

REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

DELIVERING

SOUTH FLORIDA



SunSentinel
MEDIA GROUP

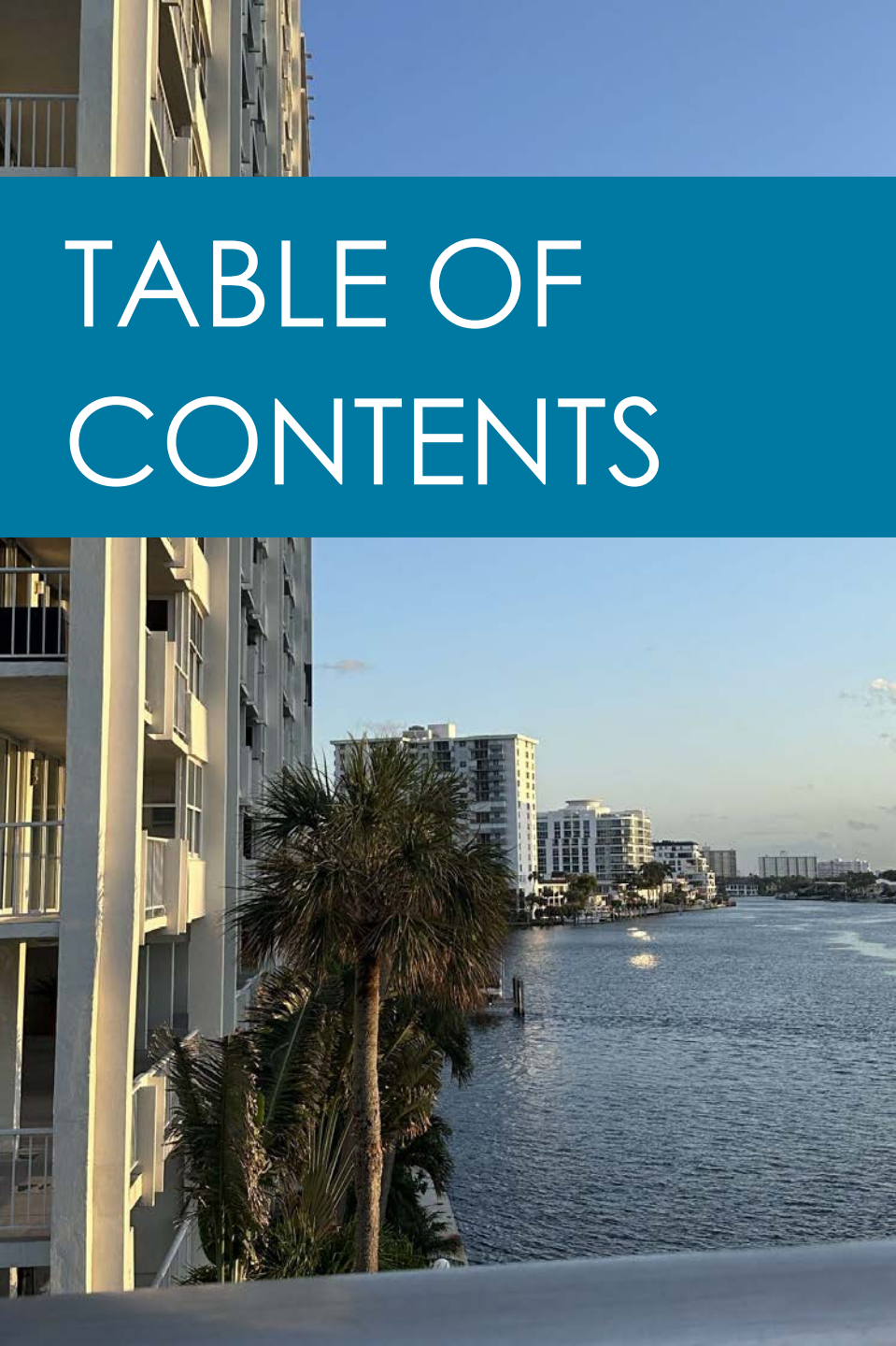


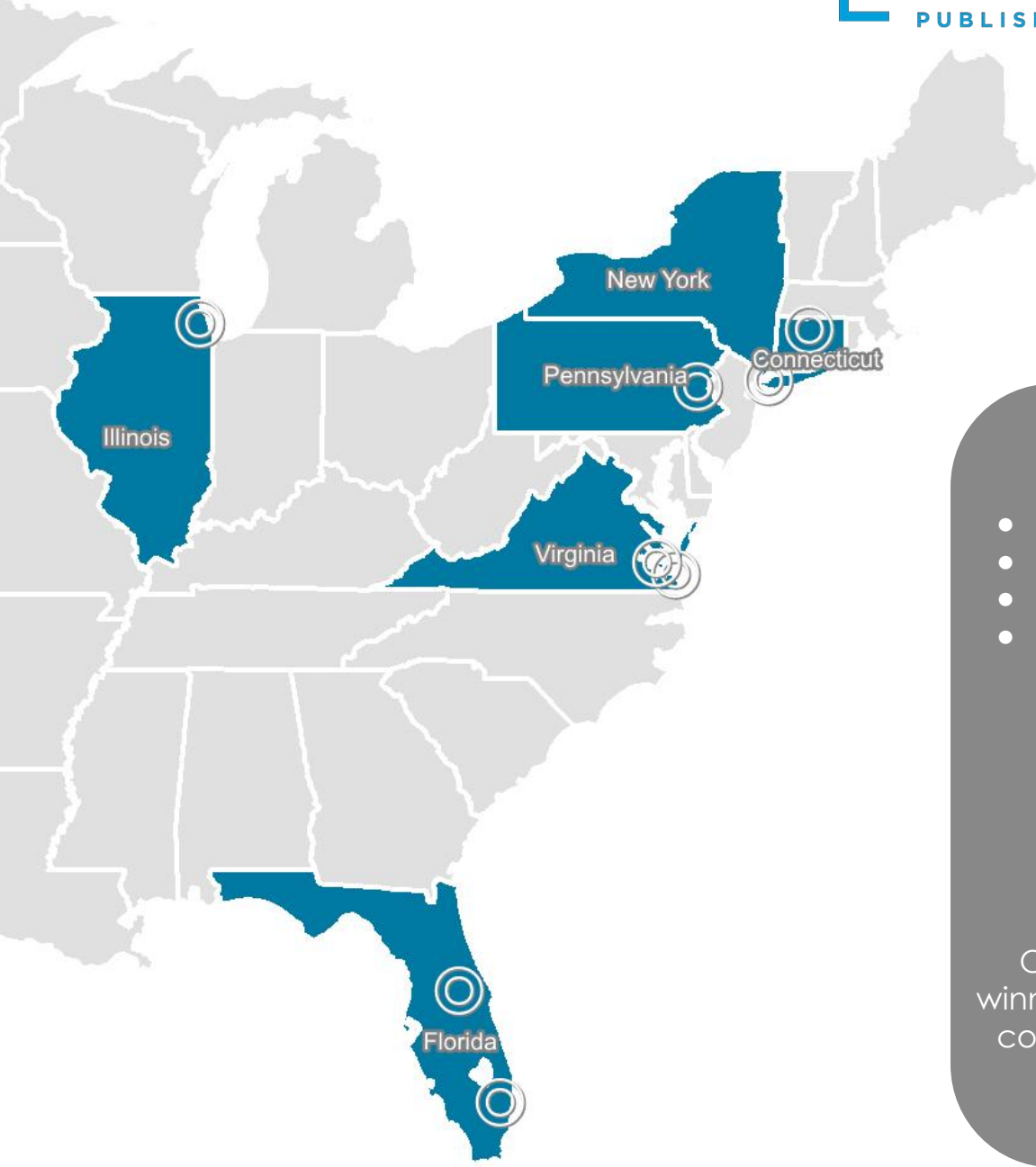
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For **over a century**, the Sun Sentinel has been the leading credible news, information and advertising source for our communities. We have the resources & scale to reach your desired audience – anyone, anytime, anywhere.

TRIBUNE PUBLISHING COMPANY PROFILE

Tribune Publishing provides high-quality journalism that **informs, inspires and engages our local communities**. Our brands create and distribute content across our media portfolio, offering integrated marketing, media and business services to consumers and advertisers.



REACH

- 7 Markets
- 8 Local Media Publishers
- 7.2 Million Readers Weekly
- 15.2 Million Unique Visitors/Mo

RESOURCES

STUDIO
1847

Our award-winning branded content studio

adtaxi

Our full-service digital marketing agency

Source: Scarborough 2025, R1; Google Analytics, Monthly Average, January - December 2024.

TRUSTED BRANDS

SunSentinel
MEDIA GROUP

Ft. Lauderdale, FL

Orlando Sentinel
MEDIA GROUP

Orlando, FL

Chicago Tribune
Chicago, IL

THE MORNING CALL
Allentown, PA

DAILY @ NEWS
New York, NY

Hartford Courant
Hartford, CT

Daily Press
Newport News, VA

The Virginian-Pilot
Norfolk, VA

TOP 10 NEWSPAPERS IN FLORIDA

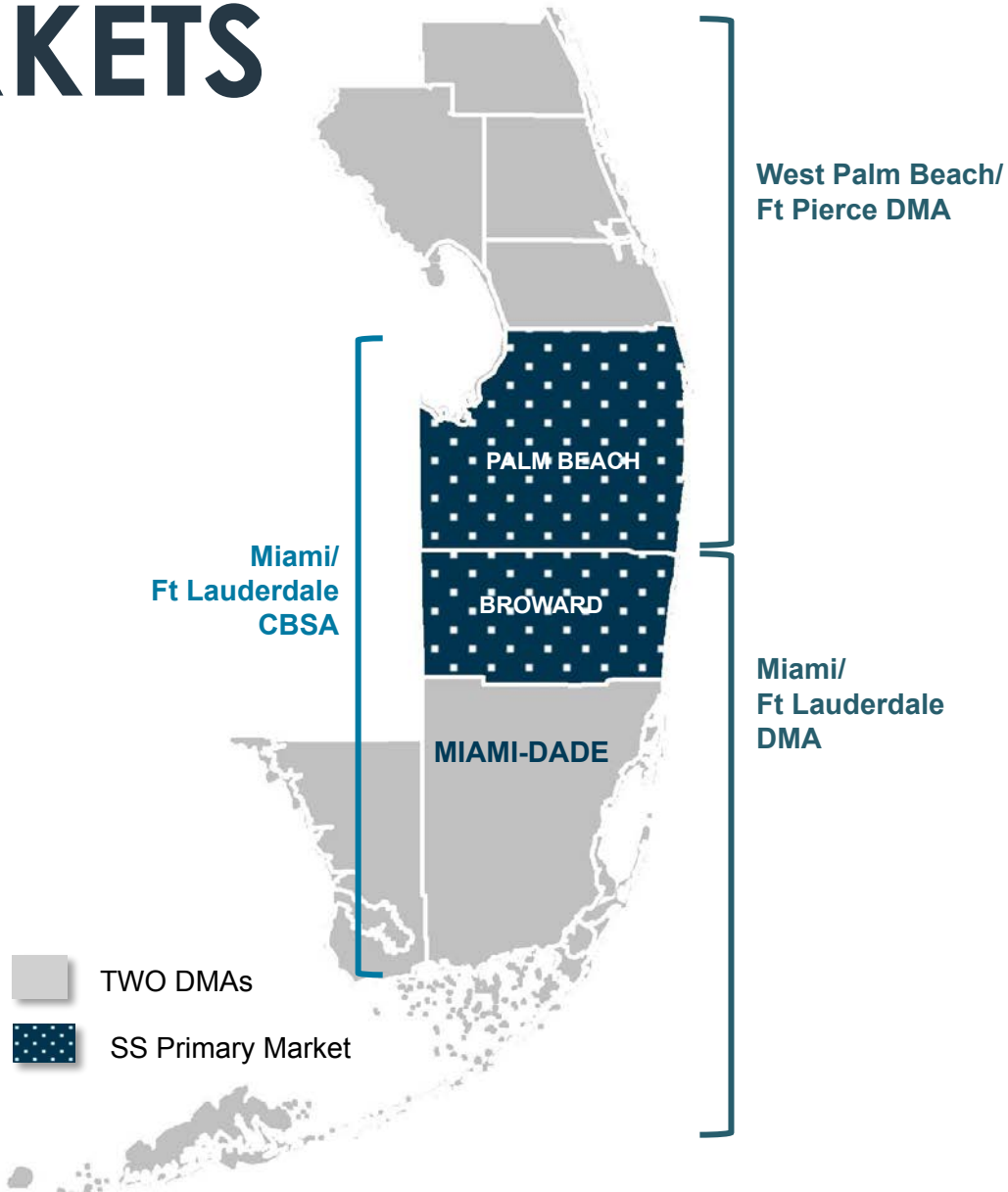
SUN SENTINEL IS THE 2ND LARGEST
CIRCULATED NEWSPAPER IN FLORIDA

Media Property	City	Sunday (Print + E-Edition)	Weekday (Print + E-Edition)
Tampa Bay Times	St. Petersburg	124,714	117,025
Sun Sentinel	Deerfield Beach	86,957	77,067
Orlando Sentinel	Orlando	73,367	58,967
Villages Daily Sun	The Villages	54,465	54,011
The Palm Beach Post	West Palm Beach	23,241	19,788
Sarasota Herald-Tribune	Sarasota	22,284	20,235
Naples Daily News	Naples	18,887	17,293
Florida Times-Union	Jacksonville	13,932	11,744
News-Press	Ft. Myers	13,794	11,569
Florida Today	Melbourne	12,061	10,124

Source: AAM News Media Statements, 6 Months Ended March 31, 2025.

Note: Miami Herald is no longer measured by AAM (In March 2024 Sunday = 53,059, Weekday = 52,301).

COVERING KEY MARKETS



POPULOUS

- **7.5 Million** People in the 2 DMAs
- **15th Largest** (Miami) & **39th Largest** (West Palm Beach) DMAs in the Country



GROWING

- **4th Fastest Growing** Among Major Metro Areas
- Miami-Ft. Lauderdale-West Palm Beach added **271,100 New Residents** Last Year



DIVERSE

- **3rd Largest** DMA for **Hispanics**
- **5th Fastest Growing** DMA by Total **Hispanic** Change

SOUTH FLORIDA STANDS OUT

South Florida is Larger than 36 States
(based on population of Miami & West Palm Beach DMAs combined)

10 Fortune 500 Companies Headquartered Here

60 Million Tourists Visit Annually

#1 & #3 Cruise Ports in the World

7 Public Colleges & Universities & Hundreds of Private Institutions
Including University of Miami & NOVA Southeastern

5 Pro Sports Teams

LOCAL MASS REACH



MORE THAN **636K** WEEKLY
READERS IN PRINT/ONLINE

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

18% WEEKLY NET REACH* IN
PRINT AND/OR ONLINE WEEKLY

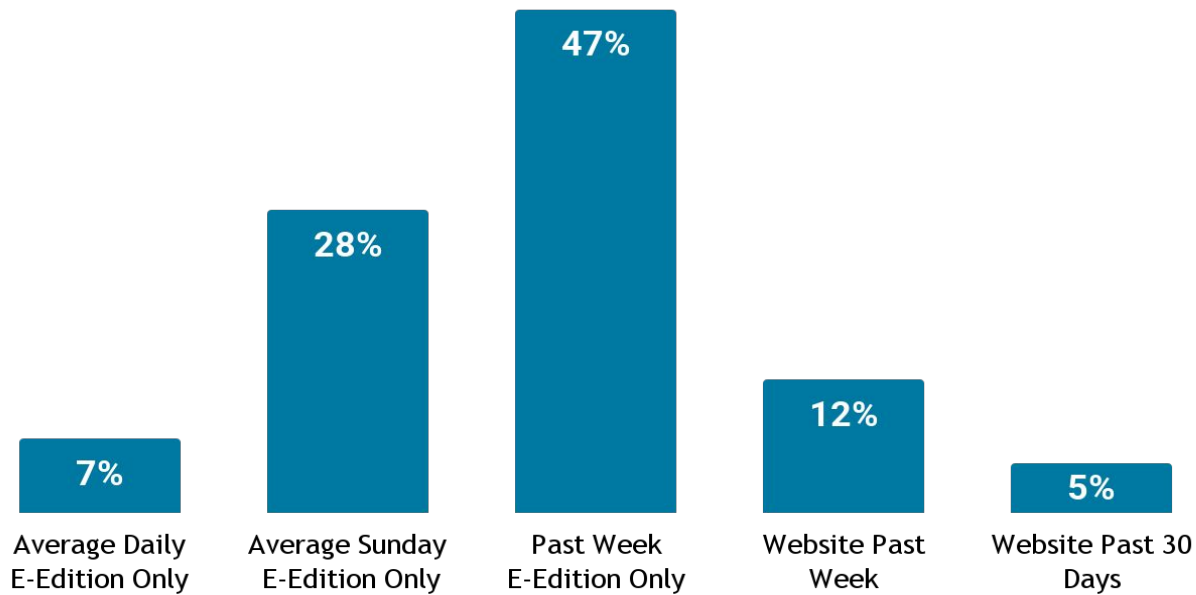
Source: Scarborough 2025. Total reach includes West Palm Beach and Miami/Ft. Lauderdale DMAs. Primary market area includes Broward & Palm Beach counties.

*Weekly net reach in primary market area includes Broward & Palm Beach counties, print, e-edition and online.

READERSHIP GROWTH

SUN SENTINEL SHOWED SIGNIFICANT GROWTH OVER THE PAST YEAR,
DRIVEN BY THE INCREASED POPULARITY OF DIGITAL & E-EDITION

SUN SENTINEL READERSHIP
PRIMARY MARKET AREA
2024 – 2025 % change





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

\$106,700

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

51

average age
(2 yrs Higher Than
Mkt. Avg.)

43%

college graduates+
(Index 133)

69%

homeowners
(Index 116)

43%

household income
\$100K+
(Index 120)

\$732,100

avg. household net worth
(\$126,300 Higher Than
Mkt. Avg.)

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



SUN SENTINEL

PRINT READERS

REACHING 414K/WEEK

202K

Daily Readers
(includes print & e-edition)

252K

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: AAM News Media Statements 3/25; Scarborough 2025, R1



SUN SENTINEL

Wednesdays & Sundays

INSERTS INSPIRE ACTION

27%

OF U.S. ADULTS SAID THAT AN
ADVERTISING CIRCULAR LED
THEM TO **TAKE ACTION**
– SUCH AS MAKING A PURCHASE
OR VISITING A WEBSITE – IN THE
LAST 30 DAYS

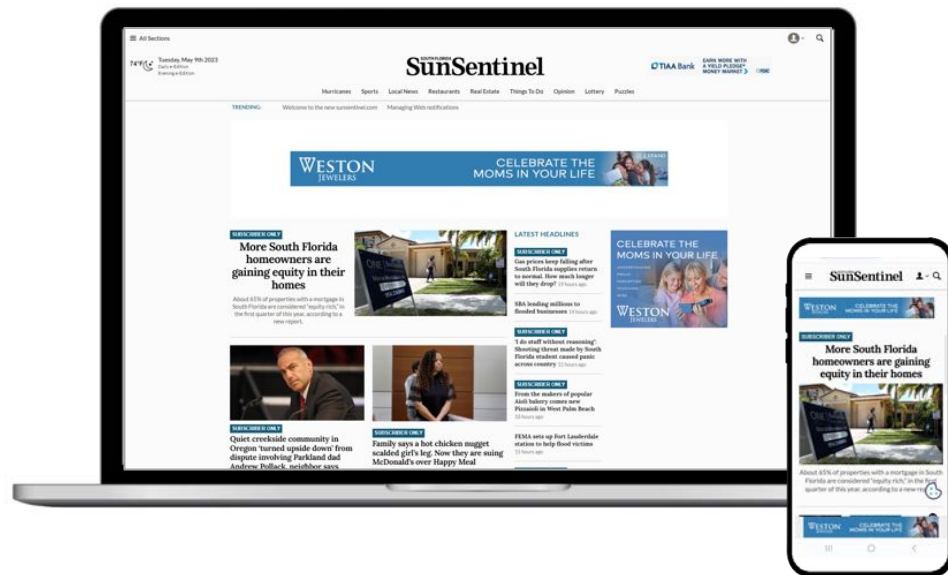
Source: AdMail, 2025.



ONLINE READERS

3.9M | 1.8M
PAGE VIEWS/MO | UNIQUE VISITORS/MO

SunSentinel.com



No. 1 LOCAL NEWS SITE IN PRIMARY MARKET*

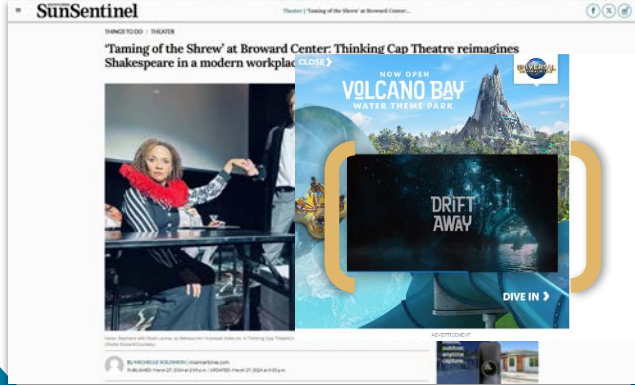
Source: Google Analytics, January–December 2024, (Traffic for SunSentinel.com only, does not include Apps, E-edition); Scarborough 2025 *includes Broward and Palm Beach counties - news websites visited past 30 days.

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

TARGETING

GEOGRAPHIC
CONTEXTUAL
DEMOGRAPHIC
BEHAVIORAL
DAYPARTING
AUDIENCE



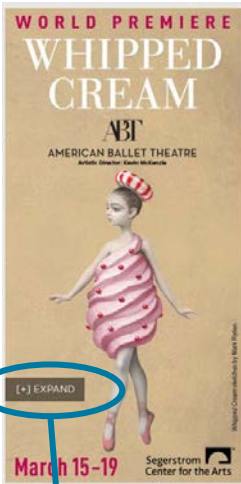


IN-UNIT VIDEO
(targeting available)

BILLBOARD
100% Share of Voice



TAKEOVER
100% Share of Voice on
all units above the scroll
(+150K impressions)



DYNAMIC ADS
expand outside
of the ad unit
across the screen
using animation
([click here for example](#))



RICH MEDIA

ON SUNSENTINEL.COM

Stand out on Broward/Palm Beach's leading local news website.
Take over the homepage, showcase your video, or let us create a dynamic ad that captures attention. Our high-impact ads are designed to turn heads and drive results for your business.

LIGHTHOUSE
Run of Site
(with or without video)

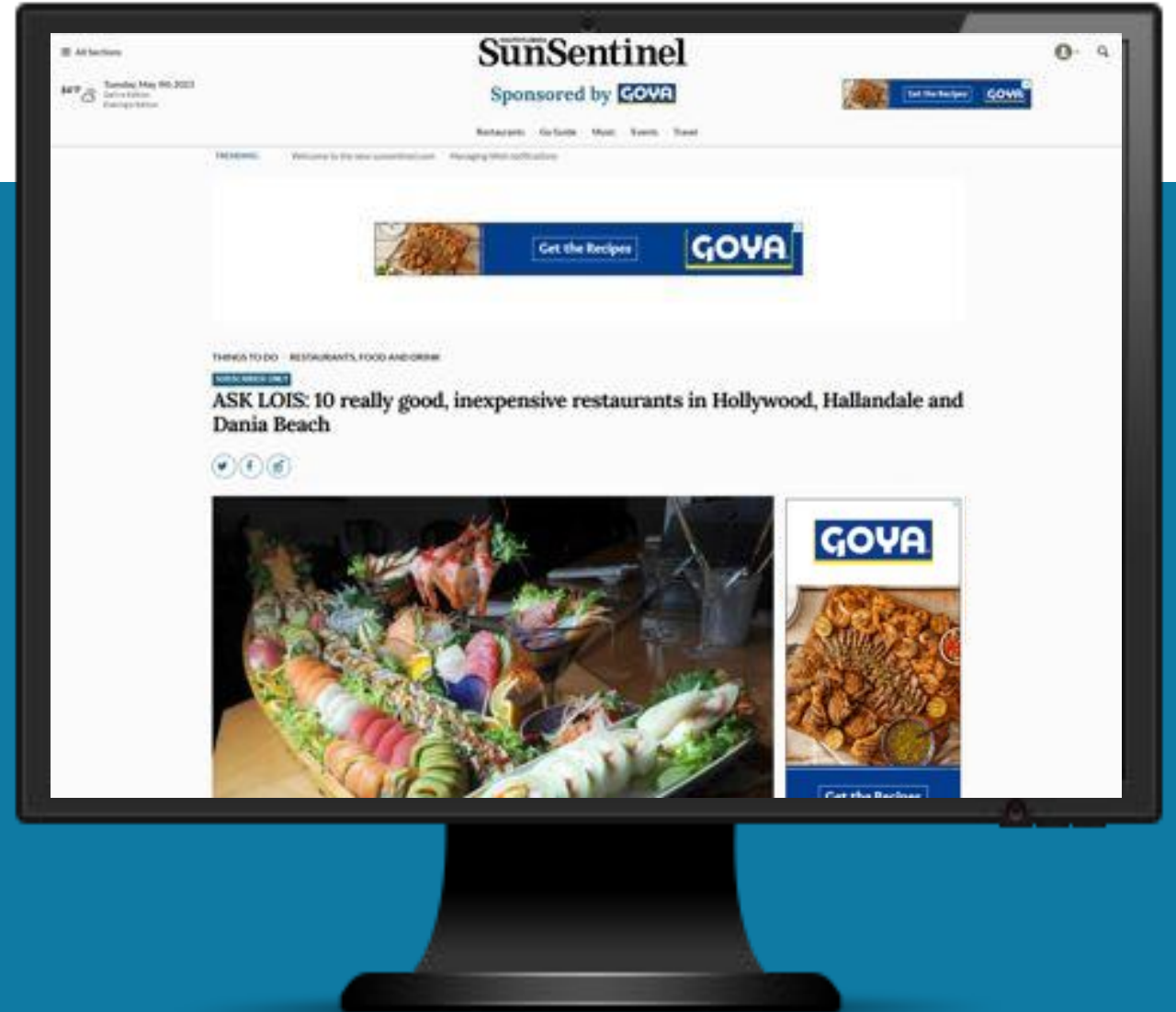


CUSTOM CHANNEL SPONSORSHIPS

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
- Obituaries



E-EDITION

READERS ARE FLOCKING TO THE DAILY
DIGITAL REPLICA OF THE NEWSPAPER

LOYAL

12.8M

MONTHLY
PAGE VIEWS

76K

MONTHLY
UNIQUE VISITORS

LOCAL

54%

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

ENGAGED

13

MINUTES
SPENT

74%

OF VIEWS ON
TABLET/DESKTOP

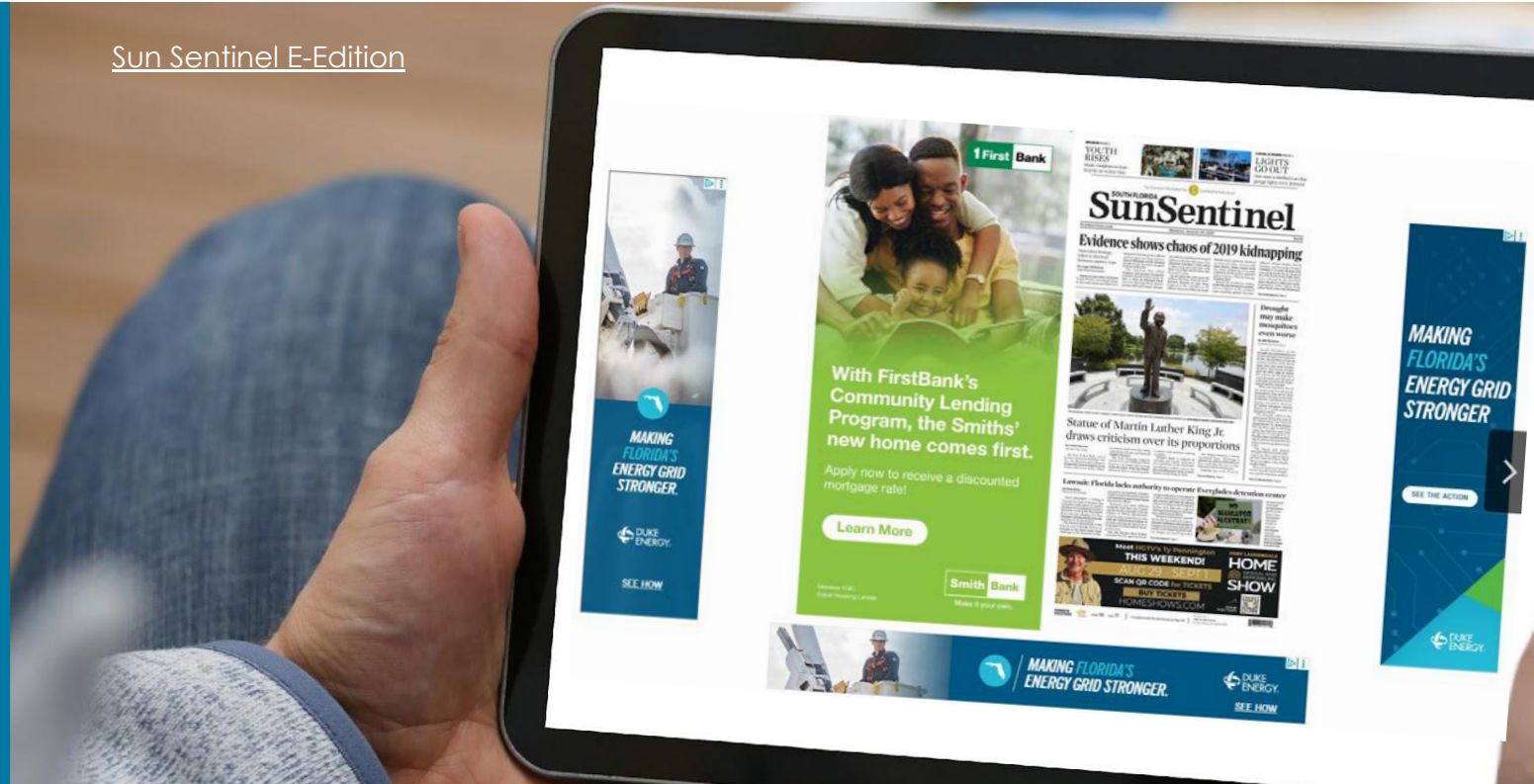
AD AVAILABILITY

PAGE 0: Prominently Positioned, Full Page Digital Ad
That Sits Opposite the Front Page

ROS: Bottom Banner and Reskin Ad Positions

ROADBLOCK: 100% SOV on the First Three Pages

Sun Sentinel E-Edition



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: 26,600

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: 262,400

EVENING UPDATE

(Monday - Sunday)

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

Subscribers: 14,500

ASKING ERIC

(Monday - Sunday)

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

Subscribers: 3,600

Sun Sentinel
E-Newsletters
have an
average
open rate of
36%



WEEKLY E-NEWSLETTERS

THE WEEKENDER

Get a roundup of the best events and things to do in South Florida to make it an epic weekend. (2x per week)

Boosted with 100K Email Delivery.

FAMILY MATTERS

Your weekly guide to parenting, community events, and family life in South Florida.

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: 48,300 - No Boost

FLORIDA POLITICS

A lunch-hour look at what's trending in Florida politics. (2x per week)

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

FLORIDA JEWISH JOURNAL

For news that matters about our Jewish communities in Florida & around the world. (2x per week)

Boosted with 100K Email Delivery

THE EAT BEAT

Dining out, cooking in and all the South Florida restaurant news and information you need. (2x per week)

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

PRIME LIVING NEW!

Insights on health, wellness, finance, real estate, travel & more for the 50+ crowd.

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.

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

MESSI MANIA MONDAY

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

Boosted with 100K Email Delivery

EXPLORE FLORIDA & THE CARIBBEAN

Inspiring travel ideas for South Floridians who love to get away.

Boosted with 100K Email Delivery

OBITUARIES NEW!

View the week's obituaries delivered directly to your inbox.

Boosted with 100K+ Email Delivery

SOCIAL ADVERTORIAL PAID POST

A BLEND OF NATIVE CONTENT & SOCIAL

Advertorial Paid Posts allow you to publish advertorial content on SunSentinel.com. We then utilize on-site native integration and social media to drive a targeted audience to your article. Highlight your grand opening, anniversary, special event, company history, or the features that make your product or service unique. This story is all about you!

74% of South Florida adults accessed Facebook in the past 30 days.

Source: Scarborough 2025

SPONSORED CONTENT



Whether you're an art enthusiast or a motorcycle enthusiast, Daytona Beach is the place for you
By DAYTONA BEACH — Where the Central Florida coast meets the stunning Atlantic Ocean, you'll find 23 miles of sprawling sands known as the "World's Most Famous Beach." And while the shoreline itself and the nearby Daytona International Speedway may garner...

Native Story Promotion on SunSentinel.com

**South Florida Sun Sentinel with Daytona Beach Area Convention and Visitors Bureau.**
Paid Partnership · February 3 ·

PAID POST: Whether you want to relax on the beach, soak in local culture or learn some Florida history, Daytona Beach has a little something for everyone to enjoy.



[SUNSSENTINEL.COM/PAID-POSTS](#)
[PAID POST] Make Daytona Beach your next vacation destination
Where the Central Florida coast meets the stunning Atlantic Ocean, you'll fin...
[Learn more](#)

Promoted Facebook Post Targeting Your Desired Audience

SunSentinel
Election 2024 Sports Local News Restaurants Real Estate Things To Do Opinion Puzzles Obituaries

Whether you're an art enthusiast or a motorcycle enthusiast, Daytona Beach is the place for you

PAID POST FOR DAYTONA BEACH
February 22, 2024 at 5:00 PM



Where the Central Florida coast meets the stunning Atlantic Ocean, you'll find 23 miles of sprawling sands known as the "World's Most Famous Beach." And while the shoreline itself and the nearby Daytona International Speedway may garner much of the attention, you'll find the entire Daytona Beach area filled with ideal diversions for traveling families — like yours. You'll only have to drive an hour for a relaxing weekend beach getaway.

Hugging the Intracoastal Waterway, the Riverfront Esplanade is a premier gathering space and botanical garden in downtown Daytona Beach. Composed of more than a mile of waterfront running



Advertorial Story Published on SunSentinel.com

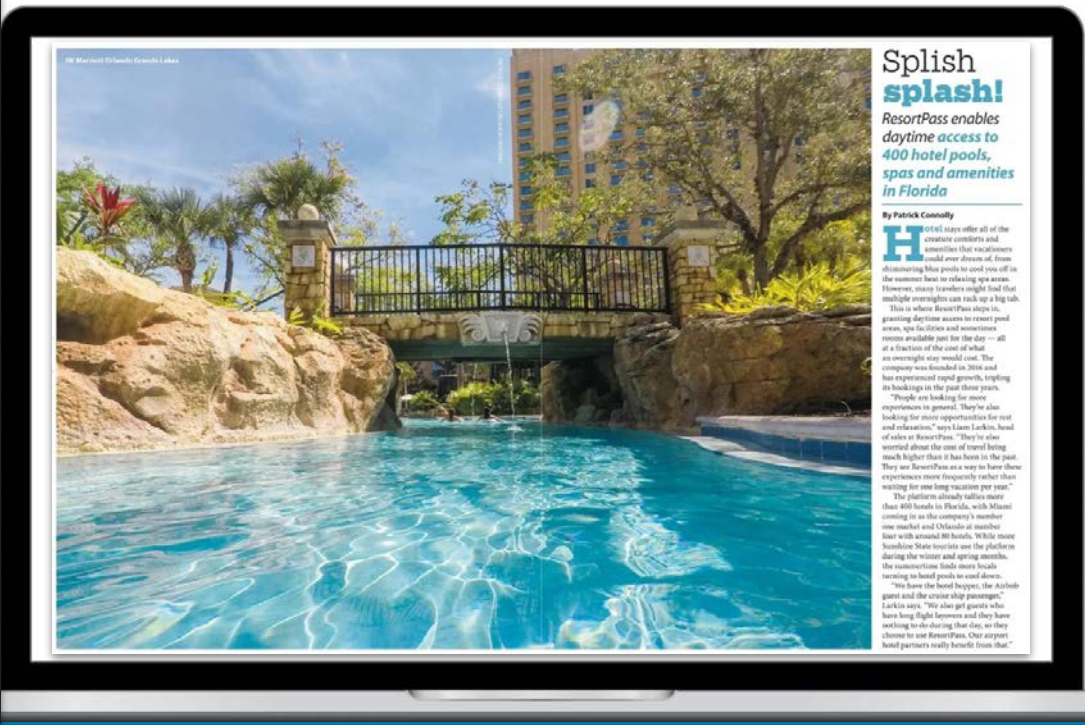
EXPLORE FLORIDA & THE CARIBBEAN

REACH AN AUDIENCE OF ACTIVE TRAVELERS IN MULTIPLE MARKETS

Explore Florida & the Caribbean is your regional print & digital travel magazine, reaching an audience of travel enthusiasts across all Tribune properties. 84% of Tribune's print and digital audience plan to take a vacation in the next 12 months. Readers will truly be inspired, with breathtaking photos of amazing destinations, resorts and activities.



Explore Florida & The Caribbean May 2025 Issue



PUBLISHING IN PRINT & ONLINE

MAY 3RD & NOVEMBER 1ST, 2026

PRIME MAGAZINE

AN AWARD-WINNING PRINT & DIGITAL PUBLICATION
TARGETING THE ACTIVE 50+ MARKET IN SOUTH FLORIDA

PRIME magazine offers a unique opportunity to connect with an affluent and engaged audience.

Our readers are dynamic and socially active. With an average net worth of **\$835,600**, which is **\$230,000** higher than the market average, our audience is among the most affluent. We also have a high index of homeowners with properties valued at over \$1 million.

PRIME magazine, a key part of our offering, features a rich blend of editorial content, vibrant full-color photography, and enticing advertising. It regularly covers **finance, entertainment, home design, real estate, dining, arts and culture, fashion, society, health, and travel**

OUR DISTRIBUTION CHANNELS INCLUDE:

- 40,000 copies through paid home delivery of the Sun Sentinel
- 69,000+ paid E-edition subscribers
- 200,000 opt-in email subscribers
- Distribution at high-end condominiums, communities, country clubs, art venues, retail outlets, and community events

RATES

Full Page 1x: \$2,000
Full Page 2x: \$1,695

DIGITAL BUNDLE

With 100k Emails: \$2,995
With 50k Emails: \$2,495

Two Page Spread 1x: \$3,500
Two Page Spread 2x: \$2,900

Ask About Special Positioning and Branded Content Options



SPRING ISSUE

THE FINE LIFE AFTER 50
March 22, 2026

Space Deadline: March 4, 2026

FALL ISSUE

A SPECIAL GUIDE TO THE ARTS
October 4, 2026

Space Deadline: September 16, 2026

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.

SUN SENTINEL 2025/26 EVENTS



FALL - NOVEMBER 2, 2025
SPRING - MARCH 21, 2026

[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 2026

[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 man with curly hair and a beard, wearing sunglasses and a light-colored jacket, is laughing heartily. A woman with long hair, wearing a straw hat and sunglasses, is also laughing. They are sitting in the front seats of a car, looking at each other. The background shows palm trees and a bright, sunny day.

THANK YOU

WE LOOK FORWARD TO DELIVERING
RESULTS FOR YOUR BUSINESS

SunSentinel
MEDIA GROUP