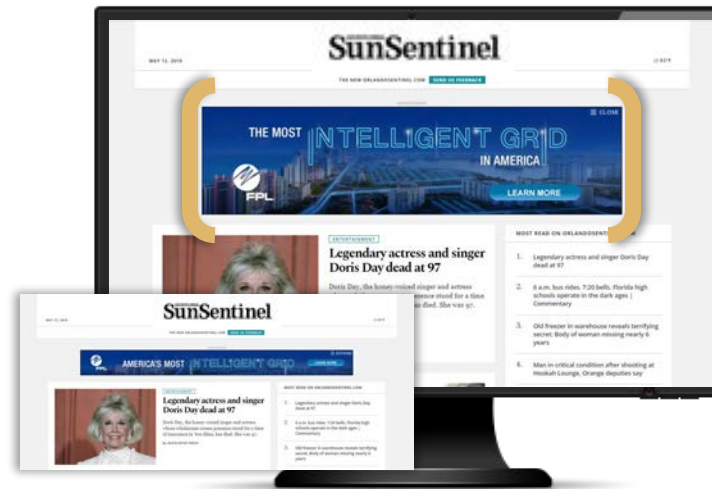
## LIGHTHOUSE STORY LEVEL



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.

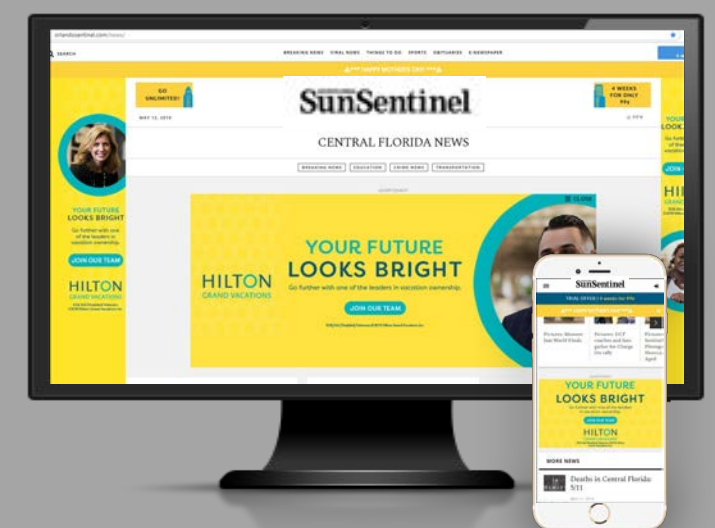
## BILLBOARD HOMEPAGE & SECTION FRONTS



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: 27,400  
UNIQUE VISITORS: 6,800

# 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

**16M**

MONTHLY  
PAGE VIEWS

**96K**

MONTHLY  
UNIQUE VISITORS

## LOCAL

**59%** OF PAGE VIEWS ARE  
FROM THE SOUTH FLORIDA 2 DMAS,  
AND **67%** ARE FROM **FLORIDA**

## ENGAGED

**14**

MINUTES  
SPENT

**71%**

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: 21,900**

### BREAKING NEWS ALERTS

(Monday - Sunday)

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

**Subscribers: 72,000**

### DON'T MISS

(Monday - Sunday)

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

**Subscribers: 71,900**

## 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: 45,500**

### 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

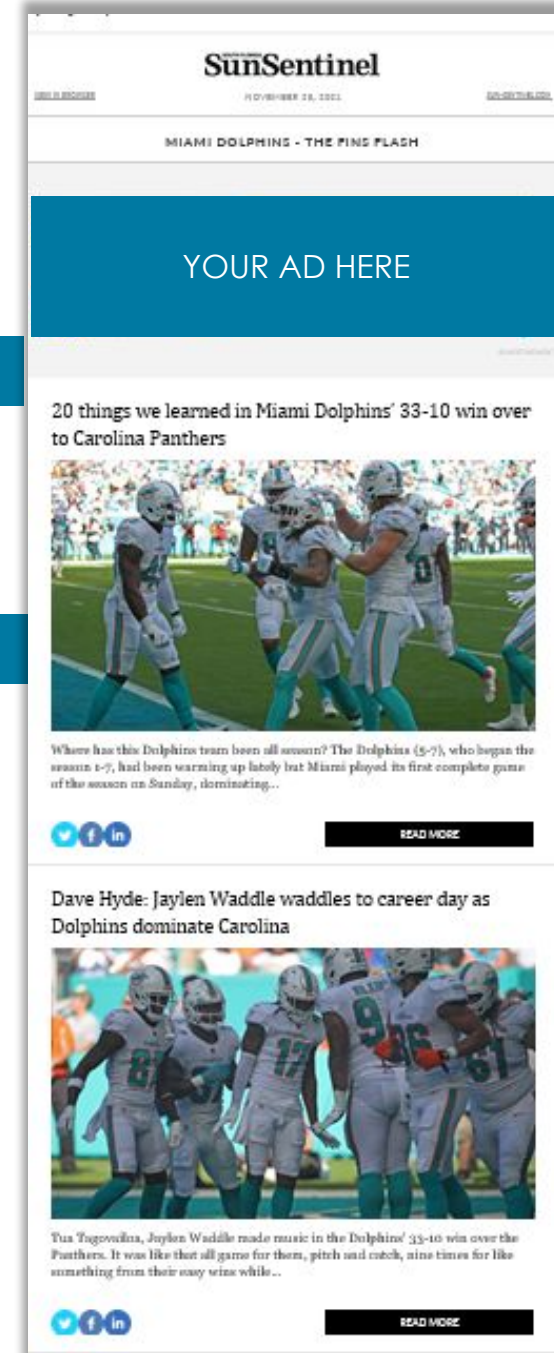
Dining out, cooking in and all the South Florida restaurant news and information you need.

**+ 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**





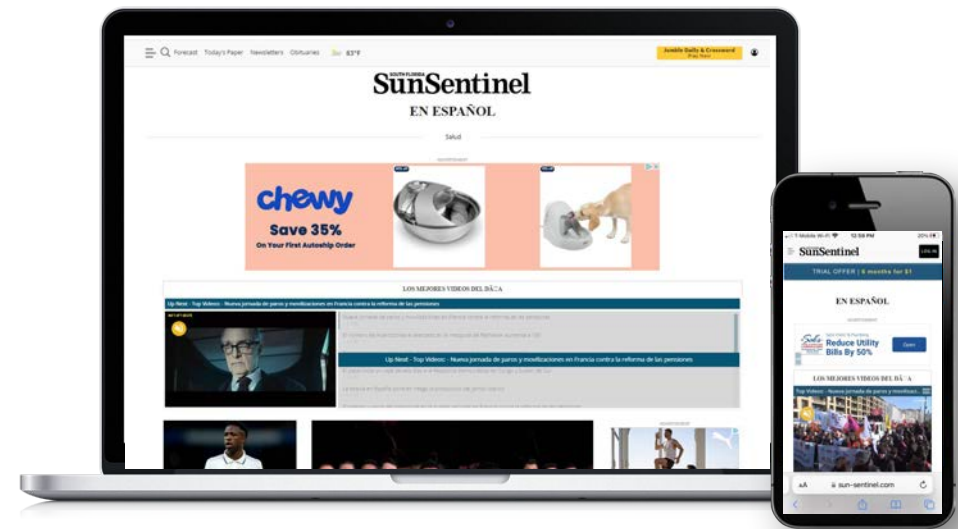
Hispanics make  
up **46%** of the  
South Florida  
market.

# HISPANIC REACH

Connect with the Hispanic community *en español* on  
[SunSentinel.com/espanol](https://www.sun-sentinel.com/espanol) – Sun Sentinel's Spanish language  
channel.

208K  
PAGE VIEWS/MO

155K  
UNIQUE VISITORS/MO

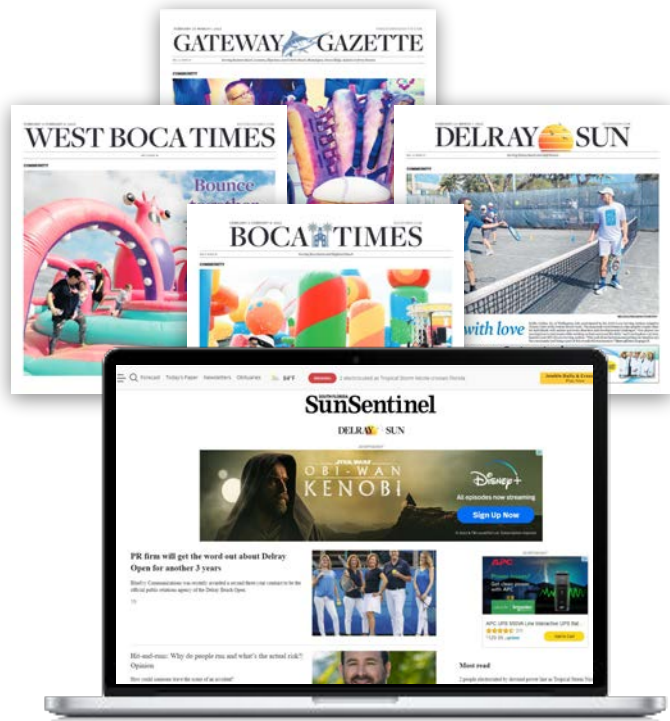




# SOUTH FLORIDA COMMUNITY NEWS

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



**Gateway Gazette**

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

**Delray Sun**

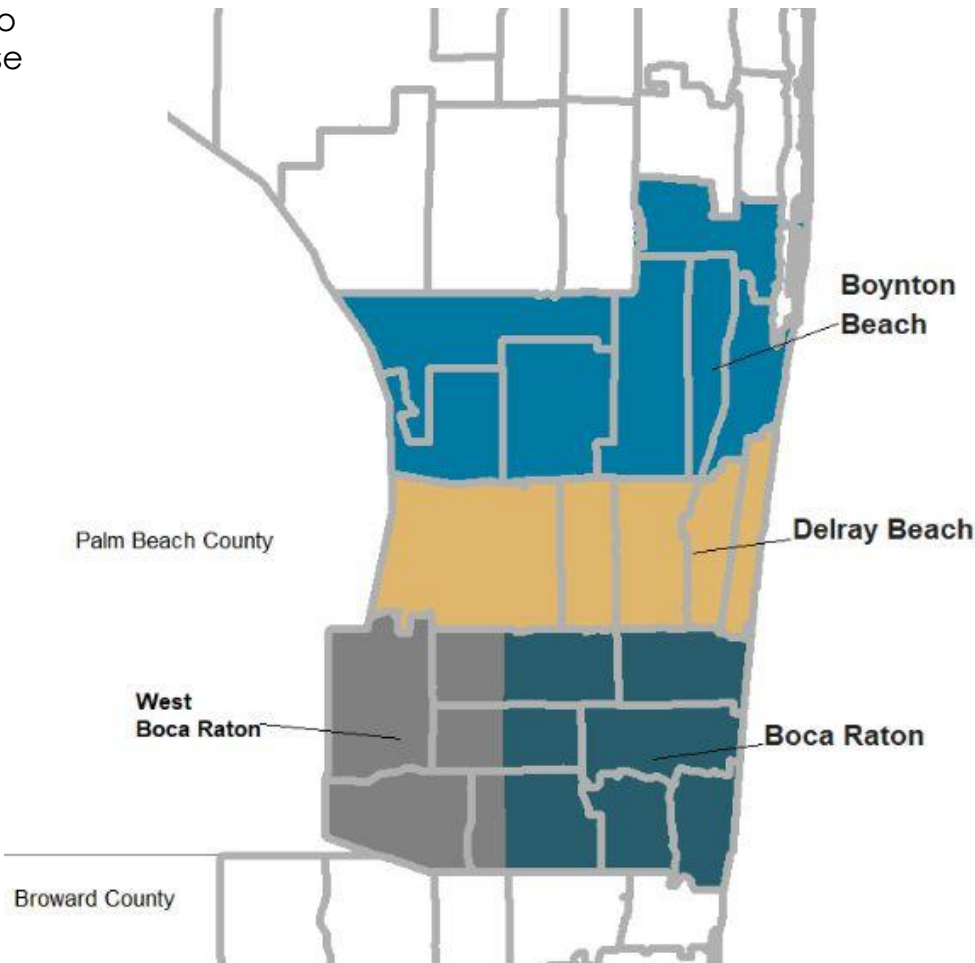
Serving Delray Beach, Gulf Stream, West Delray Beach  
Zips: 33444, 33445, 33446, 33483, 33484

**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



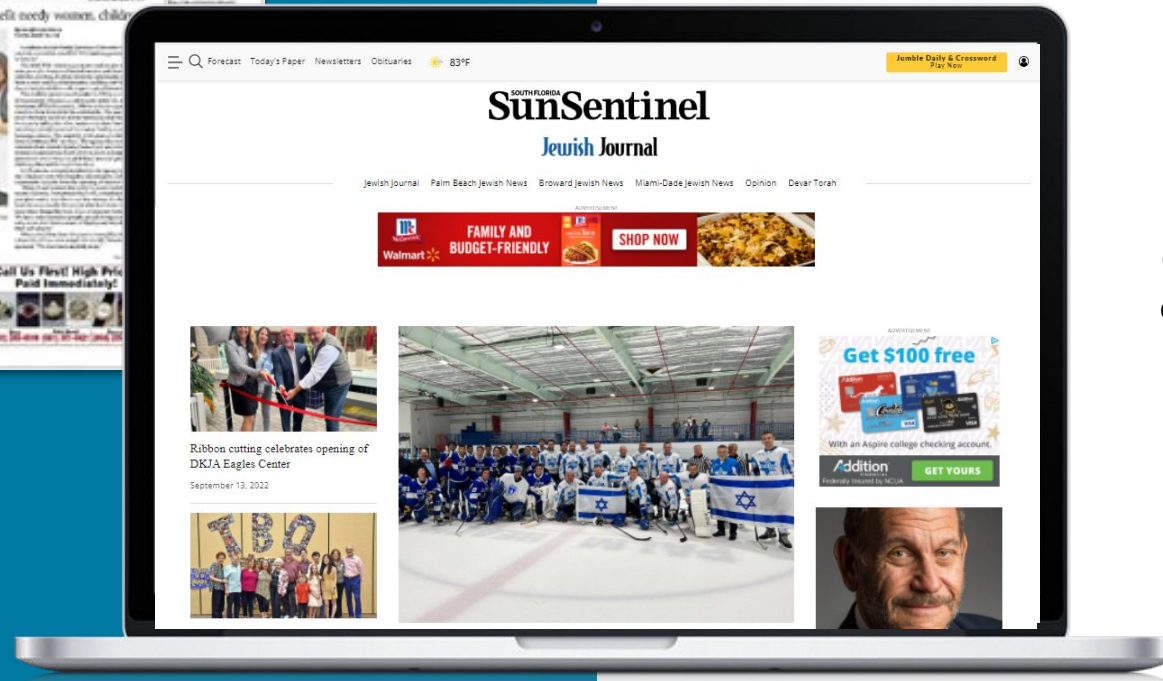


# JEWISH JOURNAL

REACH THE JEWISH COMMUNITY



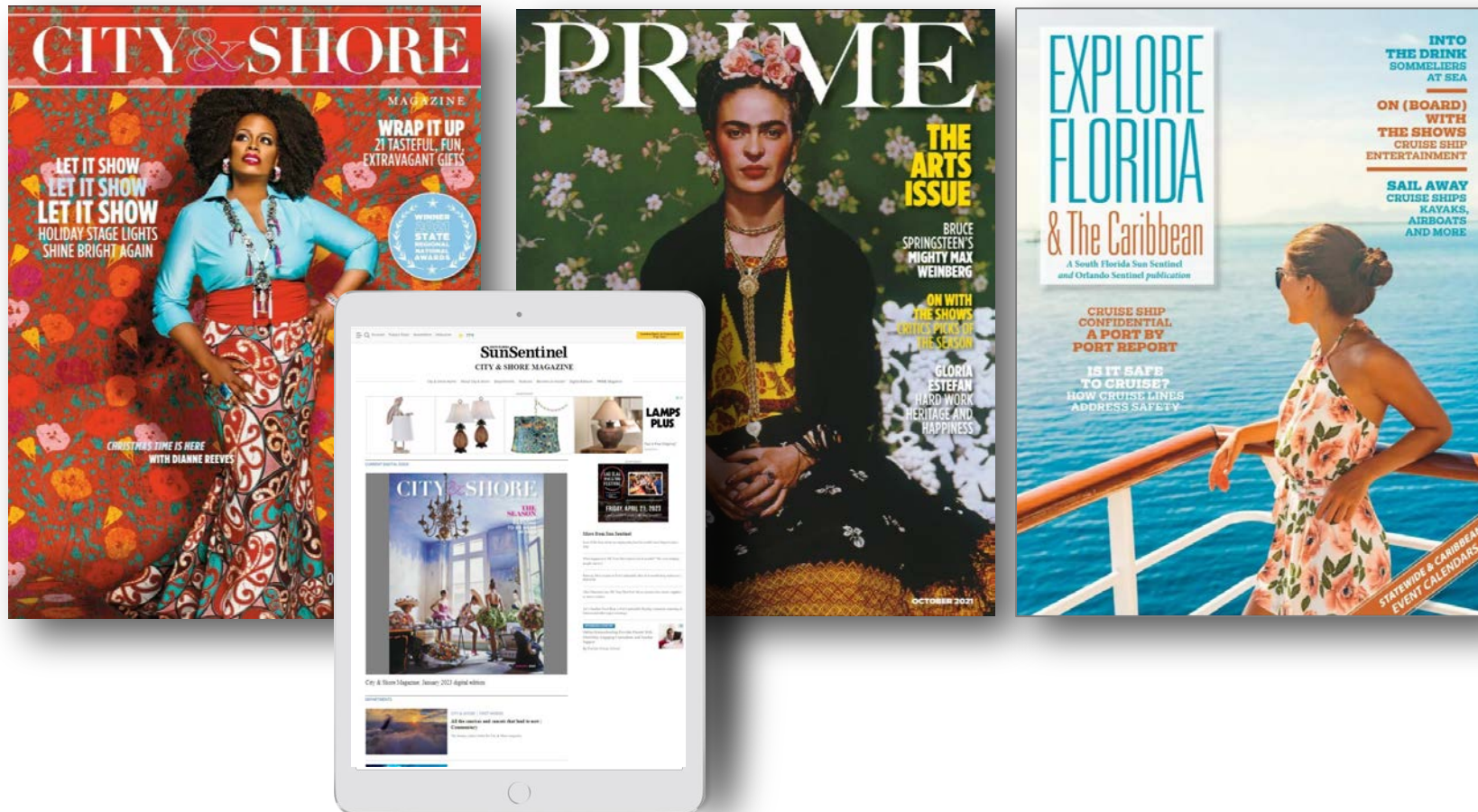
The **Jewish Journal**, the country's largest Jewish weekly publication, serves up local, national and international news, opinion, features, faith and events to South Florida's vibrant Jewish community.



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.



# SUN SENTINEL 2023 EVENTS

MAKE THE MOST OF LIFE AT ANY AGE!



**APRIL 15, 2023 & NOVEMBER 5, 2023**

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+



**2ND QUARTER 2023**

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



**MAY 3, 2023**

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.

**500+ ATTENDEES**



## AUDIENCE SNAPSHOT

- Professionals & Executives
- HR Professionals
- Community Leaders



**4TH QUARTER, 2023**

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 an event featuring a keynote speaker, survivor stories & all things pink!

**IMMERSIVE  
CONTENT EXPERIENCE  
200+ ATTENDEES**



## AUDIENCE SNAPSHOT

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





# THANK YOU

LET'S REACH MORE . . . TOGETHER

**SunSentinel**  
MEDIA GROUP