



REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

CONNECTING YOU

TO SOUTH FLORIDA FOR 115 YEARS

SunSentinel
MEDIA GROUP

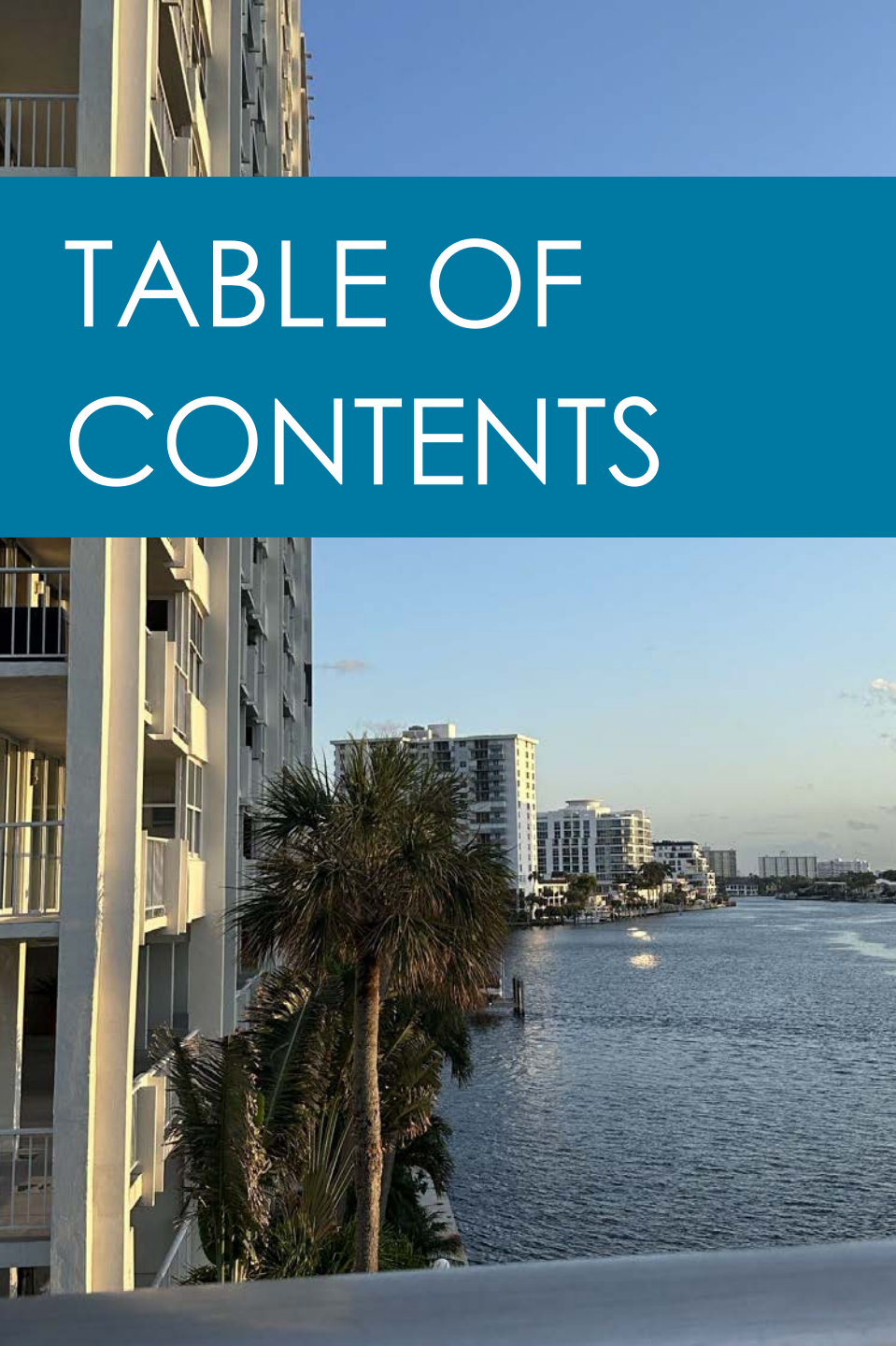


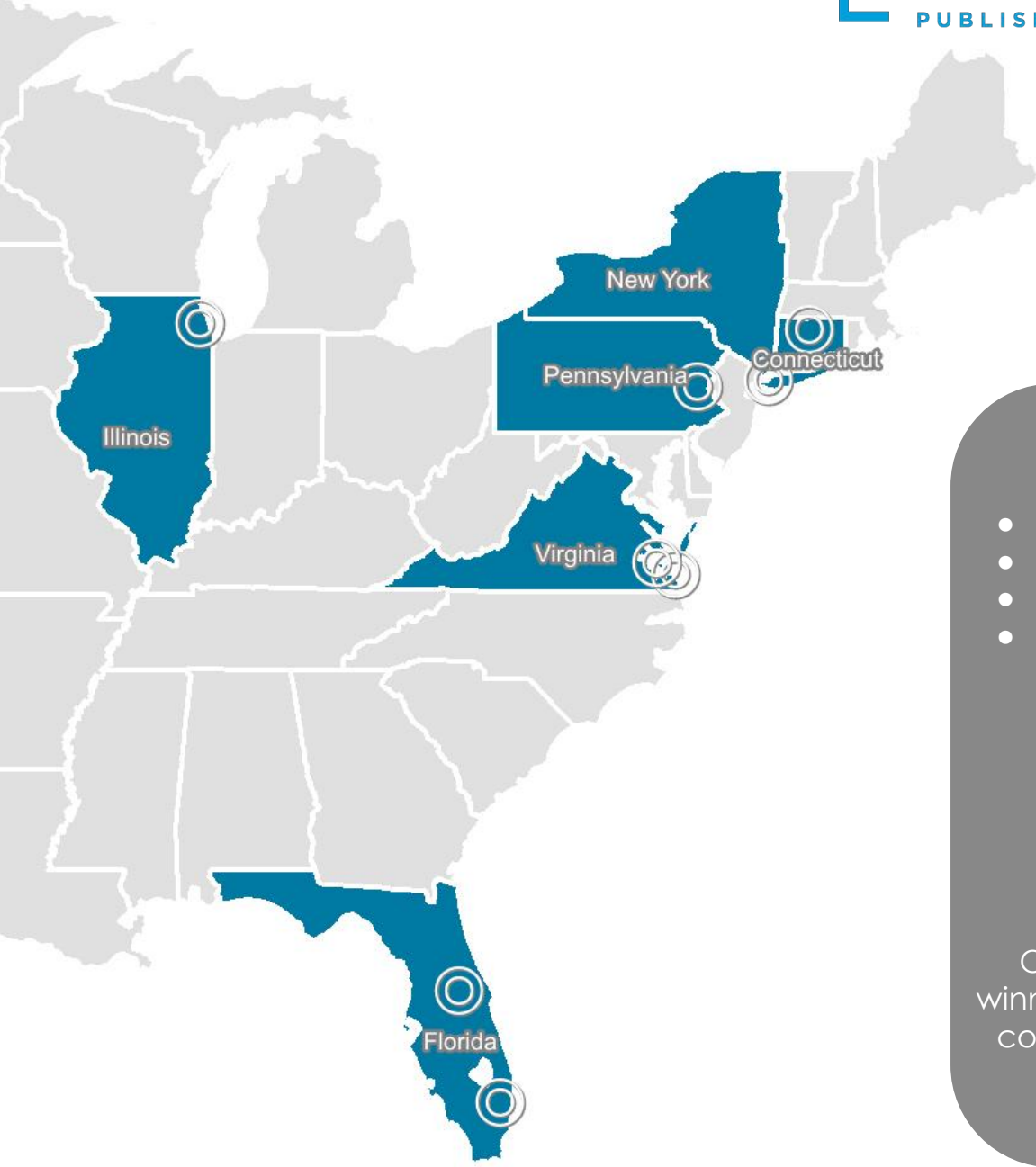
TABLE OF CONTENTS

Connecting You to a Trusted Company	3
Connecting You to a Growing Market	6
Connecting You to Qualified Consumers	8
Connecting You to Multimedia Solutions	11

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 2026, 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

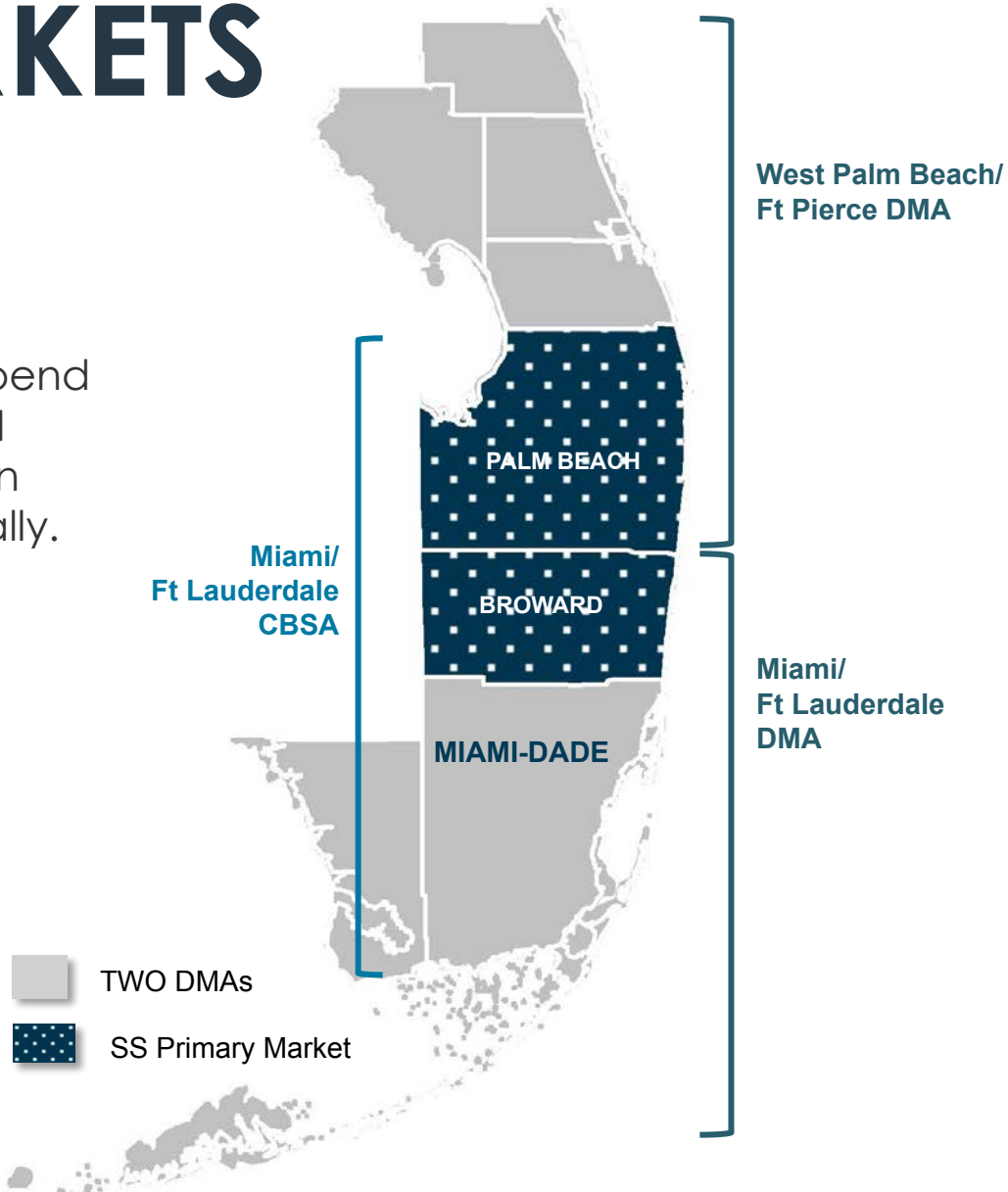
TOP 10 NEWSPAPERS IN FLORIDA

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	112,228	110,363
Sun Sentinel	Deerfield Beach	81,632	73,844
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.



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



**LARGER THAN
26 STATES**

Based on population



**10 FORTUNE 500
COMPANIES**

Headquartered here



**60 MILLION
TOURISTS**

Annually



**7 PUBLIC
COLLEGES**

and universities and hundreds
of private institutions



**5 PRO SPORTS
TEAMS**

Miami Dolphins | Miami Heat
Inter Miami | Florida Marlins
Florida Panthers



**#2 & #3
CRUISE PORTS**

In the world

LOCAL MASS REACH



MORE
THAN
646K
WEEKLY
READERS
IN PRINT/
ONLINE

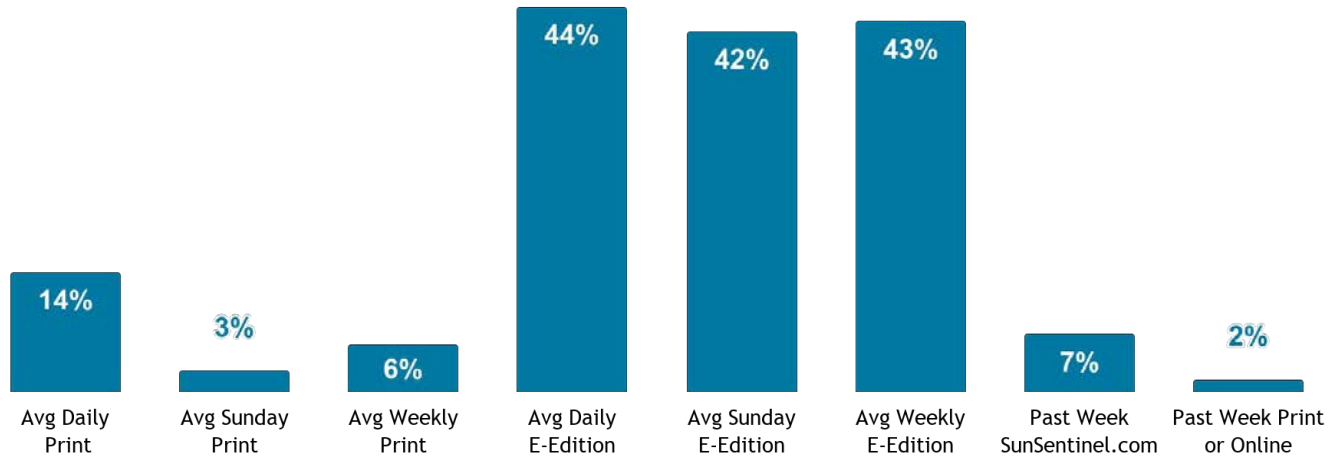
NO. 1
LOCAL DAILY
NEWSPAPER
& NEWS SITE
IN BROWARD
PALM BEACH

18% WEEKLY
REACH IN
PRINT/
ONLINE IN
BROWARD
PALM BEACH

READERSHIP GROWTH

SUN SENTINEL'S READERSHIP HAS GROWN OVER THE PAST YEAR ACROSS ALL PLATFORMS

**SUN SENTINEL READERSHIP
SOUTH FLORIDA**
2025 – 2026 % change





WE REACH A QUALIFIED AUDIENCE OF
UPSCALE, EDUCATED ADULTS

OUR AUDIENCE

SUN SENTINEL DEMOGRAPHICS

READ IN PRINT OR ONLINE IN THE PAST 7 DAYS

\$111,800

avg. household income
(\$12,800 Higher Than
Mkt. Avg.)

70%

employed
(Index 118)

52%

white collar occupation
(Index 124)

49

median age
(2 Years Younger Than Mkt. Avg.)

46%

HH Income
\$100,000+
(Index 116)

38%

college
graduate
(Index 112)

34%

market value of owned
home \$500,000+
(Index 115)

36%

net worth
\$500,000+
(Index 110)

* Past year.

Source: Scarborough 2026; Based on South Florida adults (Miami & West Palm Beach DMAs) who
Sun Sentinel in print or online in the past 30 days vs. total South Florida adults.



CONNECTING YOU TO MULTIMEDIA INTEGRATED SOLUTIONS



PRINT

Newspapers, Special Sections, Magazines, Inserts



DIGITAL

Desktop, Mobile, Newsletters, Apps, Podcasts



EXTENDED REACH

Video, Connected TV, Programmatic, Streaming
Audio, Geo-Fencing, Hyperlocal Mobile



BRANDED CONTENT

Articles, Infographics, Sweepstakes, Blogs
Video Creation, Native Advertising, Social Sharing



EVENTS

Partnerships, Sponsorships, Custom Events



DIGITAL SERVICES

Social, Websites, SEO, SEM



CONVERSION MARKETING

Direct Mail, Data Analytics, Intelligence Reporting



INSERTS
HIGH IMPACT
SPECIAL SECTIONS
TARGETING
MAGAZINES

SUN SENTINEL

PRINT READERS

LARGEST CIRCULATED NEWSPAPER IN SOUTH FLORIDA

230K

Daily Readers
(includes print & e-edition)

259K

Sunday Readers
(includes print & e-edition)

Note: Print readership includes Miami & West Palm Beach DMAs and includes E-newspaper.
Source: AAM News Media Statements 3/26; Scarborough 2026, R1





SUN SENTINEL & JEWISH JOURNAL

Sundays & Wednesdays

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.



SUNSENTINEL.COM ONLINE READERS

TOP LOCAL NEWS SITE IN BROWARD/PALM BEACH

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

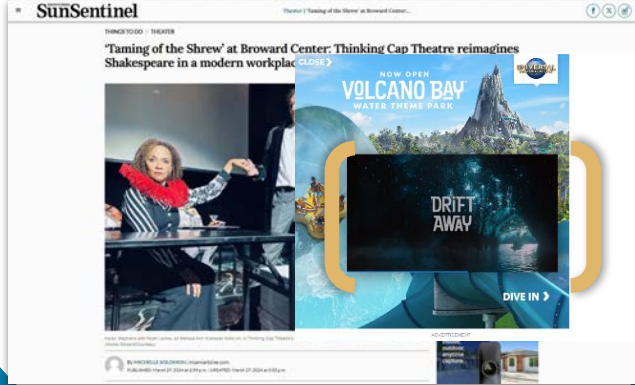
TARGETING
GEOGRAPHIC
CONTEXTUAL
DEMOGRAPHIC
BEHAVIORAL
DAYPARTING
AUDIENCE

3.0M
PAGE VIEWS/MO

1.2M
UNIQUE VISITORS/MO

Source: Google Analytics, January–December 2026, Monthly Average: SunSentinel.com only.
Does not include Apps or E-edition.



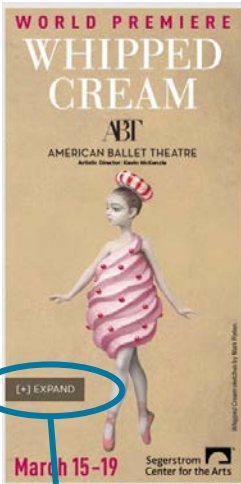


IN-UNIT VIDEO
(targeting available)

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)

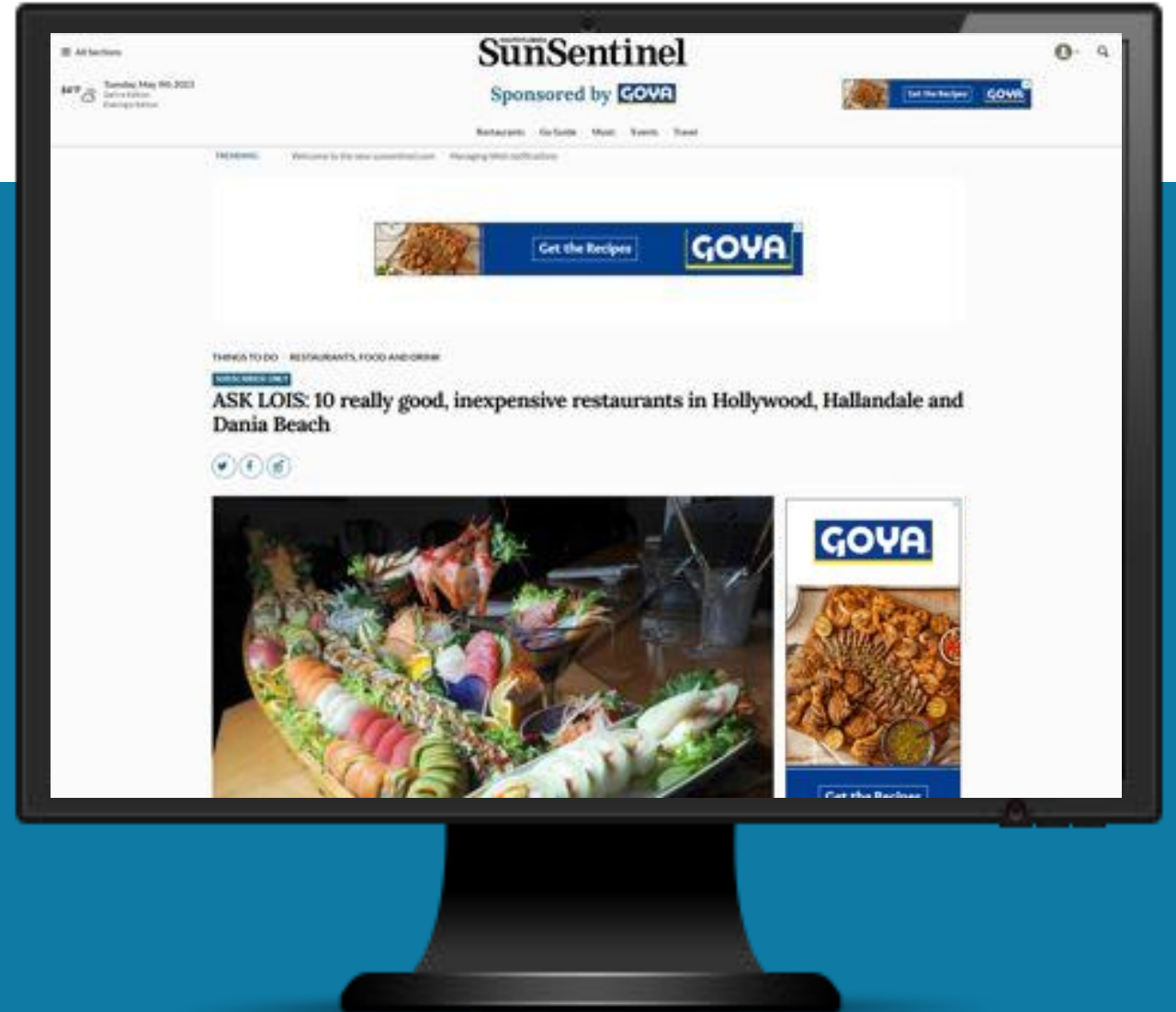


CUSTOM CHANNEL SPONSORSHIPS

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

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

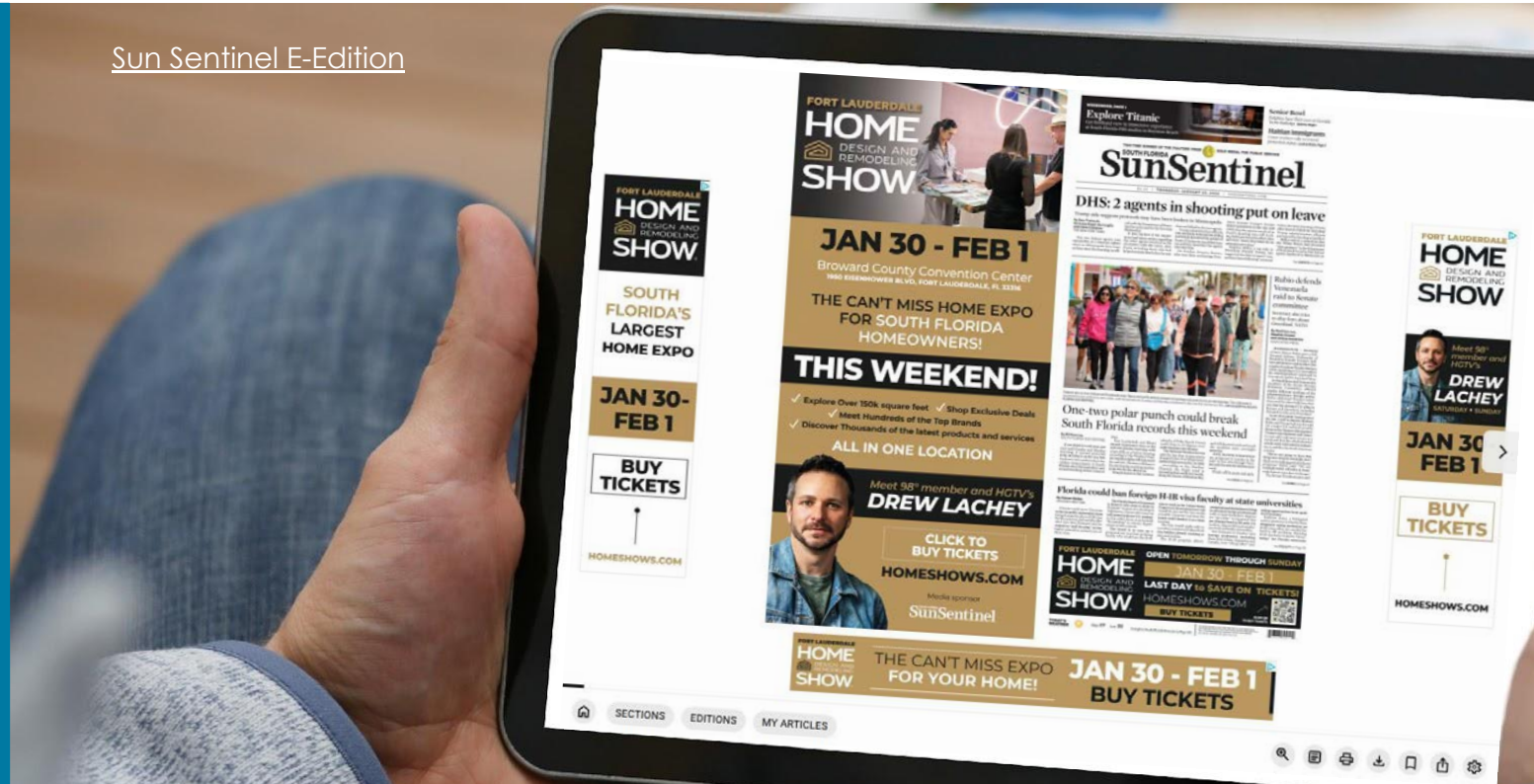
AD AVAILABILITY

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.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: 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.

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: 48,900 - 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!

76% of South Florida adults accessed Facebook in the past 30 days.

Source: Scarborough 2026, 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.



[SUNSSENTINEL.COM/PAID-POSTS](https://www.sun-sentinel.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. 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 **\$744,900**, which is **\$91,000** 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 \$750,000.

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.



FALL ISSUE

A SPECIAL GUIDE TO THE ARTS
October 4, 2026

Space Deadline: September 16, 2026

SPRING ISSUE

THE FINE LIFE AFTER 50
March 2027

Date & Deadline TBD

FALL ISSUE

A SPECIAL GUIDE TO THE ARTS
October 2027

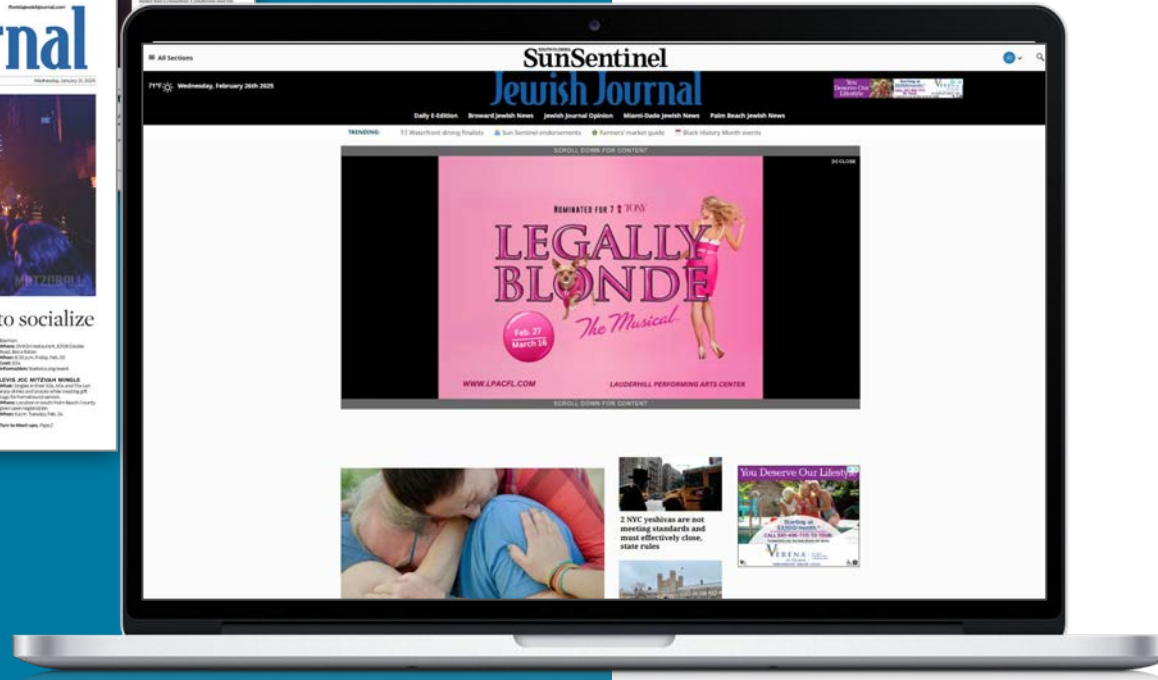
Date & Deadline TBD

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 88,000 in Palm Beach, Broward and Miami-Dade Counties.

SUN SENTINEL 2026 EVENTS



PRIME EXPO

SPRING - MARCH 21, 2026

FALL - OCTOBER 25, 2026

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.



Connect with an audience seeking your services & your expertise.

1500+ ATTENDEES

AUDIENCE SNAPSHOT

- ☐ Active & Health-Conscious Adults
- ☐ Adults 50+ & Seniors
- ☐ Children of Adults 65+

[Sun Sentinel Prime Expo](#)



SunSentinel
MEDIA GROUP

TOP WORKPLACES

MAY 21, 2026

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.

100 LOCAL COMPANIES

500+ ATTENDEES

DESIRABLE B2B OPPORTUNITY

AUDIENCE SNAPSHOT

- ☐ C+ Level Executives
- ☐ HR Professionals
- ☐ Community Leaders

[Sun Sentinel Top Workplaces](#)





THANK YOU

WE LOOK FORWARD TO CONNECTING YOU TO SOUTH FLORIDA

SunSentinel
MEDIA GROUP