

REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

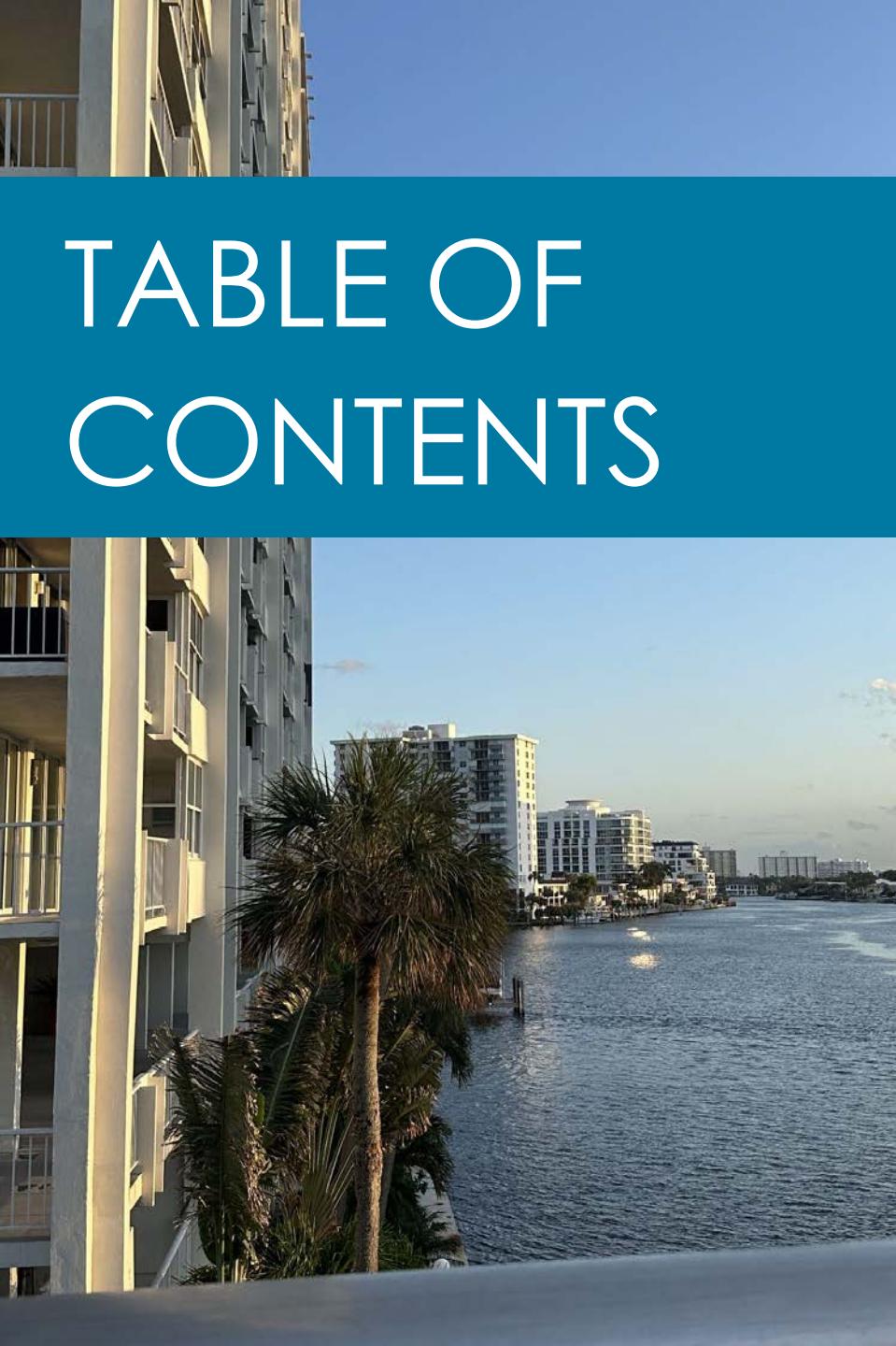
# DELIVERING

SOUTH FLORIDA

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**SunSentinel**  
MEDIA GROUP



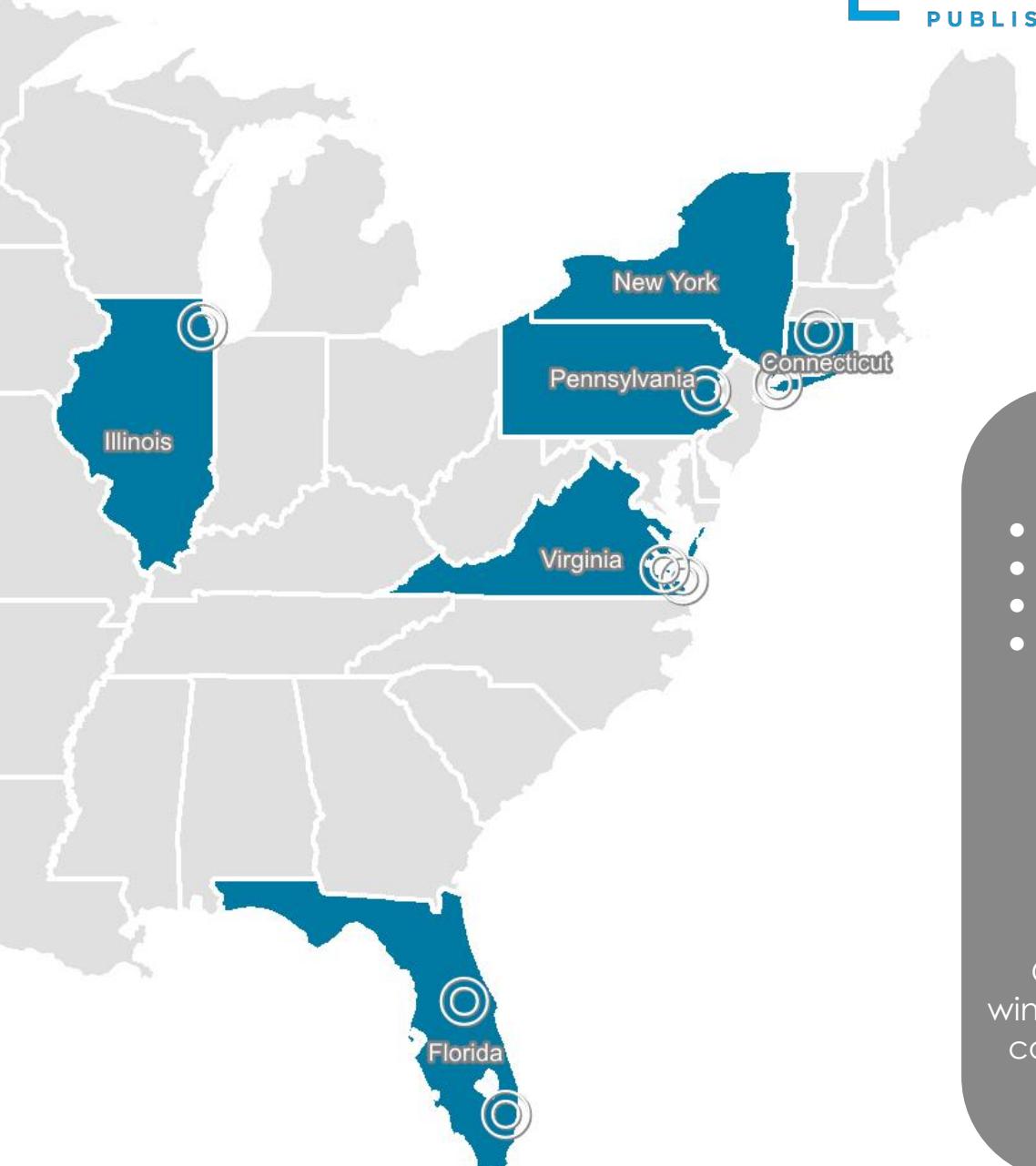
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For **over a century**, the Sun Sentinel has been the leading credible news, information and advertising source for our communities. We have the resources & scale to reach your desired audience – anyone, anytime, anywhere.

# 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
- 11.1 Million Unique Visitors/Mo

## RESOURCES

### STUDIO 1847

Our award-winning branded content studio



Our full-service digital marketing agency

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

## 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

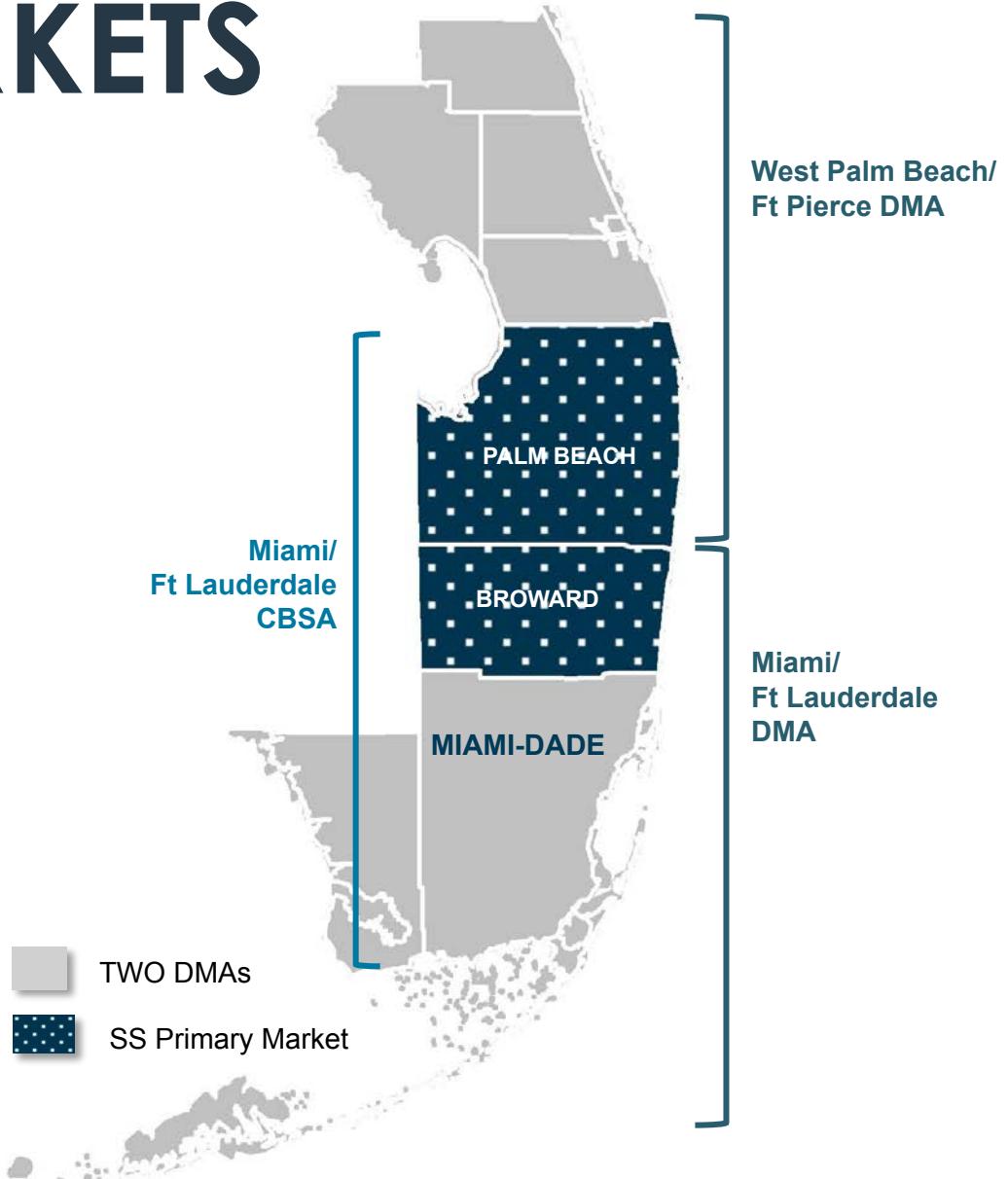
# TOP 10 NEWSPAPERS IN FLORIDA

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
<b>Sun Sentinel</b>	<b>Deerfield Beach</b>	<b>86,957</b>	<b>77,067</b>
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



# 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

- **6th Largest Metro Area, 4th Fastest Growing** among CBSAs
- The Tri-County Area Added **271,100 New Residents** Past 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**

**#2 & #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

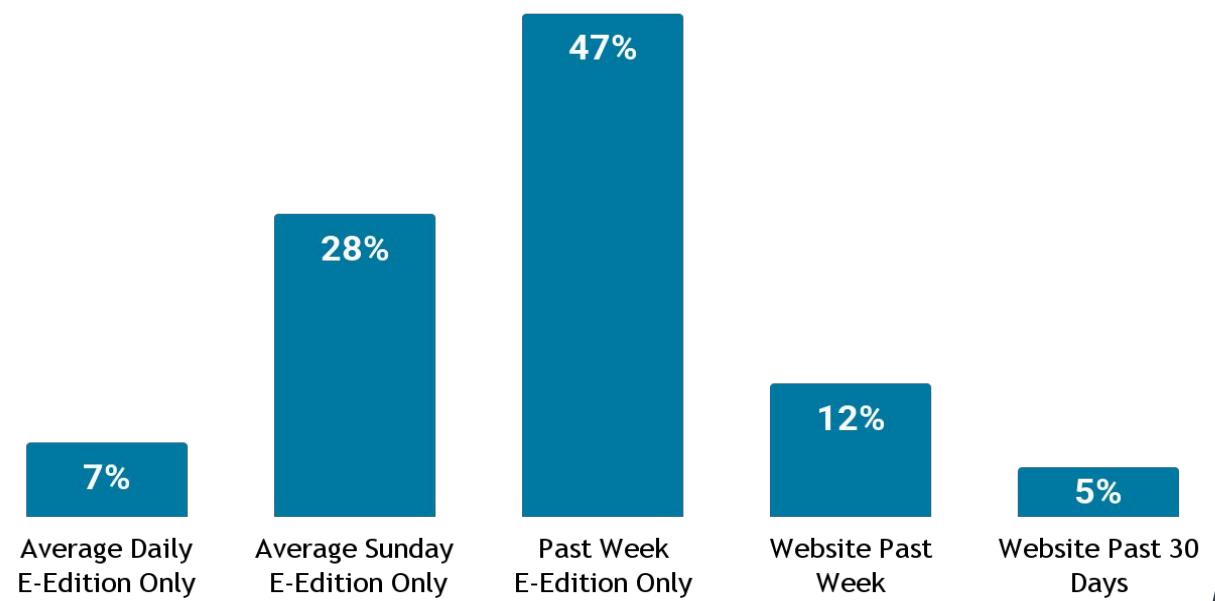
**NO. 1** LOCAL DAILY NEWSPAPER & NEWS SITE IN PRIMARY MARKET AREA

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

# 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 graduate or more  
(Index 133)

**69%**

homeowners  
(Index 116)

**43%**

household income  
\$100K+  
(Index 120)

**\$732,100**

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

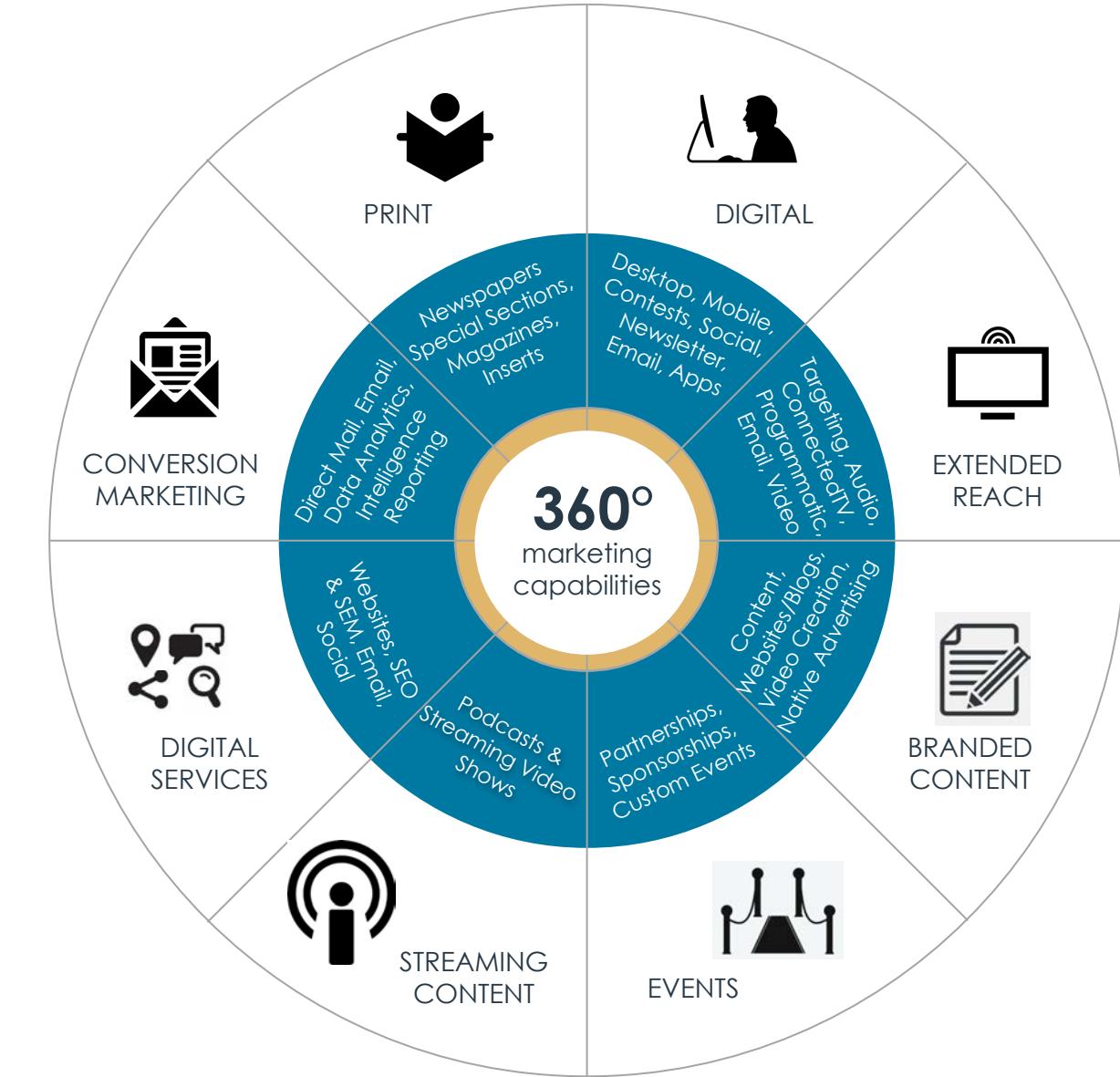
# MULTIMEDIA

## 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



INSERTS  
HIGH IMPACT  
SPECIAL SECTIONS  
TARGETING  
MAGAZINES

# 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

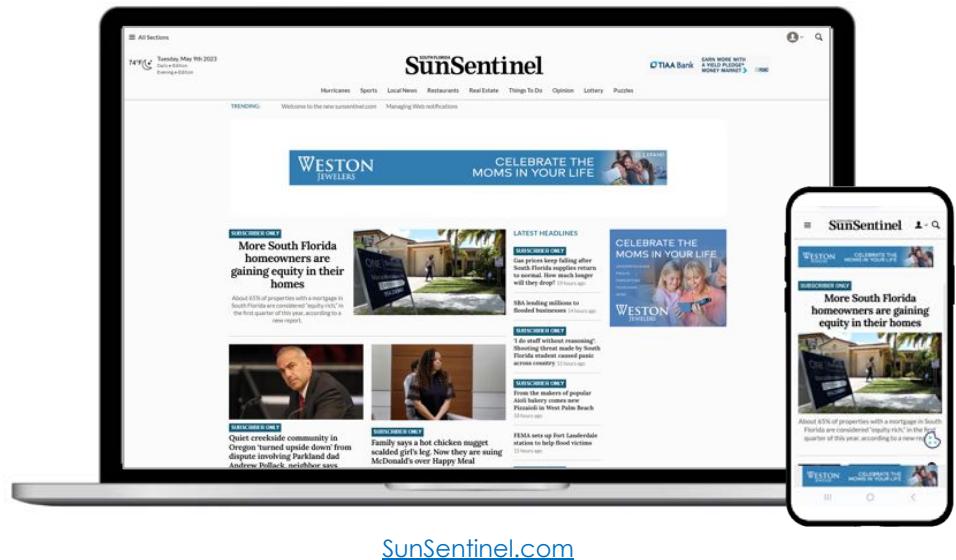
Source: AdMall, 2025.



# SUNSENTINEL.COM ONLINE READERS

3.0M  
PAGE VIEWS/MO

1.2M  
UNIQUE VISITORS/MO



NO. 1 LOCAL NEWS SITE IN PRIMARY MARKET\*

Source: Google Analytics, January–December 2025, (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.

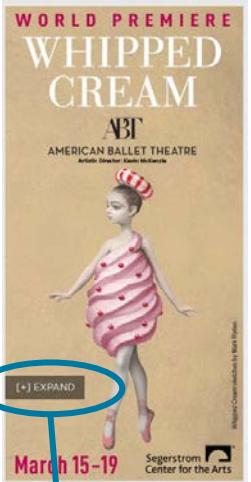
E-EDITION  
APPS  
EMAIL  
NEWSLETTERS  
PODCASTS  
RICH MEDIA  
PAID POSTS  
SWEEPSTAKES  
CONTESTS

**TARGETING**  
GEOGRAPHIC  
CONTEXTUAL  
DEMOGRAPHIC  
BEHAVIORAL  
DAYPARTING  
AUDIENCE





## IN-UNIT VIDEO (targeting available)



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

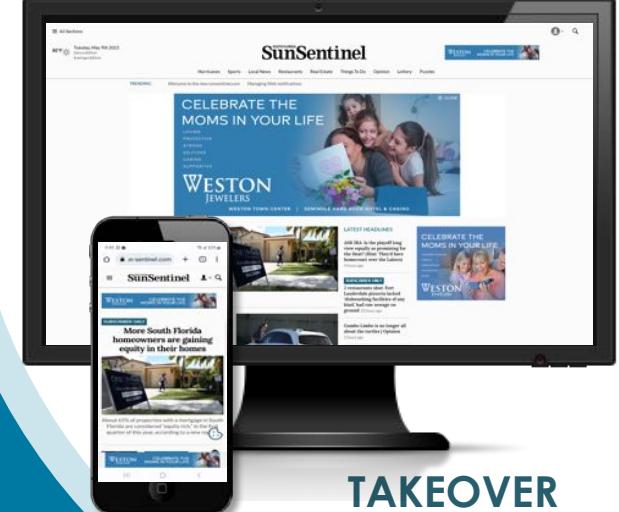


# RICH MEDIA ON SUNSENTINEL.COM

**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.

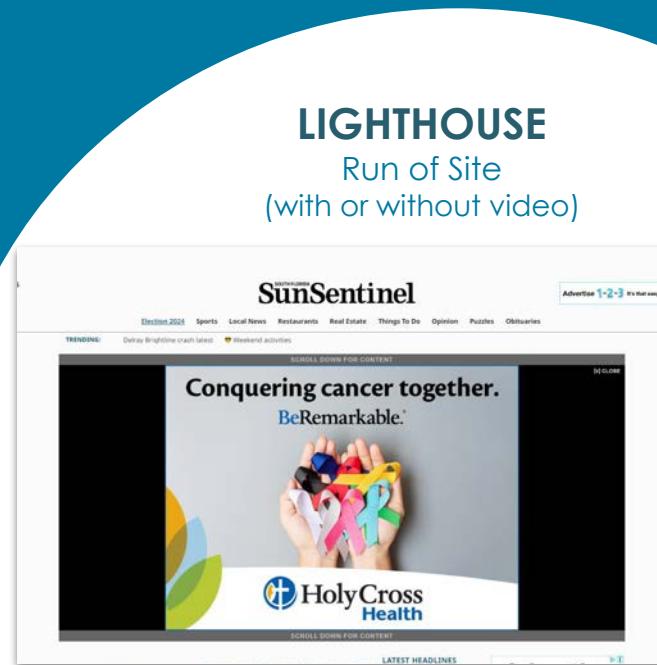


## BILLBOARD 100% Share of Voice



## TAKEOVER

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



## LIGHTHOUSE

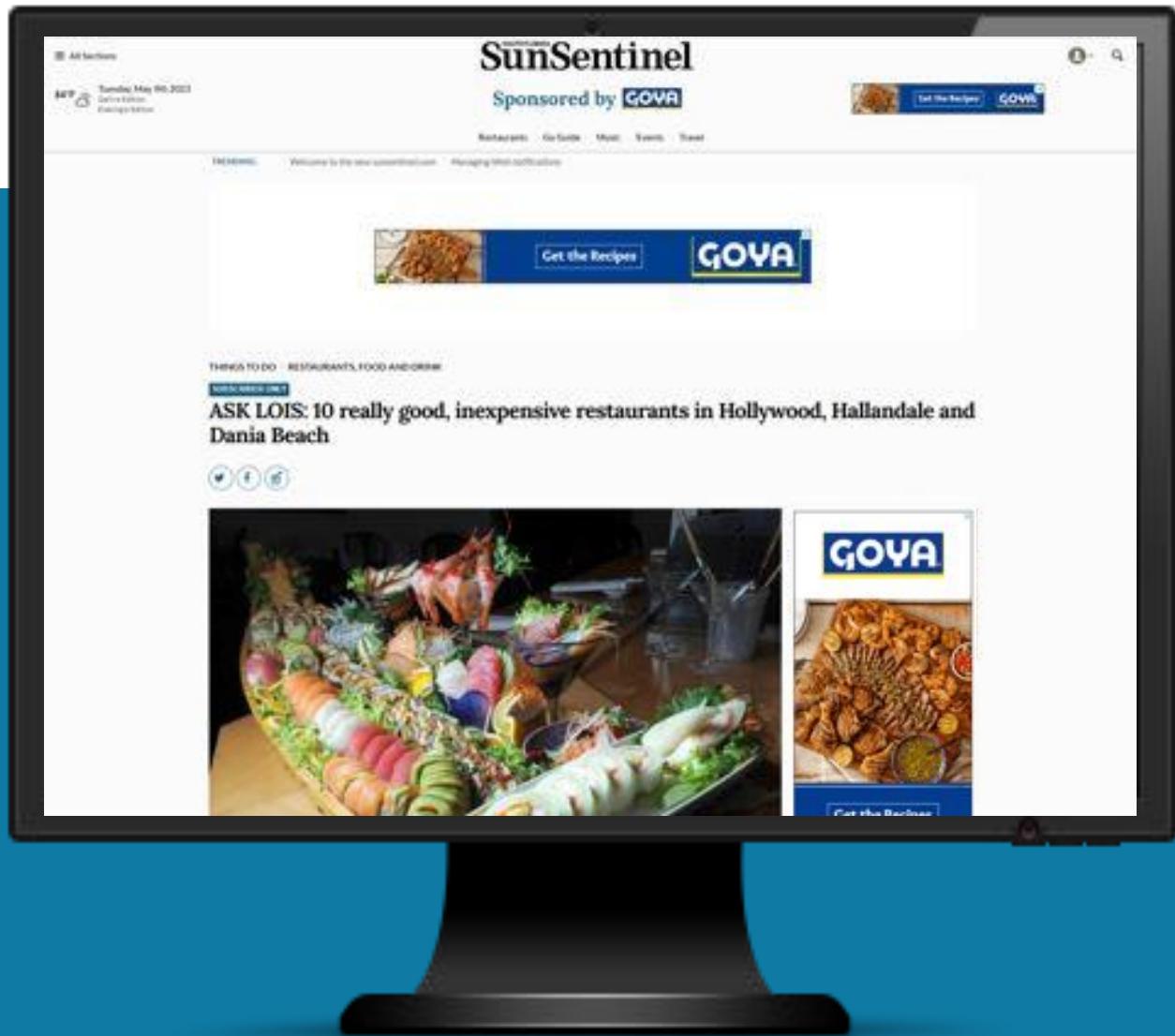
Run of Site  
(with or without video)

# 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

11.8M

MONTHLY  
PAGE VIEWS

66K

MONTHLY  
UNIQUE VISITORS

## LOCAL

53%

OF PAGE VIEWS ARE  
FROM THE SOUTH FLORIDA 2 DMAS,  
AND 63% ARE FROM FLORIDA

## ENGAGED

15

MINUTES  
SPENT

76%

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.SunSentinel.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: 273,000

### 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%

## SunSentinel

Essential South Florida

Tuesday, January 21, 2025



## SunSentinel

The Eat Beat - Restaurants, Bars and Recipes

Thursday, June 27, 2024



Desserts with Maria  
Cookies to Impress  
GOYA  
If it's GOYA, it has to be good!

When I dip, you dip  
Florida hotel pool perks

## SunSentinel

Explore Florida & the Caribbean

Monday, October 7, 2024

TRUMP  
International Hotel

Stay More,  
Save More  
TAKE ME THERE

for your Orlando vacation? 19  
s, 3 turrets — and 2 gargoyles  
There's room for you and your 47  
best friends — if you can afford it.  
The new Reunion Castle offers  
"Ritz Carlton" style

## 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

### FLORIDA POLITICS

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

### 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

### MESSI MANIA MONDAY

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

Boosted with 100K Email Delivery

### MIAMI HURRICANES

(THE U REPORT)

Keep your eye on Hurricanes football, basketball and more.

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

### TRENDING WEEKLY

Get a quick-read digest of the stories that were of most interest to South Floridians this week.

Subscribers: 48,900 - No Boost

### FLORIDA JEWISH JOURNAL

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

Boosted with 100K Email Delivery

### PRIME LIVING

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

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

### 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

Advertisorial 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.

### 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...



**SunSentinel**

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

TRENDING:

SPONSORED CONTENT

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



Paid Post for DAYTONA BEACH  
February 23, 2024 at 5:00 PM



Reel in some memories.



BEACH ON

PLAN A TRIP



Trade board for a board

BEACH ON

PLAN A TRIP

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

Promoted Facebook Post Targeting Your Desired Audience

Advertisorial 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. 87% 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

**Splish splash!**  
ResortPass enables daytime access to 400 hotel pools, spas and amenities in Florida

**H**otel stays offer all of the creature comforts that vacationers desire, including blue pools to cool you off in the summer heat or relaxing spa areas. However, many travelers might find that most of these amenities are big hits. This is where ResortPass steps in, granting daytime access to resort pool areas and other amenities available just for the day — all at a fraction of the cost of what an overnight stay would be. The company, which began in 2010 and has experienced rapid growth, tripled its bookings in the past three years.

"People are looking for experiences in general. They're also looking for more opportunities for rest and relaxation, and that's what we offer with our ResorPass."

"They're also worried about the cost of travel being much higher than it has been in the past. They are not willing to pay for these experiences more frequently rather than waiting for one long vacation per year."

"ResortPass is available at more than 400 hotels in Florida, with Miami coming in as the company's member now, and we are looking to expand to South with around 80 hotels. While most Sunshine State tourists use the placemat during the winter and spring months, the company is seeing more tourists turning to hotel pools to cool down."

"We have the hotel hopper, the Airbnb guest and the vacationer," says Larkin says. "We also get guests who have long flight layovers and they have no place to go. They have the choice to use ResorPass. Our airport hotel partners really benefit from that."

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



## 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

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:

- Combined circulation of 100,000 print & digital subscribers in South Florida.
- Deployed to over 200,000 people in our opt-in proprietary database in South Florida.
- Distribution at community partner events, Sun Sentinel PRIME Event, Hi-end luxury apartments, select retailers, VIP mailing list.

## RATES

Full Page 1x: \$2,000

Full Page 2x: \$1,695

## DIGITAL BUNDLE

With 100k Emails: \$2,995

With 50k Emails: \$2,495

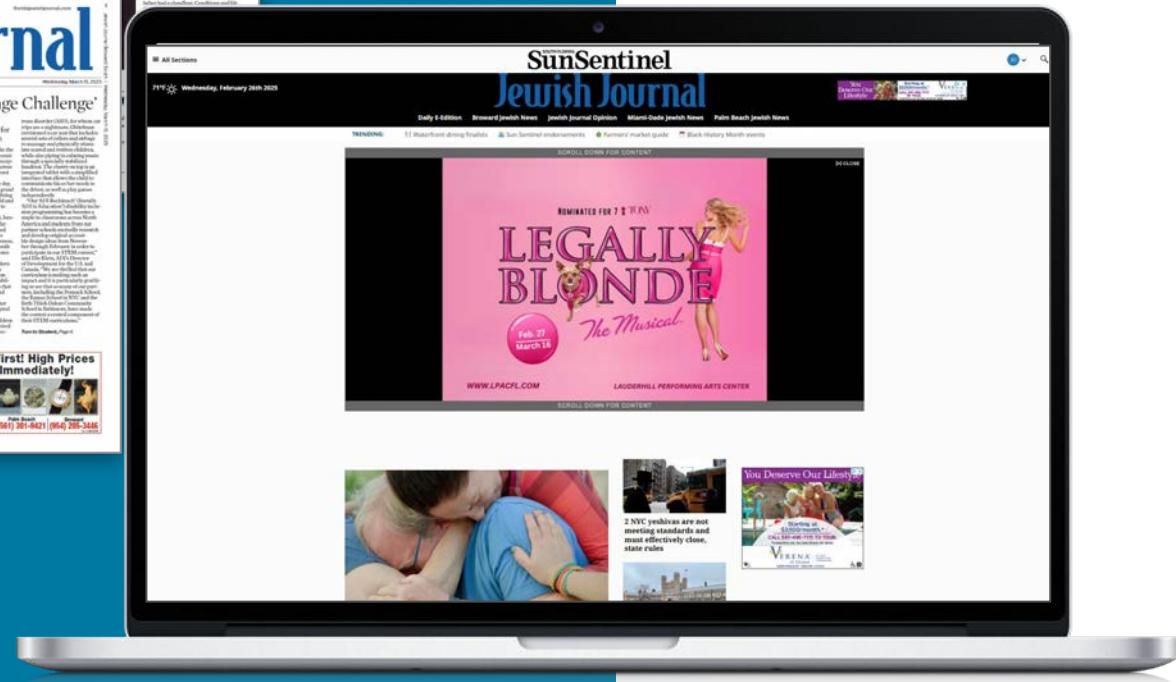
Two Page Spread 1x: \$3,500

Two Page Spread 2x: \$2,900

Ask About Special Positioning and Branded Content Options

# 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](http://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 2026 EVENTS



**SPRING - MARCH 21, 2026**

**FALL - OCTOBER 25, 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 21, 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 photograph of a man and a woman in a car. The man, on the left, has curly hair and a beard, wearing glasses and a light-colored jacket. The woman, on the right, wears a straw hat and sunglasses, smiling. They are both looking towards each other. The car is parked on a street with palm trees in the background. The image is framed by a thick blue border.

# THANK YOU

WE LOOK FORWARD TO DELIVERING  
RESULTS FOR YOUR BUSINESS

**SunSentinel**  
MEDIA GROUP