



REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

PARTNERING FOR SUCCESS

SunSentinel
MEDIA GROUP

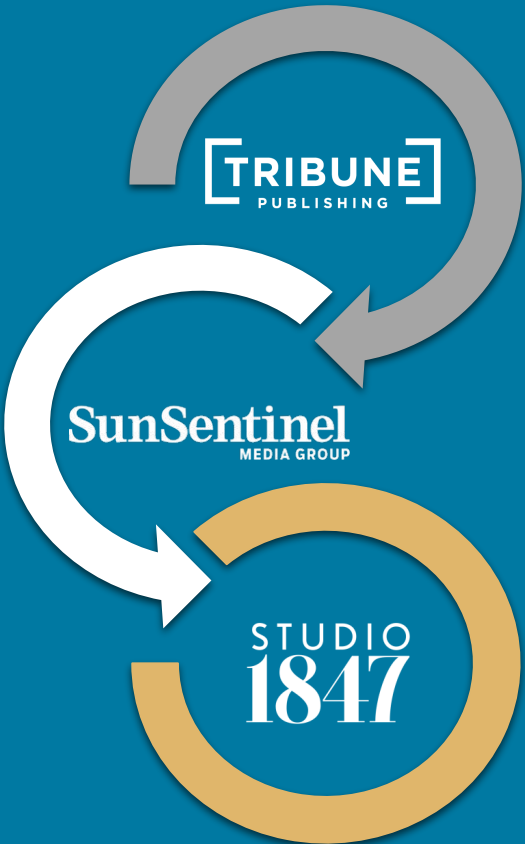
OUR MISSION STATEMENT

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 nearly 750,000 South Floridians weekly through our family of products. We have the resources & scale to reach your desired audience – anyone, anytime, anywhere.

INSIDE

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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



20.2M
UV's/mo

AWARD-WINNING JOURNALISM

Our Pulitzer Prize-winning brands inform, protect, inspire and engage audiences with 8.0M 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 2024, R1; Google Analytics, Monthly Average, January - December 2023.

THE MARKET IS BOOMING!

1.5 Million

Americans reported
Florida as their
“second home
state,”



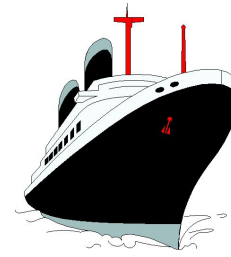
**#1 Fastest
Growing State**

1,000 new residents
a day



**11 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 Port Canaveral

#3 Port Everglades
(Fort Lauderdale)

**56 Million
Tourists**

visit South Florida
annually



South Florida is
**Larger than
36 States**

7.2 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**

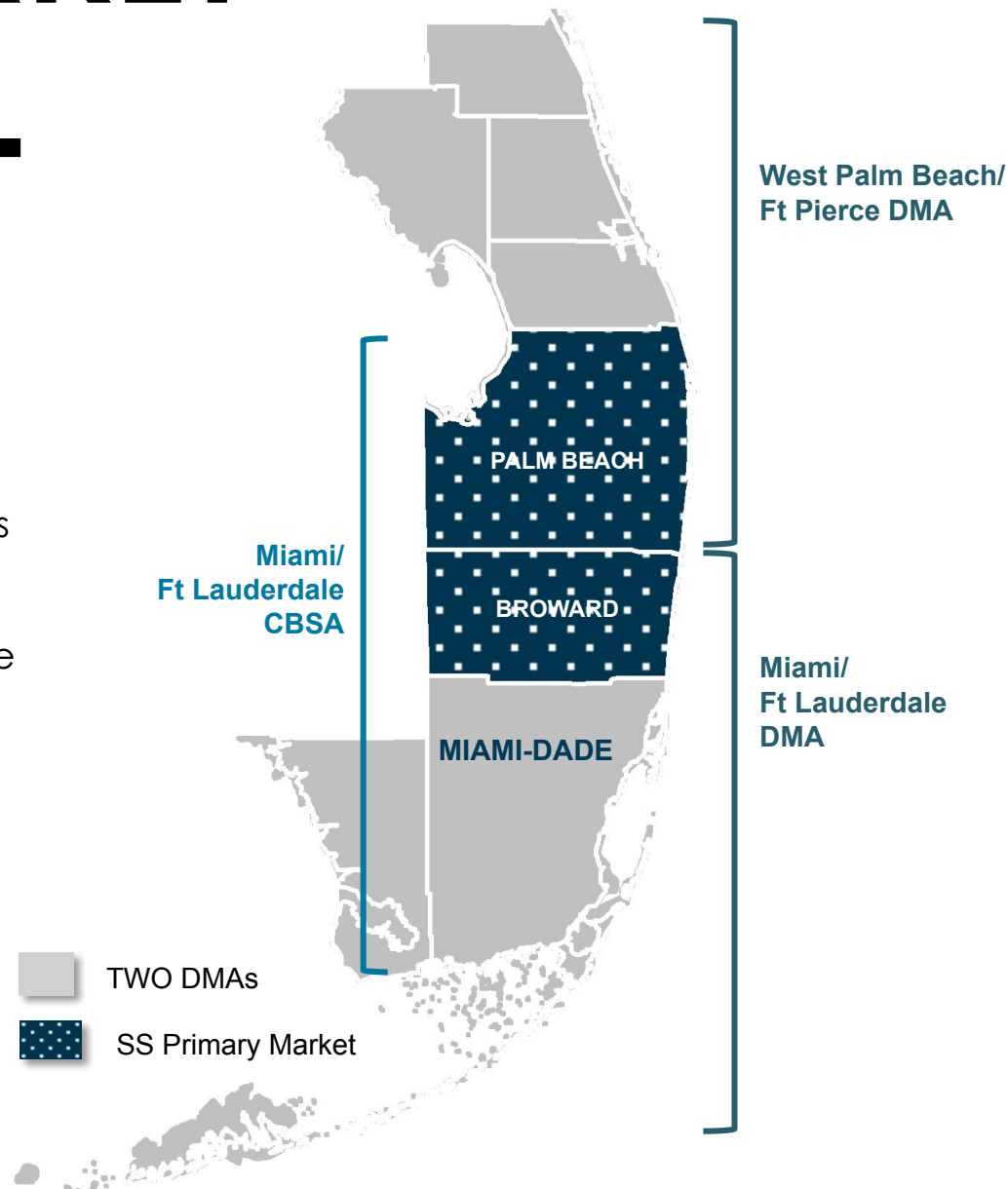
& hundreds of private institutions
including University of Miami &
NOVA Southeastern

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.



7.2M

PEOPLE IN 2 DMAs

17TH

LARGEST DMA (MIA)
WPB DMA 39th

8TH

LARGEST CBSA IN U.S. &
LARGEST IN FLORIDA
(BASED ON POP)

3RD

LARGEST DMA FOR HISPANICS*
7TH 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	136,687	136,254
2	Sun Sentinel	Tribune Publishing Company	Deerfield Beach	90,638	80,351
3	Orlando Sentinel	Tribune Publishing Company	Orlando	77,860	63,391
4	Villages Daily Sun	The Villages Operating Company	The Villages	53,931	53,947
5	The Miami Herald	McClatchy Company	Miami	53,059	52,301
6	The Palm Beach Post	Gannett Co., Inc.	West Palm Beach	27,131	22,863
7	Sarasota Herald-Tribune	Gannett Co., Inc.	Sarasota	26,359	24,371
8	Naples Daily News	Gannett Co., Inc.	Naples	19,093	16,836
9	Florida Times-Union	Gannett Co., Inc.	Jacksonville	17,174	13,995
10	News-Press	Gannett Co., Inc.	Fort Myers	14,799	11,975

LOCAL MASS REACH

670K WEEKLY READERS IN
PRINT/ONLINE



NO.1 LOCAL DAILY
NEWSPAPER & NEWS SITE
IN PRIMARY MARKET
AREA

19% WEEKLY NET REACH*
IN PRINT AND/OR
ONLINE WEEKLY

Source: Scarborough 2024, 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, print, e-edition and online.



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

\$104,000

avg. household income
(\$14,000 Higher Than
Mkt. Avg.)

50

average age
(on Par with Mkt. Avg.)

36%

college graduates
(Index 116)

67%

homeowners
(Index 113)

42%

household income
\$100K+
(Index 132)

40%

Age 25 - 44
(Index 131)

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 487K/WEEK

228K

Daily Readers
(includes print & e-edition)

290K

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-newsletter.
Source: AAM News Media Statements 3/24; Scarborough 2024, R1

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).

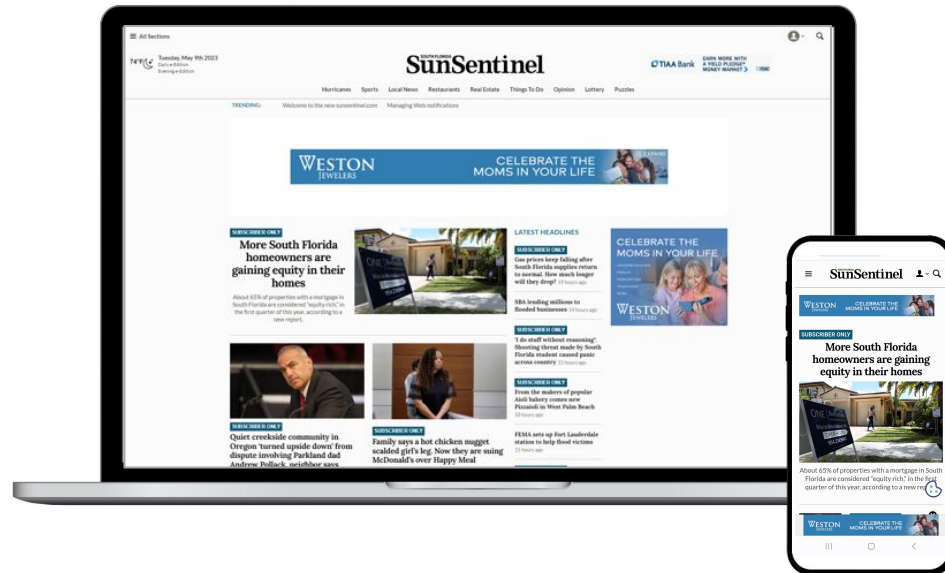


ONLINE READERS

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 2024 *includes Broward and Palm Beach counties - news websites visited past 30 days.

E-EDITION

APPS

EMAIL

NEWSLETTERS

NEWS SHOW

RICH MEDIA

PAID POSTS

SWEEPSTAKES

CONTESTS

TARGETING

GEOGRAPHIC

CONTEXTUAL

DEMOGRAPHIC

BEHAVIORAL

DAYPARTING

AUDIENCE

HIGH IMPACT RICH MEDIA

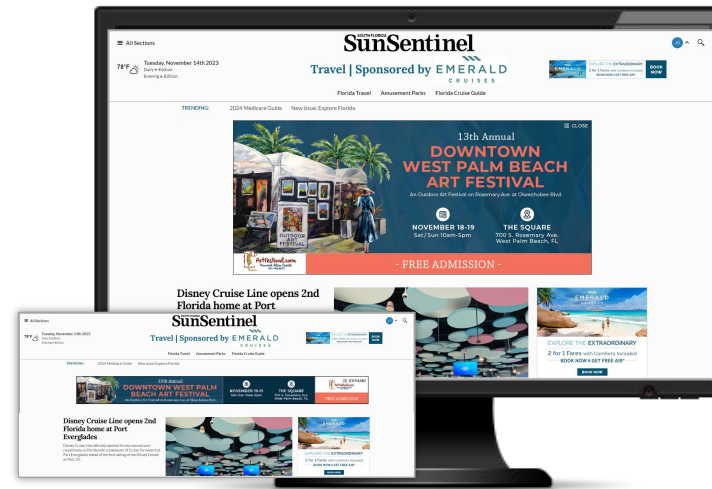
LIGHTHOUSE STORY LEVEL



With prominent positioning the lighthouse ad is the first thing a consumer sees on the page.

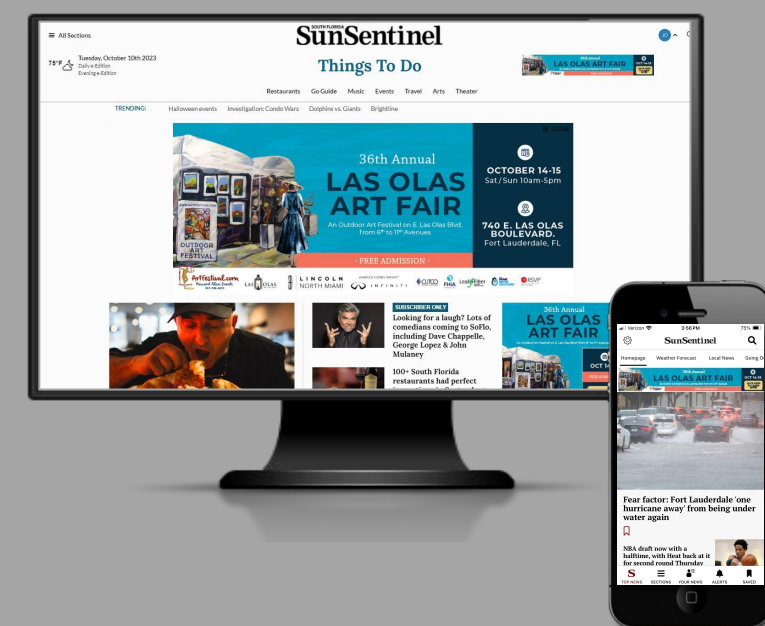
Source: Google Analytics 2023

BILLBOARD HOMEPAGE & SECTION FRONTS



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**

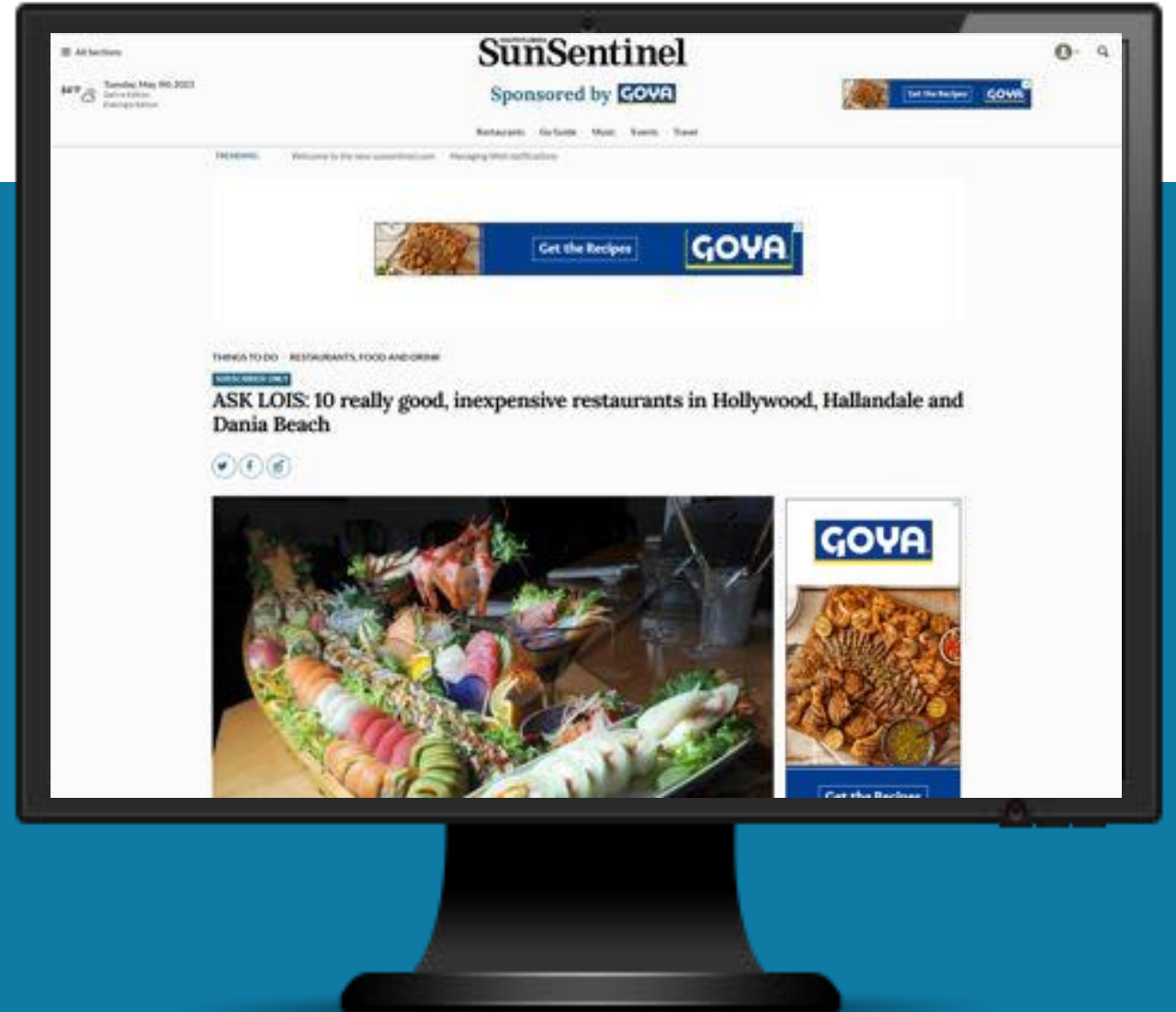
PAGE VIEWS: 19,212
UNIQUE VISITORS: 4,730

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 **89%**
in past 4 years

[Sun Sentinel E-Edition](#)



LOYAL

14.7M **88K**
MONTHLY PAGE VIEWS MONTHLY UNIQUE VISITORS

LOCAL

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

ENGAGED

13 **71%**
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. Your message is served in the form of highly visible marquee ads and includes all ad positions in the newsletter.

[SunSentinel.com E-Newsletters](https://www.sun-sentinel.com/e-newsletters)

DAILY E-NEWSLETTERS (No Boosted Email)

MORNING UPDATE

(Monday - Sunday)

Start your day with the top stories in South Florida.

Subscribers: 24,800

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: 200,400

New

EVENING UPDATE

(Monday - Sunday)

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

Subscribers: 10,500

New

ASKING ERIC

(Monday - Sunday)

No-nonsense advice for better living delivered to your inbox every morning.

Subscribers: 1,900

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

FLORIDA POLITICS

A lunch-hour look at what's trending in Florida politics. (bi-weekly)

+ Boosted with 100K Email Delivery

YOUR HEALTH

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 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

MESSI MANIA MONDAY

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

+ 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 & around the world.

+ 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. (bi-weekly)

+ Boosted with 100K Email Delivery

SunSentinel

Families and Savings

Wednesday, September 18, 2024



**JOIN US FOR OUR
OPEN HOUSE**
SATURDAY, NOVEMBER 2, 2024
WWW.MCCARTHYHIGH.ORG

Powered by [iStockphoto](#)

Hispanic Heritage Month is here! Celebrate with food, music and art in South Florida



This year's Hispanic Heritage Month theme is "Pioneers of Change: Shaping the Future Together." Here in South Florida, you'll find that theme reflected in many ways and events.

[Read more →](#)

Federal Reserve is set to cut interest rates for the first time in 4 years



Having all but tamed inflation, the Federal Reserve is poised to do something today it hasn't done in more than four years: Cut its benchmark interest rate, a step that should lead to lower borrowing costs for consumers and businesses just weeks before the presidential election.

[Read more →](#)

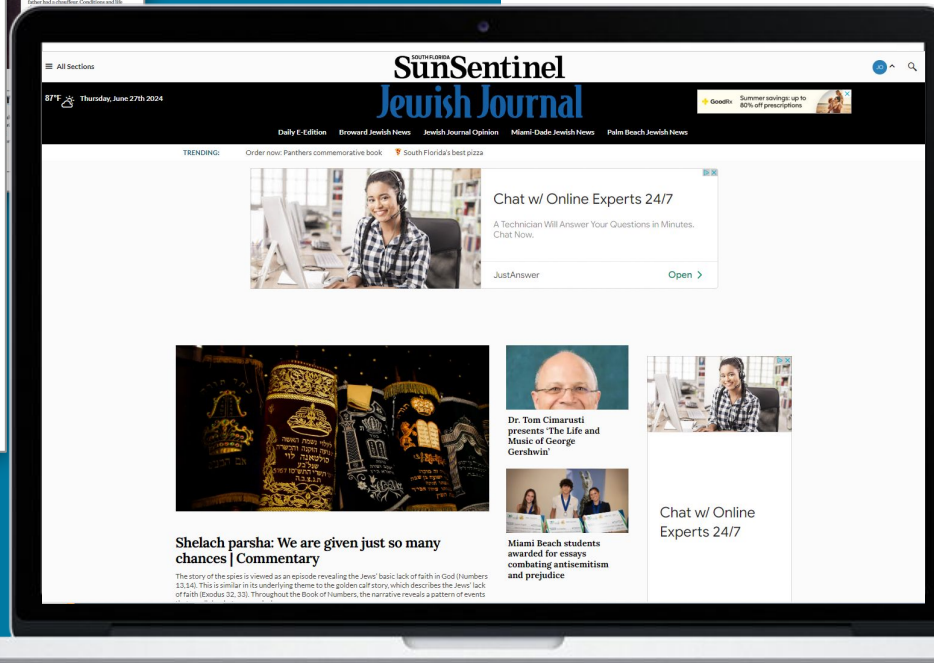


**JOIN US FOR OUR
OPEN HOUSE**
SATURDAY, NOVEMBER 2, 2024
WWW.MCCARTHYHIGH.ORG

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.

2025 City & Shore Calendar*

- January – 25 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 & the Caribbean
- June – The Summer Issue
- September – The Food, Wine & Spirit Issue
- October – PRIME The Arts Issue
- October – Explore Florida & the Caribbean
- 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 2025 EVENTS



**SPRING & FALL
DATES TBD**

[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



MAY 15TH

[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

A group of people are gathered around a table outdoors, smiling and clinking their mugs in a toast. The scene is bright and cheerful, with sunlight filtering through the background. The text "THANK YOU" is overlaid in large, bold, yellow letters, and "LET'S REACH MORE . . . TOGETHER" is overlaid in smaller, white letters below it. The SunSentinel MEDIA GROUP logo is in the bottom right corner.

THANK YOU

LET'S REACH MORE . . . TOGETHER

SunSentinel
MEDIA GROUP