

A scenic view of a tropical city skyline, likely Miami, featuring a dense cluster of high-rise buildings in the background. In the foreground, there is a marina with several large yachts docked at a pier, surrounded by lush green palm trees. The sky is filled with dramatic, white and grey clouds, suggesting a bright but slightly overcast day. The overall atmosphere is vibrant and coastal.

REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

PARTNERING FOR SUCCESS

SunSentinel
MEDIA GROUP

OUR MISSION STATEMENT

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
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OUR UNIQUE POSITION



20.2M
UV's/mo

AWARD-WINNING JOURNALISM

Our Pulitzer Prize-winning brands inform, protect, inspire and engage audiences with 7.7M 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 AND SCALE TO
DELIVER BETTER RESULTS



NO. 1 MEDIA COMPANY
IN 5 OF 7 MARKETS

Source: Scarborough USA+, 2023, R1; Google Analytics, Monthly Average, January - December 2023.

THE MARKET IS BOOMING!

1 Million

Snowbirds flock to Florida each year



#1 Fastest Growing State

1,000 new residents a day



#1 & #3

Cruise Ports in the World

#1 Port of Miami
#2 Port Canaveral
#3 Port Everglades
(Fort Lauderdale)

11 Fortune 500 Companies

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



52 Million Tourists

visit South Florida annually



South Florida is **Larger than 36 States**

7.1 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

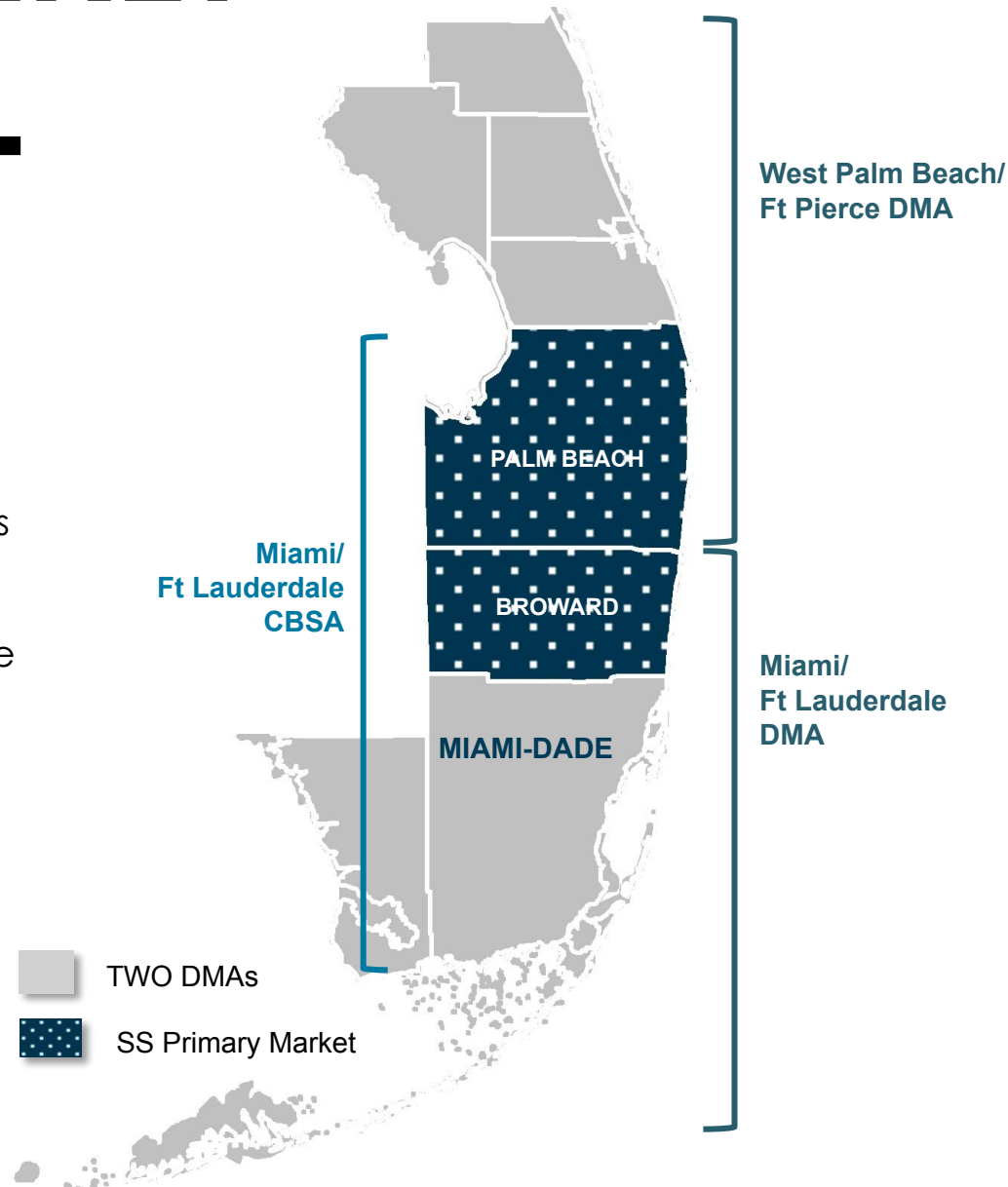
& hundreds of private institutions including University of Miami & NOVA Southeastern

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.



7.1M
PEOPLE IN 2 DMAs

16TH
LARGEST DMA (MIA)
WPB DMA 40th

8TH
LARGEST CBSA IN U.S. & IN
FLORIDA (BASED ON HH)

3RD
LARGEST DMA FOR HISPANICS*
10TH FASTEST GROWING DMA BY
TOTAL HISPANIC CHANGE**

TOP 10 NEWSPAPERS IN FLORIDA

SUN SENTINEL IS THE 2ND LARGEST CIRCULATED NEWSPAPER IN FLORIDA

Rank By Sunday Circulation	Media Property	Parent Company	City	Sunday (Print + E-Edition)	Weekday (Print + E-Edition)
1	Tampa Bay Times	Times Publishing Company	St. Petersburg	156,919	149,473
2	Sun Sentinel	Tribune Publishing Company	Deerfield Beach	98,913	88,582
3	Orlando Sentinel	Tribune Publishing Company	Orlando	81,520	71,061
4	The Miami Herald	McClatchy Company	Miami	60,466	59,780
5	Villages Daily Sun	The Villages Operating Company	The Villages	51,962	51,394
6	Sarasota Herald-Tribune	Gannett Co., Inc.	Sarasota	31,078	27,338
7	The Palm Beach Post	Gannett Co., Inc.	West Palm Beach	30,740	24,799
8	Naples Daily News	Gannett Co., Inc.	Naples	22,640	19,955
9	Sun	Sun Coast Media Group, Inc.	Charlotte Harbor	22,151	31,717
10	Florida Times-Union	Gannett Co., Inc.	Jacksonville	20,585	16,264

LOCAL MASS REACH

775K 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 2023, 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

\$104,100

avg. household income
(\$15,000 Higher Than
Mkt. Avg.)

49

average age
(on Par with Mkt. Avg.)

40%

college graduates
(Index 132)

67%

homeowners
(Index 110)

39%

household income
\$100K+
(Index 127)

39%

Age 25 - 44
(Index 123)

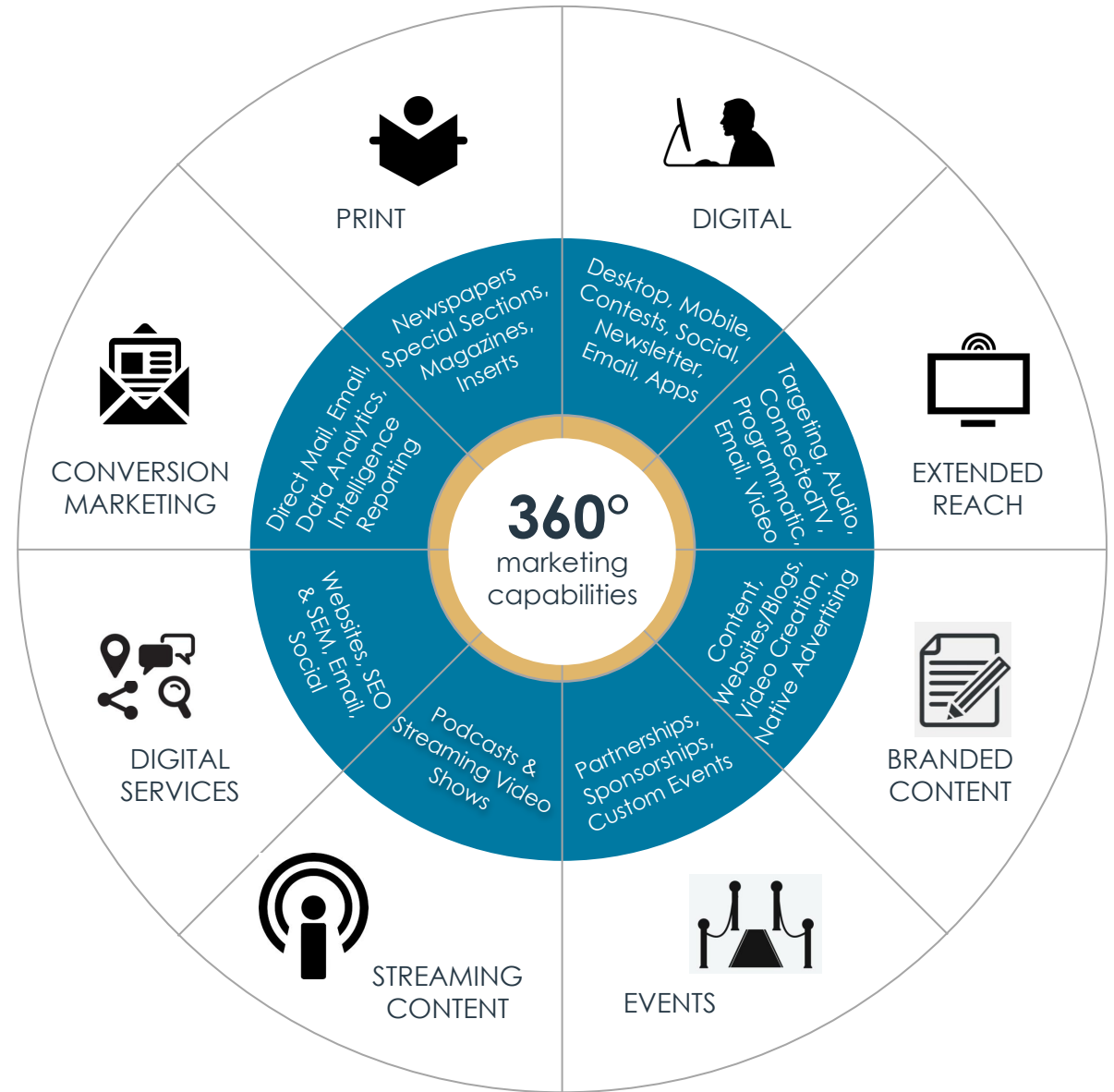
MULTIMEDIA

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 520K/WEEK

241K

Daily Readers
(includes print & e-edition)

321K

Sunday Readers
(includes print & e-edition)



NO. 1 SOUTH FLORIDA'S LARGEST CIRCULATED DAILY NEWSPAPER

Note: Print readership includes Miami & West Palm Beach DMAs and includes E-newspaper.
Source: Scarborough 2023, R1.

INSERTS: A STEP ABOVE



Full Run

Zoned Pubs

SUN SENTINEL

Wednesdays & Sundays

Subscribers & Single Copy

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).

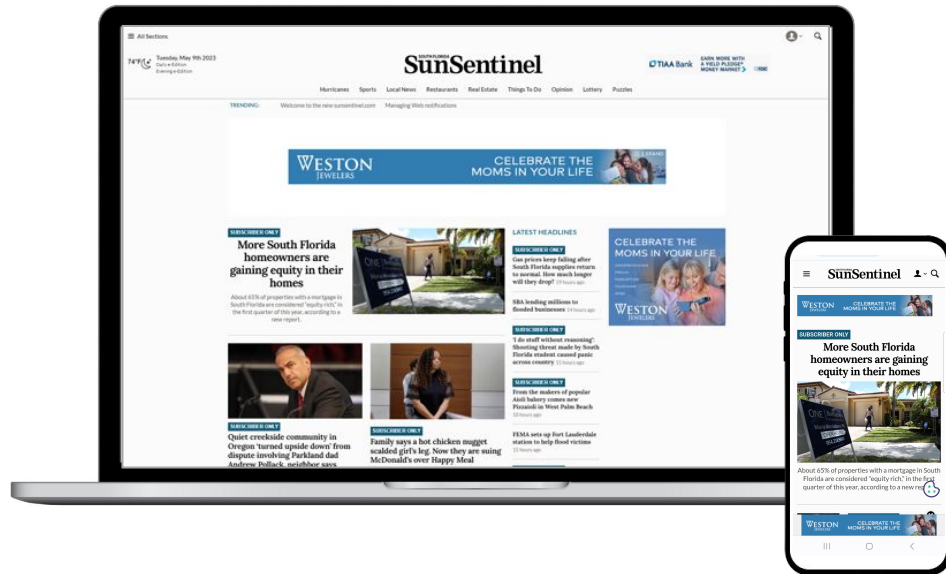


ONLINE READERS

4.3M
PAGE VIEWS/MO

2.1M
UNIQUE VISITORS/MO

SunSentinel.com



No. 1 LOCAL NEWS SITE IN PRIMARY MARKET*

Source: Google Analytics, January–December 2023, (Traffic for SunSentinel.com only, does not include Apps, E-edition); Scarborough 2023 *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

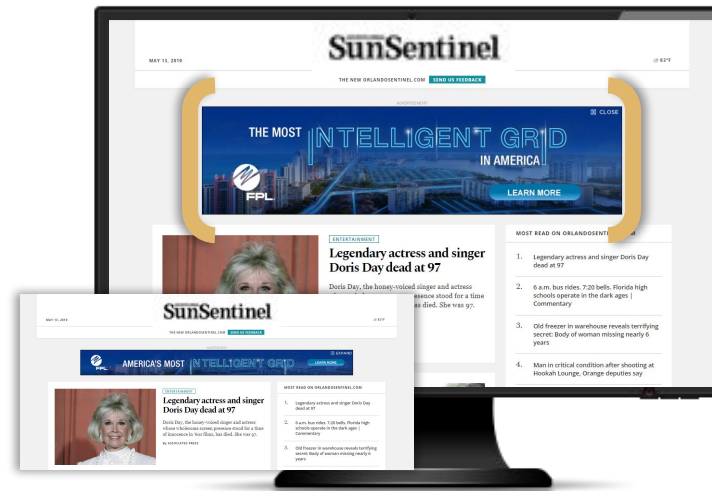
LIGHTHOUSE STORY LEVEL



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.

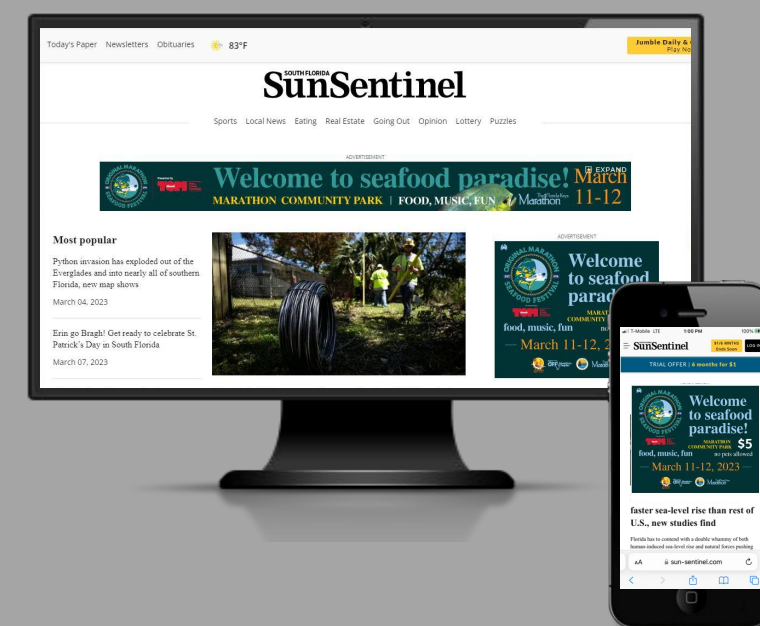
BILLBOARD HOMEPAGE & SECTION FRONTS



Billboard Rich Media

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

TAKEOVER HOMEPAGE & SECTION FRONTS



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

**HOME PAGE
AVG. DAILY TRAFFIC**

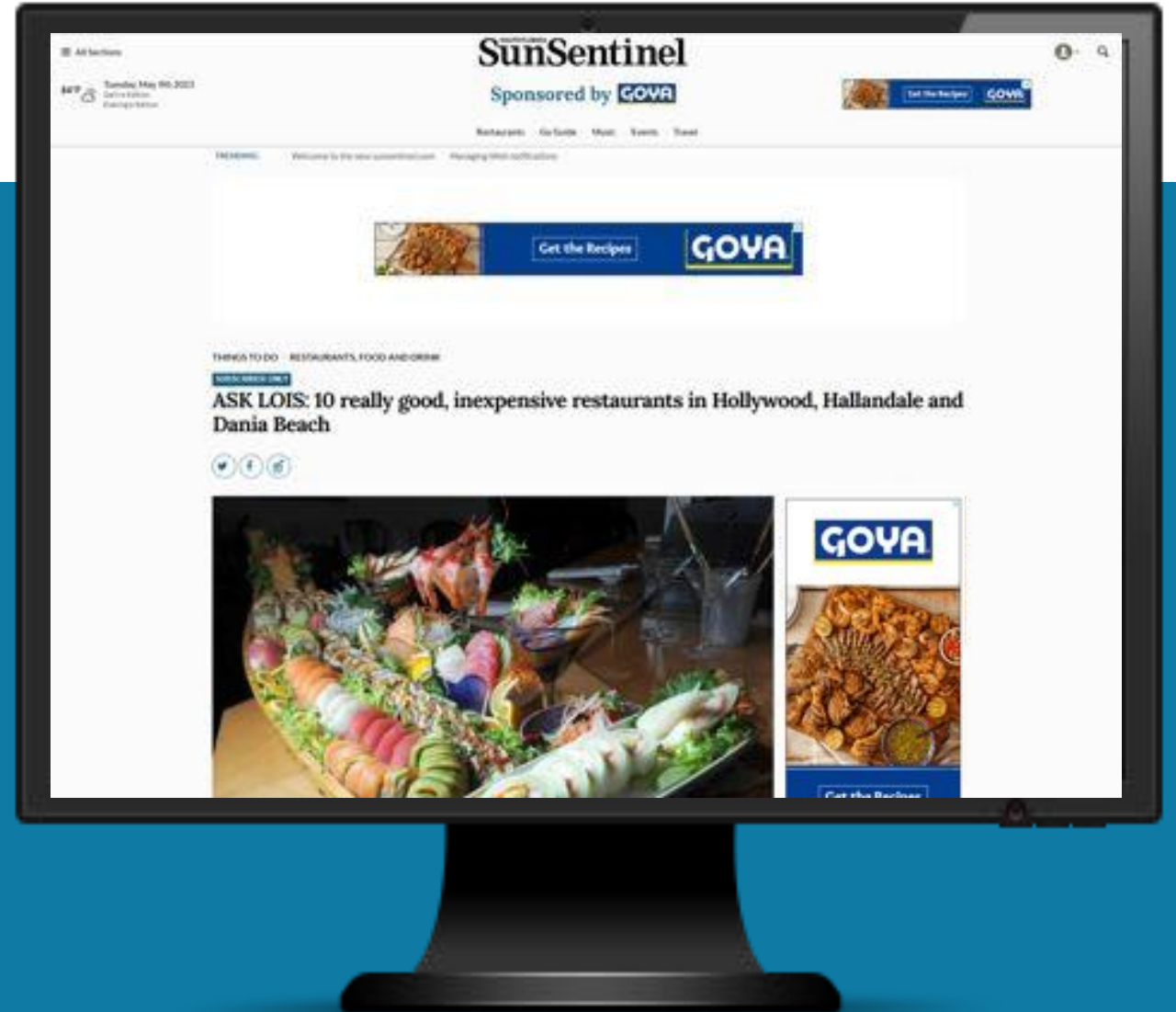
PAGE VIEWS: 19,212
UNIQUE VISITORS: 4,730

CUSTOM CHANNEL SPONSORSHIPS

ALIGN YOUR BRAND WITH TRUSTED CONTENT

Connect your brand with the interests and passions of our readers by aligning with our trusted News, Sports, Travel 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 **90%**
in past 3 years

[Sun Sentinel E-Edition](#)



LOYAL

14.7M MONTHLY PAGE VIEWS
88K MONTHLY UNIQUE VISITORS

LOCAL

44% OF PAGE VIEWS ARE FROM THE SOUTH FLORIDA 2 DMAS, AND **52%** ARE FROM FLORIDA

ENGAGED

13 MINUTES SPENT
71% OF VIEWS ON TABLET/DESKTOP

YOUR AD HERE

Messi comes off the bench, scores another highlight goal in first regular-season win with Inter Miami



Lionel Messi came off the bench on Saturday, but that didn't prevent the team captain from delivering a jaw-dropping goal in Inter Miami's 2-0 win over the New York Red Bulls.

[Read more →](#)

Messi the actor? Catch Leo in Maluma's new 'Trofeo' music video



Even a global star like Maluma wants in on the Lionel Messi phenomenon. The Colombian singer has dropped a new video for his song "Trofeo" that includes a meeting with the soccer superstar on the pitch at DRV PNK Stadium in Fort Lauderdale.

[Read more →](#)

MESSI MANIA MONDAY

On and off the field with Lionel Messi and Inter Miami.

+ Boosted with 100K Email Delivery

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: 19,100

BREAKING NEWS/DON'T MISS (Monday - Sunday)

Be the first to know, with email alerts on important breaking news and stories you don't want to miss.

Subscribers: 83,700

EVENING UPDATE (Monday - Sunday)

Stay up to date on the most important South Florida news and information of the day.

Subscribers: 4,900



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: 41,800

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

FLORIDA JEWISH JOURNAL

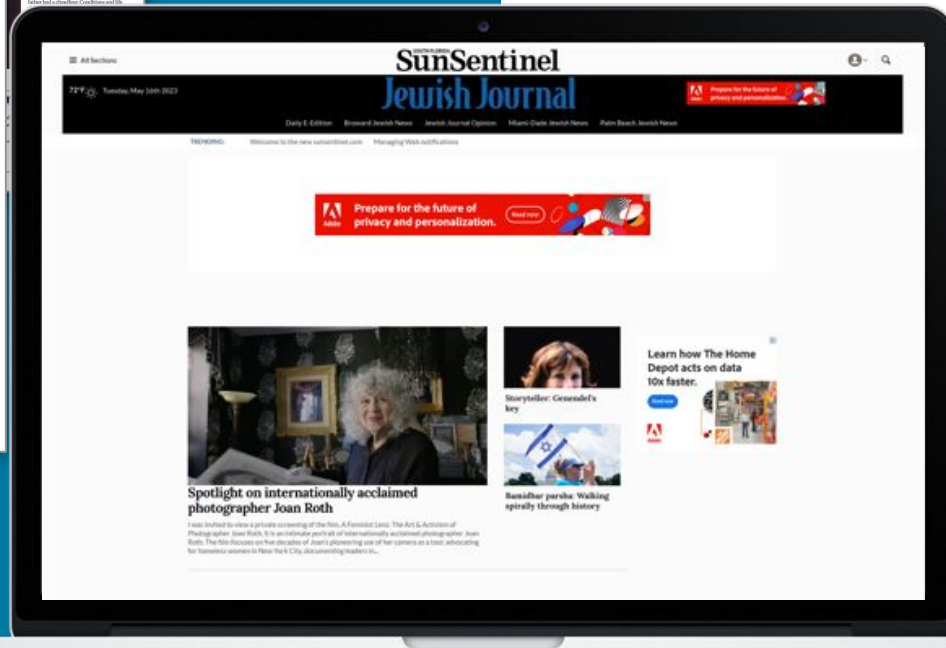
For news that matters about our Jewish communities in Florida and around the world.

+ Boosted with 100K Email Delivery

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. **City & Shore's audience profile is one of the most affluent in the market with an average net worth of \$667K (\$191,500 higher than the market average).** Our controlled distribution targets the most upscale and desirable consumers in South Palm Beach & Broward counties. Our audience index ranks especially high for homeowners and white-collar professionals.

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.

2024 City & Shore Calendar*

- January – 24 Reasons Why We Love Being In South Florida (Fun Things To Do)
- February – The Luxury Issue
- March – PRIME The Fine Life After 50
- April – The Home & Design Issue
- May – Explore Florida
- June – The Summer Issue
- September – The Food, Wine & Spirit Issue
- October – PRIME The Arts Issue
- October – Explore Florida (E-Edition only)
- November – The Holiday Issue

115K Circulation
(30K print/85K digital)

6
Times Per Year

Plus 2
Prime Sections

135K Circulation
(50K print/85K digital)

*Themed Issues Subject to Change.

SUN SENTINEL 2024 EVENTS



APRIL 13TH - FT. LAUDERDALE
NOVEMBER 10TH - BOCA
[Sun Sentinel Prime Expo](#)

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.



AUDIENCE SNAPSHOT

- ☐ Active & Health-Conscious Adults
- ☐ Adults 50+ & Seniors
- ☐ Children of Adults 65+

1500+ ATTENDEES



[Sun Sentinel Top Workplaces](#)

Top Workplaces celebrates South Florida's elite companies who create excellent employee engagement in the workplace. The program culminates with a celebratory event that allows your business to meet and mingle with the best in the area.



AUDIENCE SNAPSHOT

- ☐ C+ Level Executives
- ☐ HR Professionals
- ☐ Community Leaders

500+ ATTENDEES



[Sun Sentinel Celebrating Nurses](#)

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



AUDIENCE SNAPSHOT

- ☐ Healthcare Workers
- ☐ Community Business Leaders
- ☐ Local Families & Patients

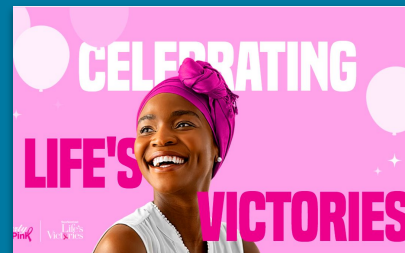
IMMERSIVE CONTENT EXPERIENCE



OCTOBER 2024

[Sun Sentinel Life's Victories](#)

Join us as we go PINK all month long. We'll feature breast cancer awareness content throughout the month of October with our annual Life's Victories series that spotlights inspiring stories of local survivors.



AUDIENCE SNAPSHOT

- ☐ Women 35+
- ☐ Healthy Lifestyle Enthusiasts
- ☐ Breast Cancer Supporters/Survivors

IMMERSIVE CONTENT EXPERIENCE

A group of people are gathered around a table outdoors, clinking mugs in a toast. They are all smiling and laughing, creating a warm and joyful atmosphere. The scene is set in a bright, sunny outdoor environment, possibly a patio or cafe. The people are dressed in casual, contemporary clothing. The overall mood is one of camaraderie and shared happiness.

THANK YOU

LET'S REACH MORE . . . TOGETHER

SunSentinel
MEDIA GROUP