



REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

PARTNERING FOR SUCCESS

SunSentinel
MEDIA GROUP

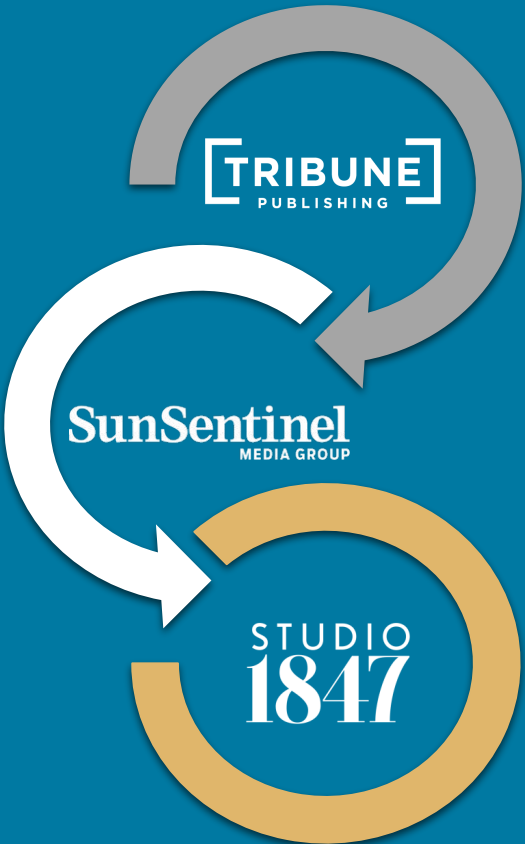
OUR MISSION STATEMENT

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

| | | |
|------------------|---|--|
| 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



15.2M
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

THE MARKET IS BOOMING!

1.5 Million

Americans reported
Florida as their
“second home
state,”



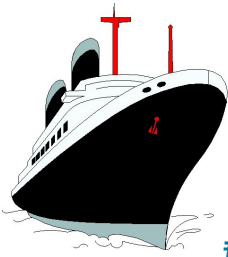
**#1 Fastest
Growing State**

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**

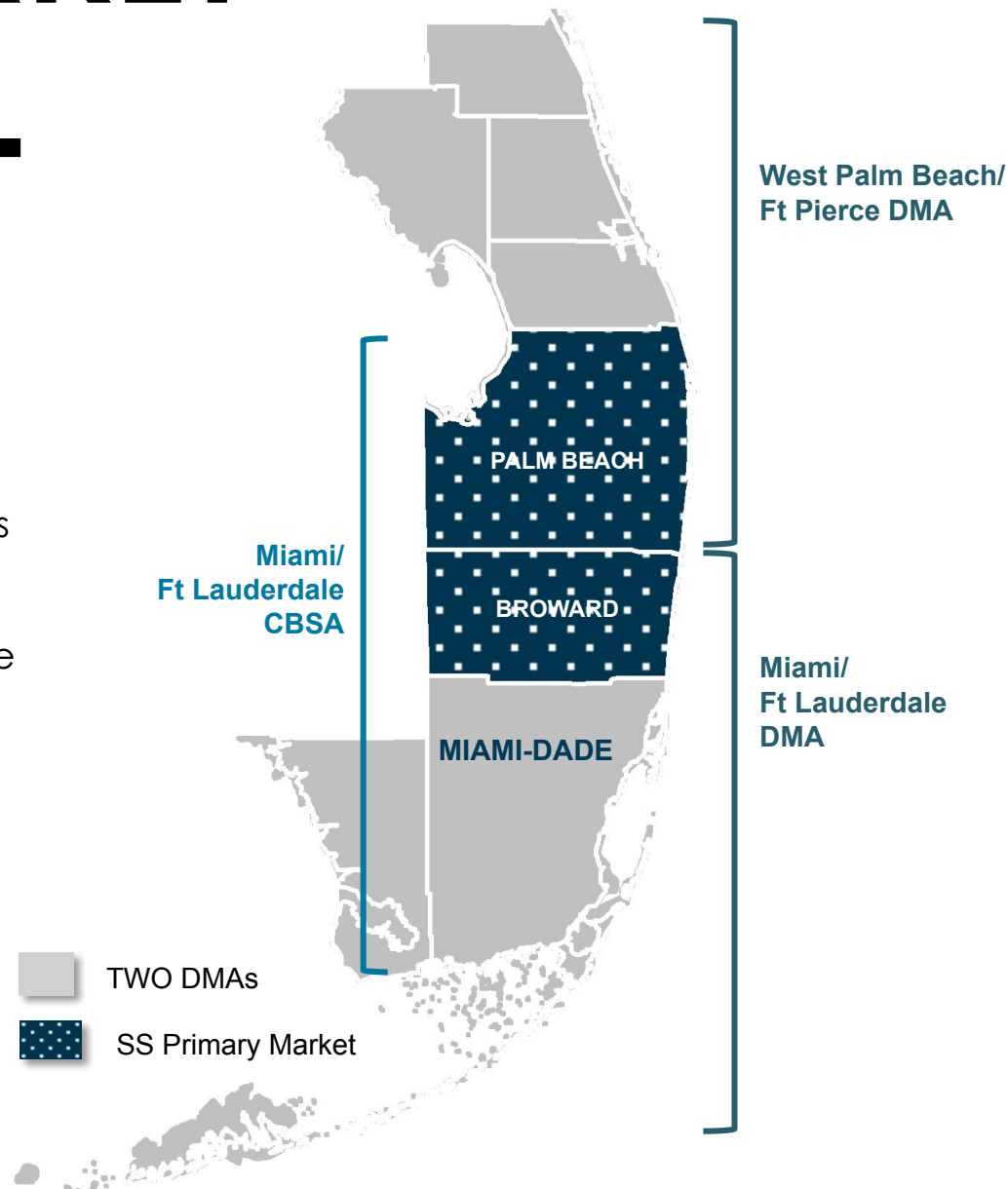
& hundreds of private institutions
including University of Miami &
NOVA Southeastern

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 | 53,500 | 52,807 |
| 6 | The Palm Beach Post | Gannett Co., Inc. | West Palm Beach | 27,131 | 22,779 |
| 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).

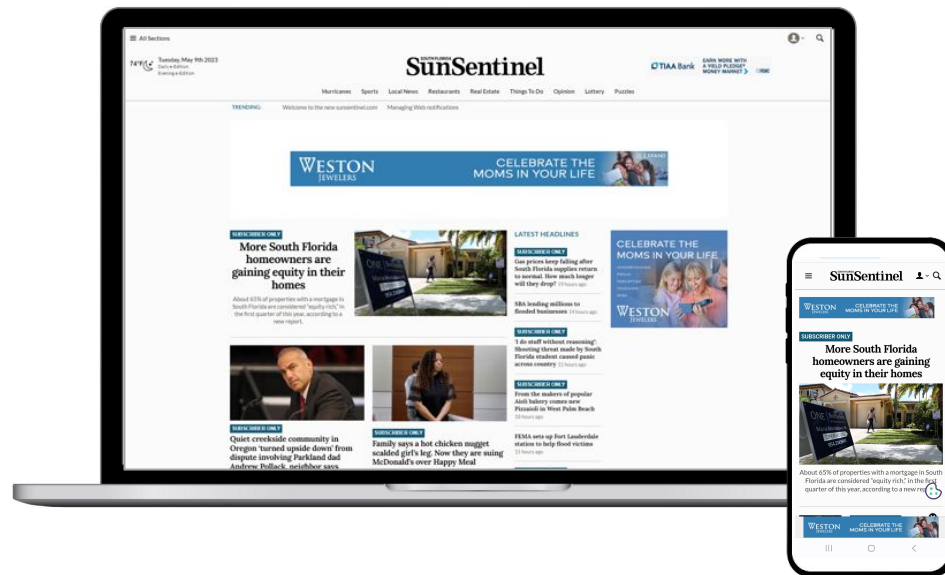


ONLINE READERS

3.9M
PAGE VIEWS/MO

1.8M
UNIQUE VISITORS/MO

SunSentinel.com



No. 1 LOCAL NEWS SITE IN PRIMARY MARKET*

Source: Google Analytics, January–December 2024, (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

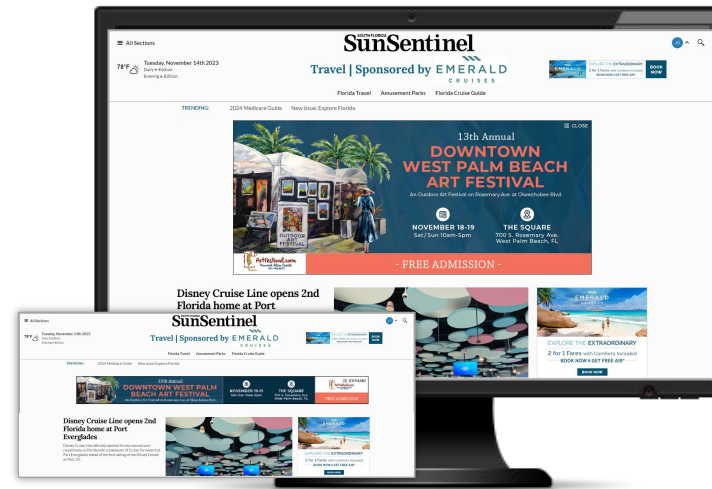
LIGHTHOUSE STORY LEVEL



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

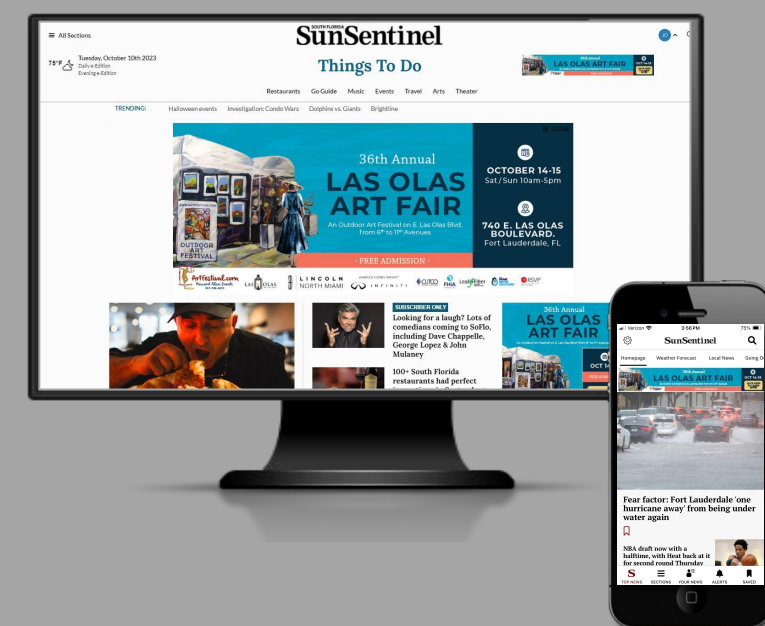
Source: Google Analytics, 2024

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**

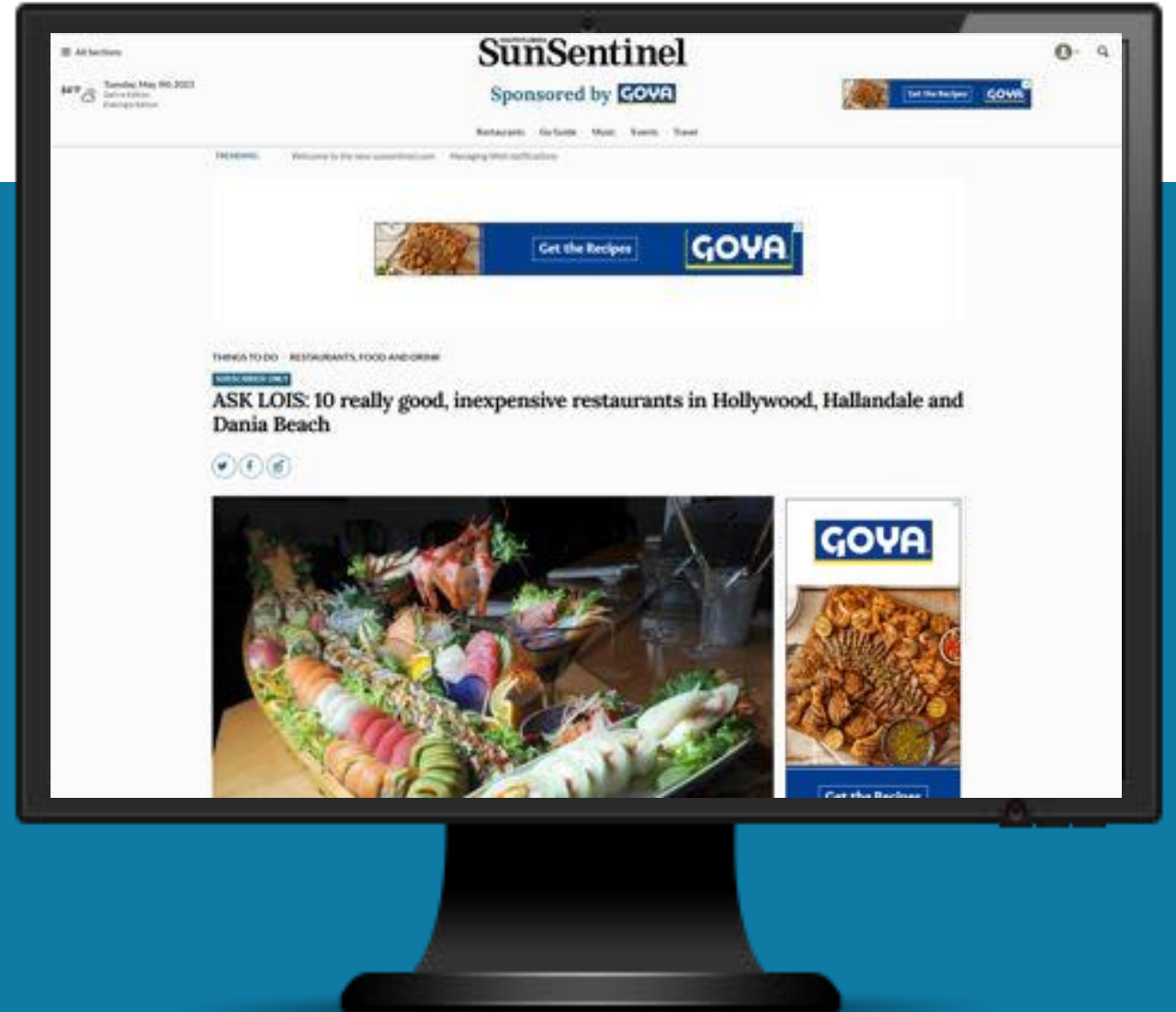
PAGE VIEWS: 20,600
UNIQUE VISITORS: 6,100

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

12.8M **76K**
MONTHLY PAGE VIEWS MONTHLY UNIQUE VISITORS

LOCAL

54% OF PAGE VIEWS ARE FROM THE SOUTH FLORIDA 2 DMAS, AND **71%** ARE FROM **FLORIDA**

ENGAGED

13 **74%**
MINUTES SPENT OF VIEWS ON TABLET/DESKTOP

Source: Google Analytics 2024 Monthly Average; Scarborough 2024 & 2020, % Growth in Local Readership From 2020 to 2024

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: 25,500

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: 210,600

New

EVENING UPDATE (Monday - Sunday)

Stay up to date on the most important South Florida news and information of the day.
Subscribers: 11,800

New

ASKING ERIC (Monday - Sunday)

No-nonsense advice for better living delivered to your inbox every morning.
Subscribers: 2,570

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

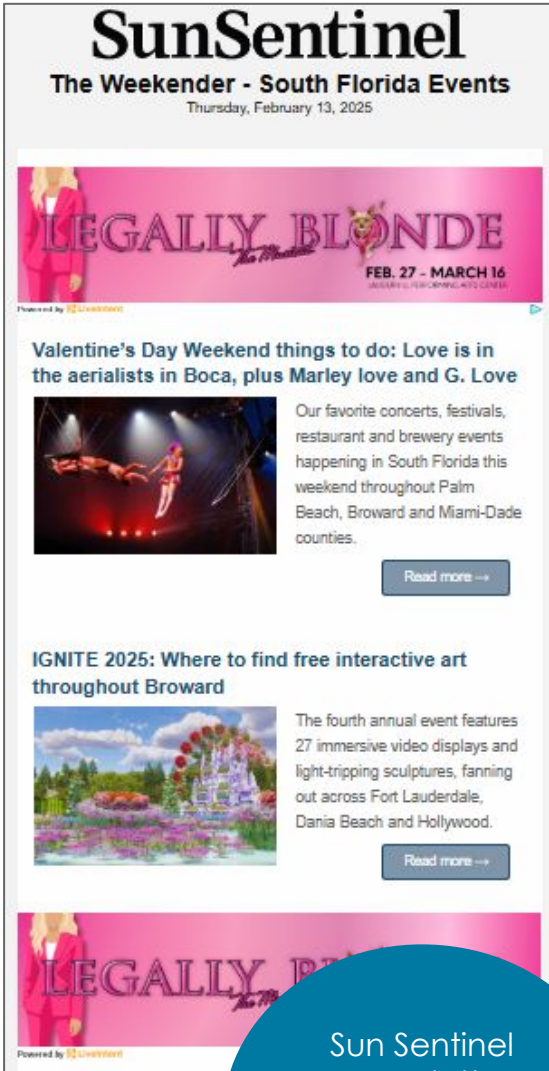
For news that matters about our Jewish communities in Florida & around the world.
+ Boosted with 100K Email Delivery

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

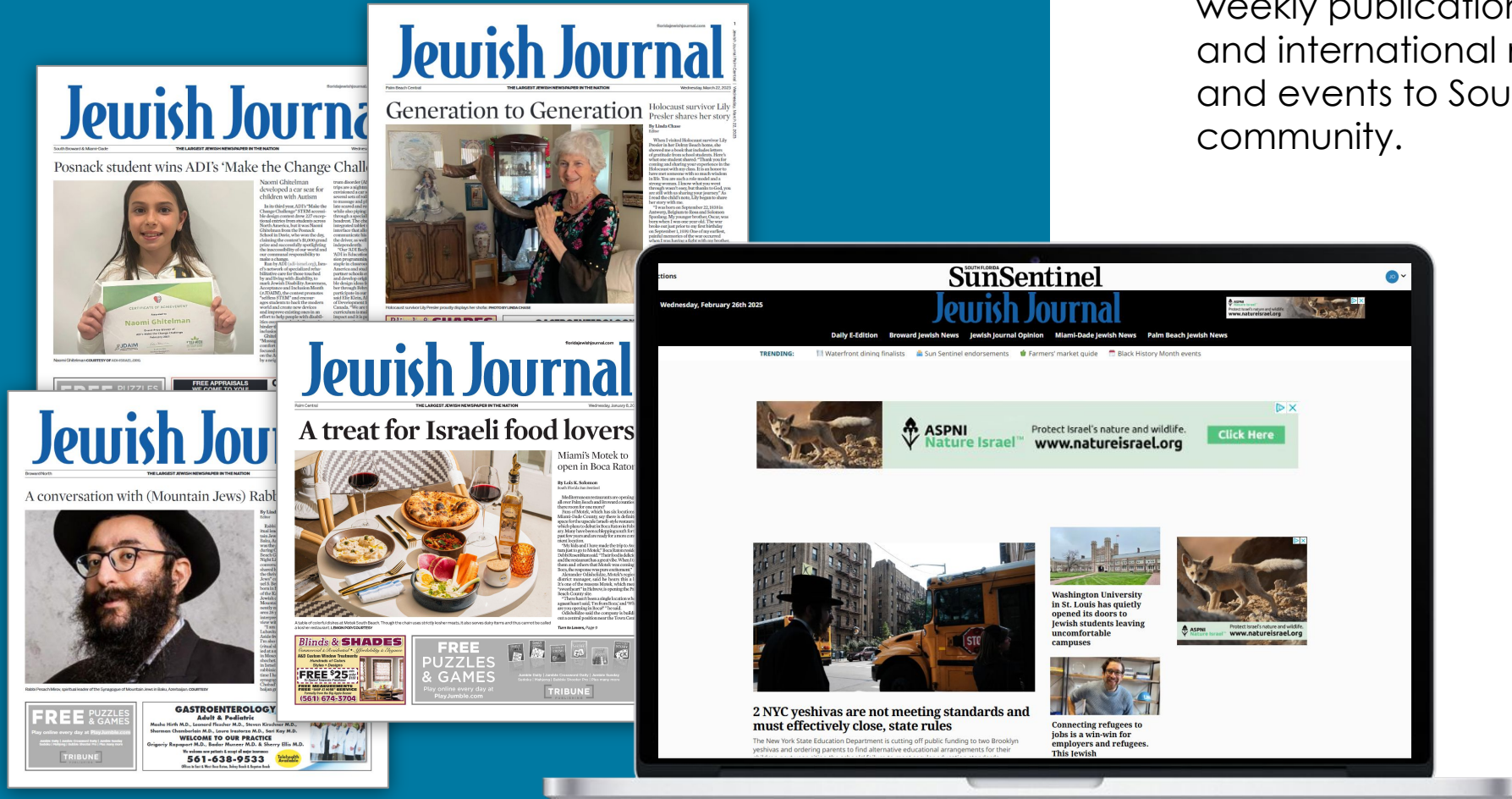
Dining out, cooking in and all the South Florida restaurant news and information you need. (bi-weekly)
+ Boosted with 100K Email Delivery



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 93,000 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

110K Circulation
(25K print/85K digital)

6
Times Per Year

Plus 2
Prime Sections

125K Circulation
(40K print/85K digital)

*Themed Issues Subject to Change.

SUN SENTINEL 2025 EVENTS



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



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, laughing and clinking mugs. The scene is bright and cheerful, with a warm, golden light. The people are dressed casually, and the atmosphere is one of joy and camaraderie. The background is slightly blurred, showing more of the outdoor setting.

THANK YOU

LET'S REACH MORE . . . TOGETHER

SunSentinel
MEDIA GROUP