

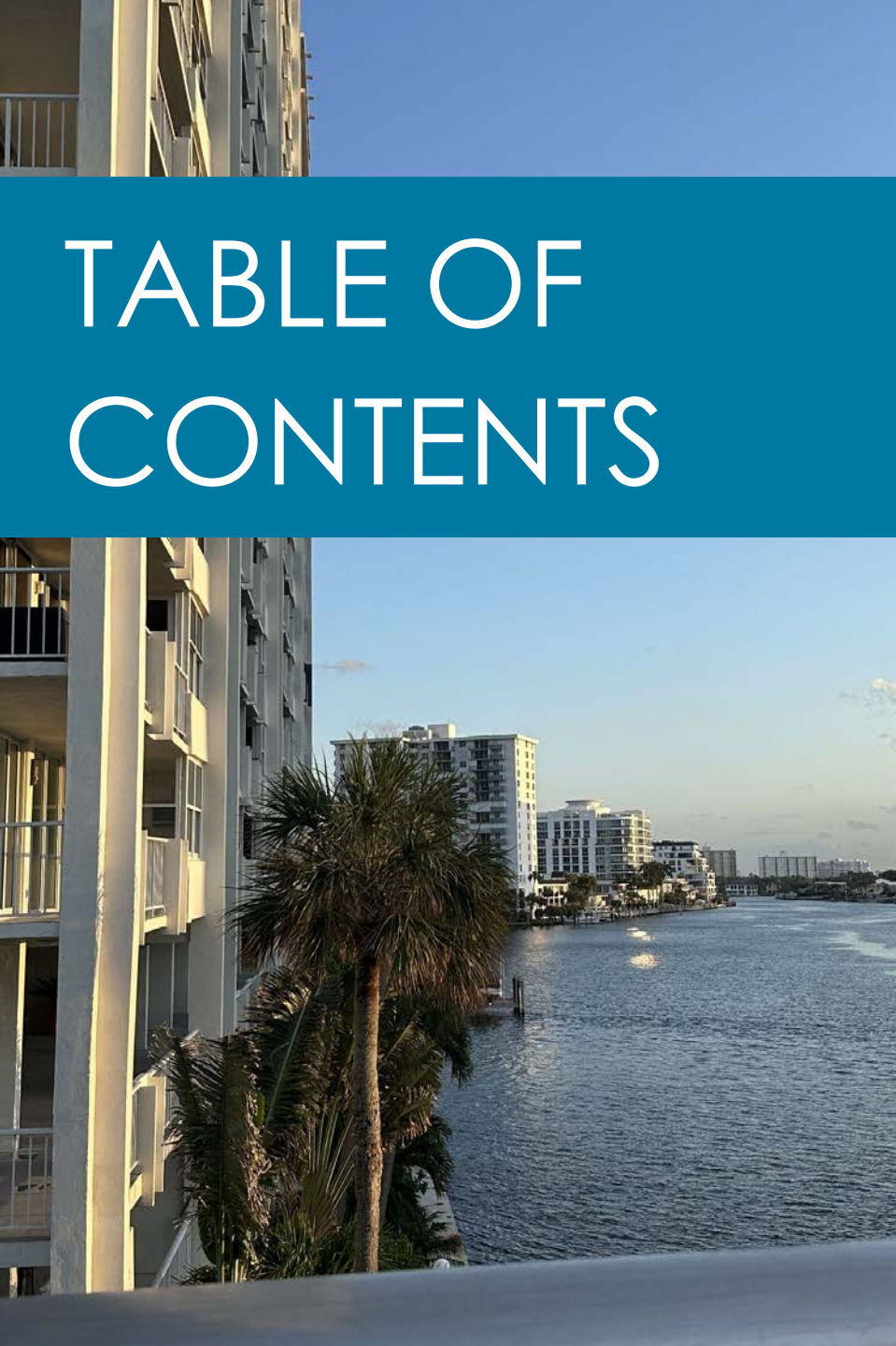
REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

# DELIVERING

SOUTH FLORIDA

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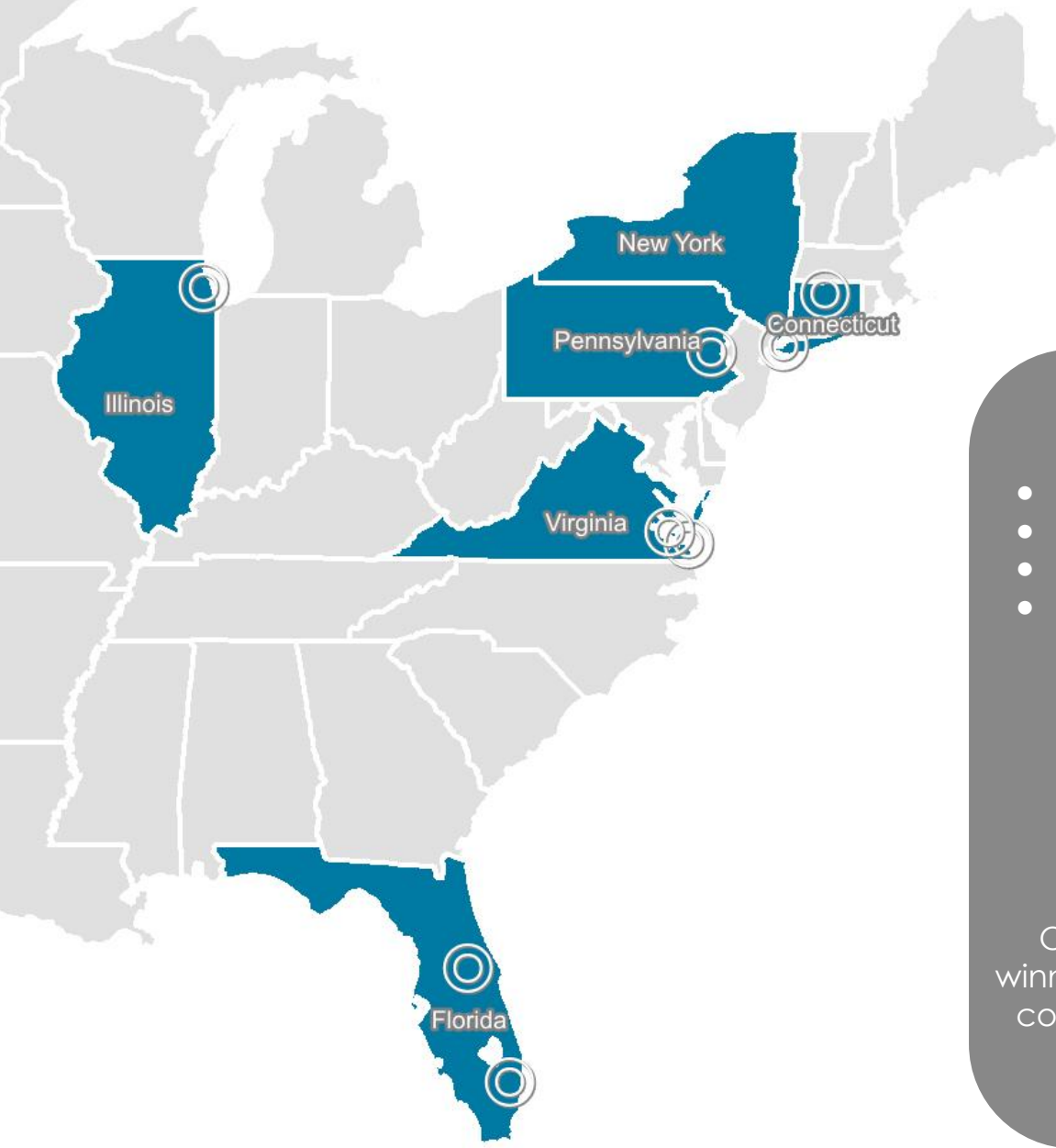
# TABLE OF CONTENTS

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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

adtaxi

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

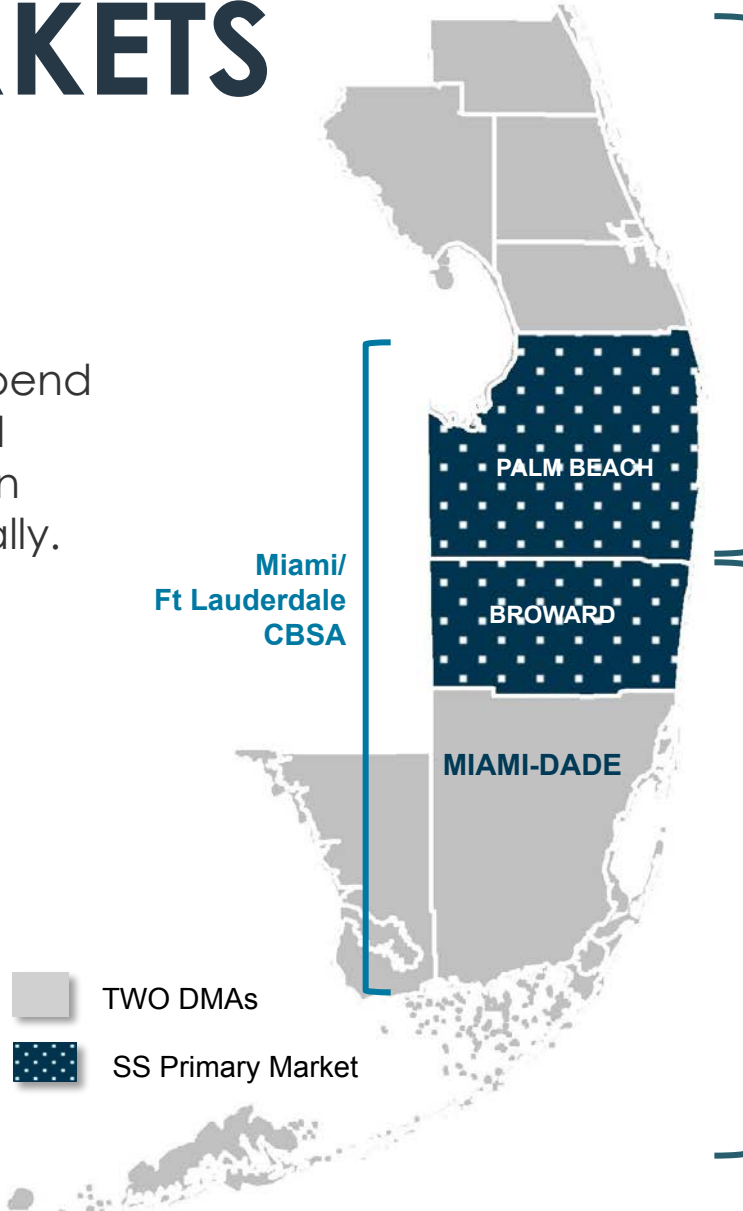
# TOP 10 NEWSPAPERS IN FLORIDA

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	107,787	104,768
<b>Sun Sentinel</b>	<b>Deerfield Beach</b>	<b>81,632</b>	<b>73,844</b>
Orlando Sentinel	Orlando	66,303	55,899
Villages Daily Sun	The Villages	54,709	54,942
The Palm Beach Post	West Palm Beach	19,373	17,938
Sarasota Herald-Tribune	Sarasota	18,379	16,877
Naples Daily News	Naples	15,512	14,184
Florida Times-Union	Jacksonville	11,434	10,037
News-Press	Ft. Myers	10,893	9,382
Florida Today	Melbourne	9,276	8,146

# COVERING KEY MARKETS

South Florida consumers spend an estimated \$190 billion on goods annually.



West Palm Beach/  
Ft Pierce DMA

Miami/  
Ft Lauderdale  
DMA



## 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** Fueled by 3 Int'l Airports  
and **#2 & #3 Cruise Ports** in the World

**#7 in U.S. & #1 in Florida for Most Finance/Insurance** Employees

**#7 in U.S. & #1 in Florida for Most Healthcare/Social Assistance** Employees

**#8 in U.S. & #1 in Florida for Most Colleges & Universities with 7 Public**  
and 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

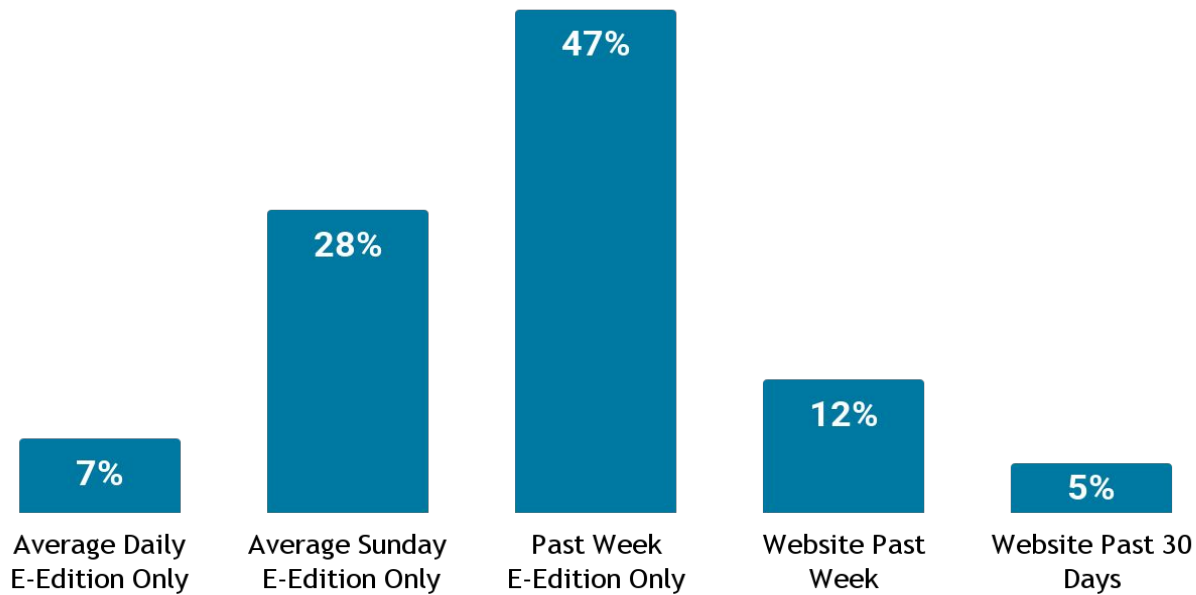
**NO. 1** LOCAL DAILY  
NEWSPAPER & NEWS SITE IN  
PRIMARY MARKET AREA

**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



Source: Scarborough Research 2024 & 2025, Release 1.





# 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 3/26; Scarborough 2025, R1



# 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.



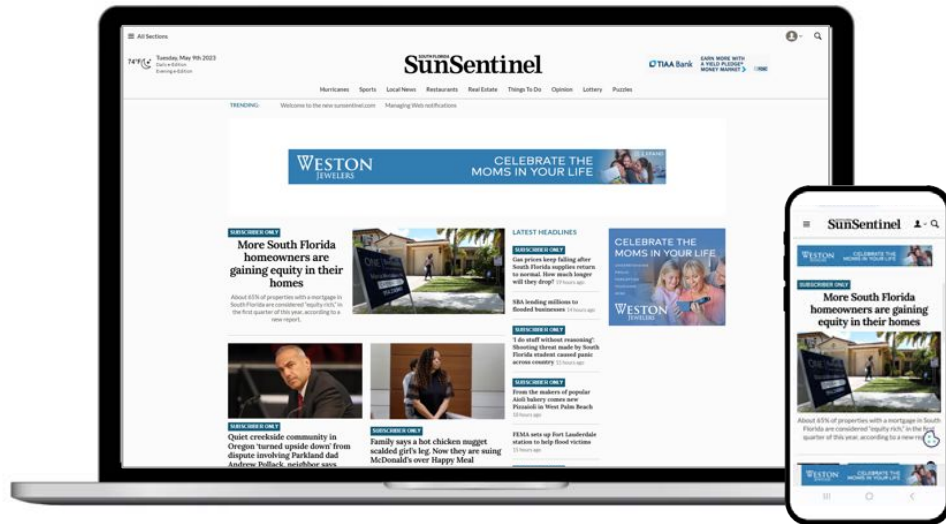
SUN SENTINEL & JEWISH JOURNAL  
Sundays & Wednesdays

SUNSENTINEL.COM

# ONLINE READERS

3.0M  
PAGE VIEWS/MO

1.2M  
UNIQUE VISITORS/MO



[SunSentinel.com](http://SunSentinel.com)

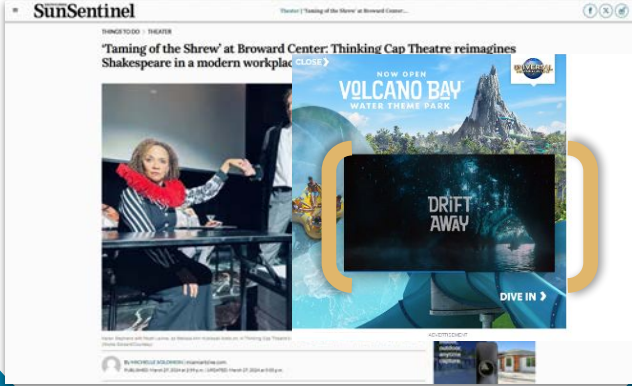
## NO. 1 LOCAL NEWS SITE IN PRIMARY MARKET\*

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

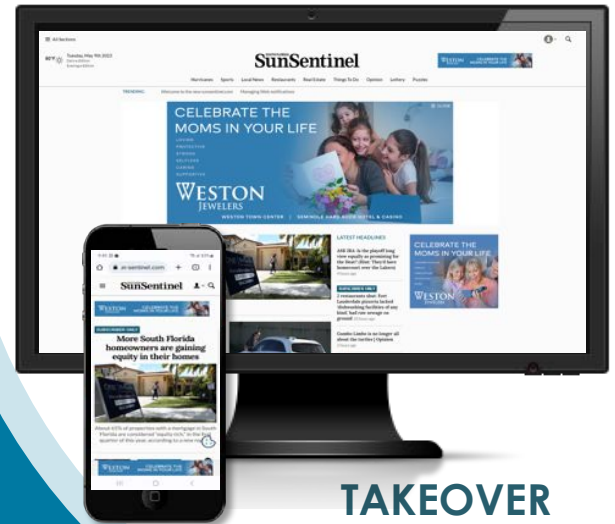




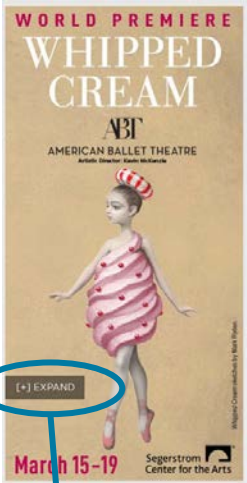
**IN-UNIT VIDEO**  
(targeting available)



**BILLBOARD**  
100% Share of Voice



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



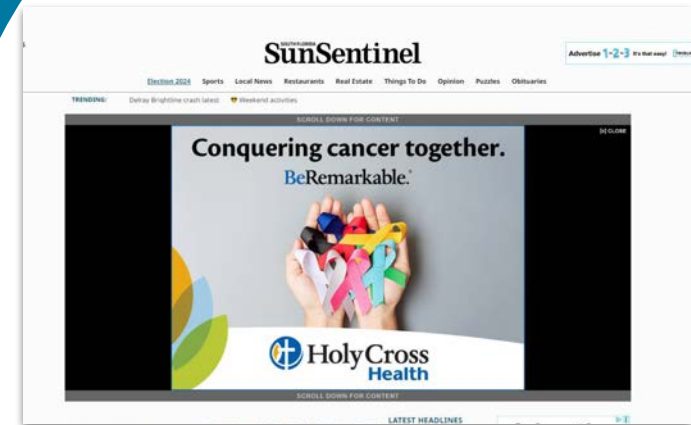
**DYNAMIC ADS**  
expand outside  
of the ad unit  
across the screen  
using animation  
([click here for example](#))



# 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.



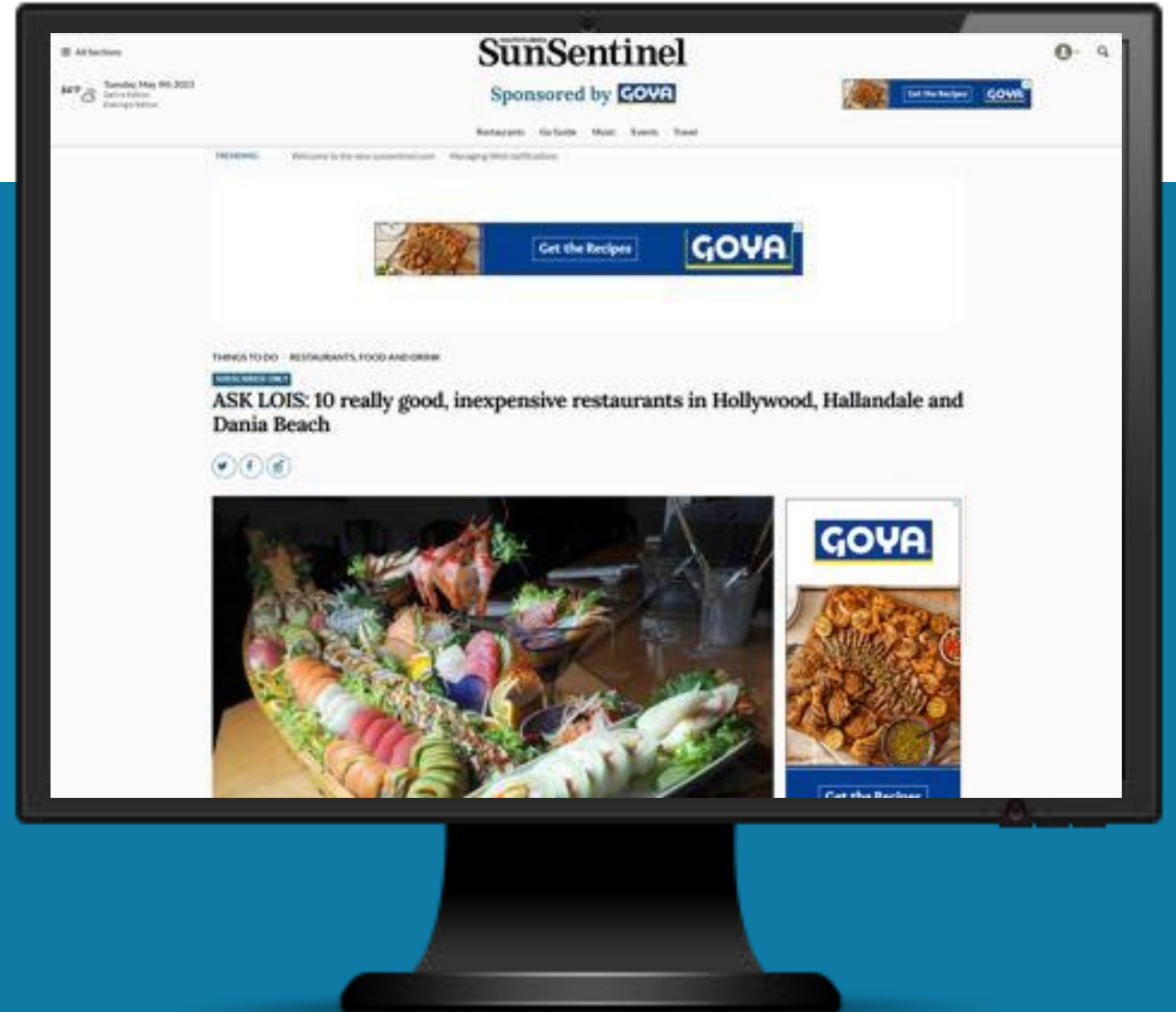
**LIGHTHOUSE**  
Run of Site  
(with or without video)

# 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 REPLICATION 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](http://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%



## 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**

### FAMILY MATTERS

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

**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**

### ESSENTIAL SOUTH FLORIDA

What every South Floridian – newcomer or native – should know. Get insider tips, information and happenings.

**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 NEW!

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

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, R1.

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.



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

Promoted Facebook Post Targeting Your Desired Audience

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

TRENDING: Pride events Isp5 SoFlo contest

**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

*Photo provided 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 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

*Reel in some memories.*  
 BEACH ON  
 PLAN A TRIP DAYTONA BEACH.

*Trade bored for a board.*  
 BEACH ON  
 PLAN A TRIP DAYTONA BEACH.

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. 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.



[Click Here for May 2026 Issue](#)



PUBLISHING IN PRINT & ONLINE

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:

- 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



## SPRING ISSUE

THE FINE LIFE AFTER 50  
March 22, 2026

Space Deadline: March 4, 2026

## FALL ISSUE

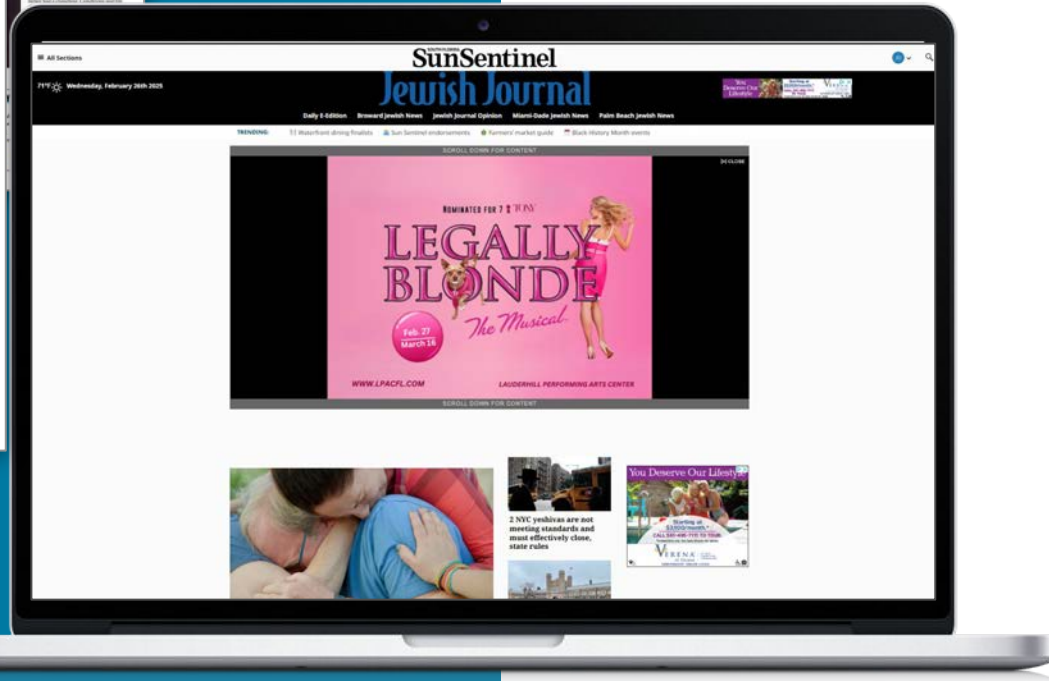
A SPECIAL GUIDE TO THE ARTS  
October 4, 2026

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 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 sitting in the front seats of a car, laughing and looking at each other. The man has long curly hair and a beard, wearing sunglasses and a light-colored jacket. The woman is wearing a straw hat, sunglasses, and a light blue denim jacket. The car's interior, including the dashboard and steering wheel, is visible. The background shows palm trees and a bright, sunny day.

THANK YOU

WE LOOK FORWARD TO DELIVERING  
RESULTS FOR YOUR BUSINESS

**SunSentinel**  
MEDIA GROUP