



REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

PARTNERING

FOR SUCCESS

Orlando Sentinel
MEDIA GROUP



DEDICATED TO OUR ADVERTISERS' SUCCESS

As your media partner, we are dedicated to your success in reaching your goals and delivering your KPIs. We have the resources and the 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	6	The Qualified Consumers We Deliver
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OUR UNIQUE POSITION



56M
UV's/mO

AWARD-WINNING JOURNALISM

Our Pulitzer Prize-winning brands inform, protect, inspire and engage audiences with 10.1M 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 & SCALE TO DELIVER
BETTER RESULTS



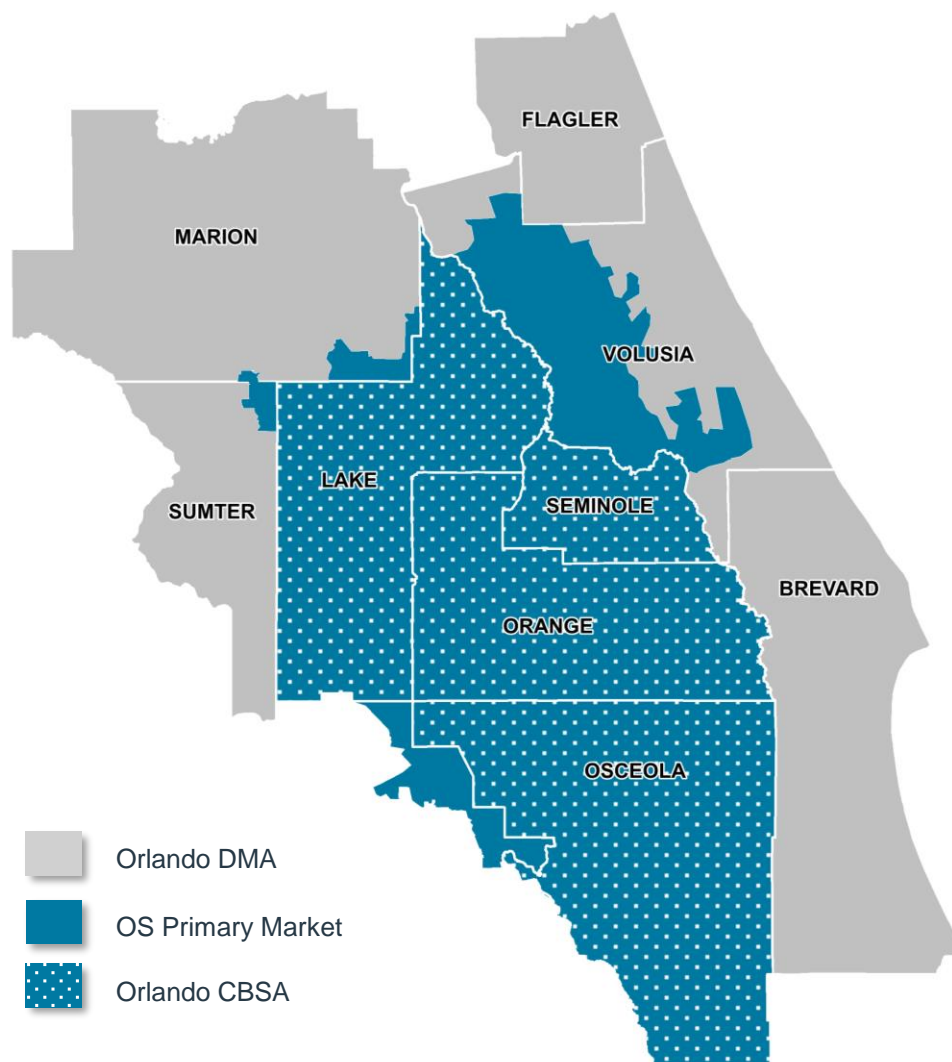
NO. 1 MEDIA COMPANY
IN 6 OF 9 MARKETS

ORLANDO RESIDENTS

A Desirable Audience

Orlando is a large, educated and tech-friendly market.

Growing twice as fast as the national average, Orlando is an appealing market full of opportunity.



4.5M

PEOPLE IN THE DMA

18TH

LARGEST DMA

9TH

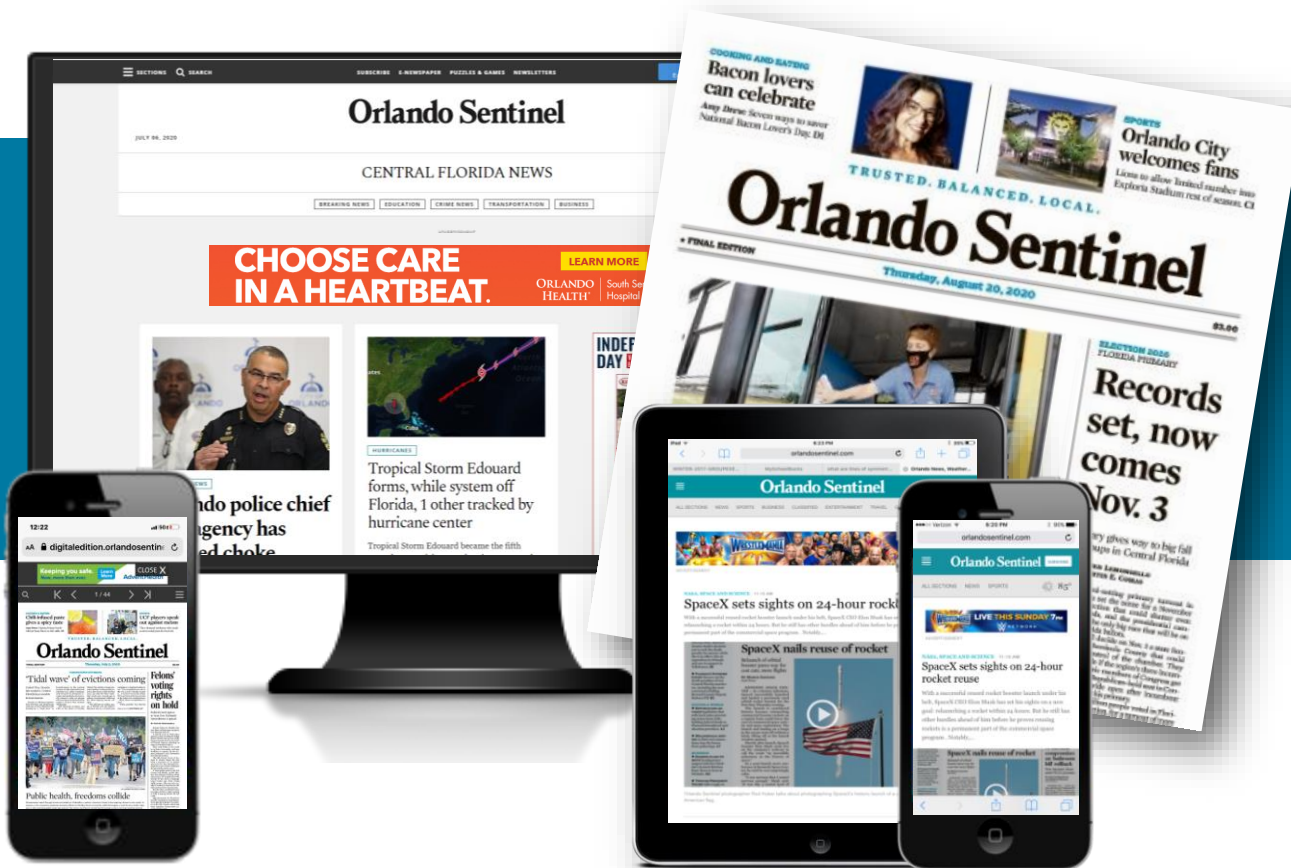
FASTEST GROWING
DMA IN U.S. BY TOTAL
POPULATION CHANGE

15TH

LARGEST DMA FOR HISPANICS –
6TH FASTEST GROWING DMA BY
TOTAL HISPANIC CHANGE

LOCAL MASS REACH

OVER **1M** WEEKLY READERS IN
PRINT/ONLINE



NO.1 LOCAL DAILY NEWSPAPER
& NEWS SITE IN ORLANDO

35% WEEKLY REACH IN
PRINT/ONLINE IN
PRIMARY TRADE AREA



OUR AUDIENCE

WE REACH A QUALIFIED AUDIENCE OF UPSCALE,
EDUCATED ADULTS WITH DISCRETIONARY INCOME

ORLANDO SENTINEL DEMOGRAPHICS

READ IN PRINT OR ONLINE IN THE PAST 7 DAYS

\$78,500

avg. household income
(*\$5,300 Higher Than Mkt. Avg.*)

43

median age
(*8 Years Younger Than Mkt. Avg.*)

74%

attended college
(*Index 121*)

63%

employed
(*Index 117*)

47%

white collar occupations
(*Index 128*)

36%

household with children
(*Index 118*)

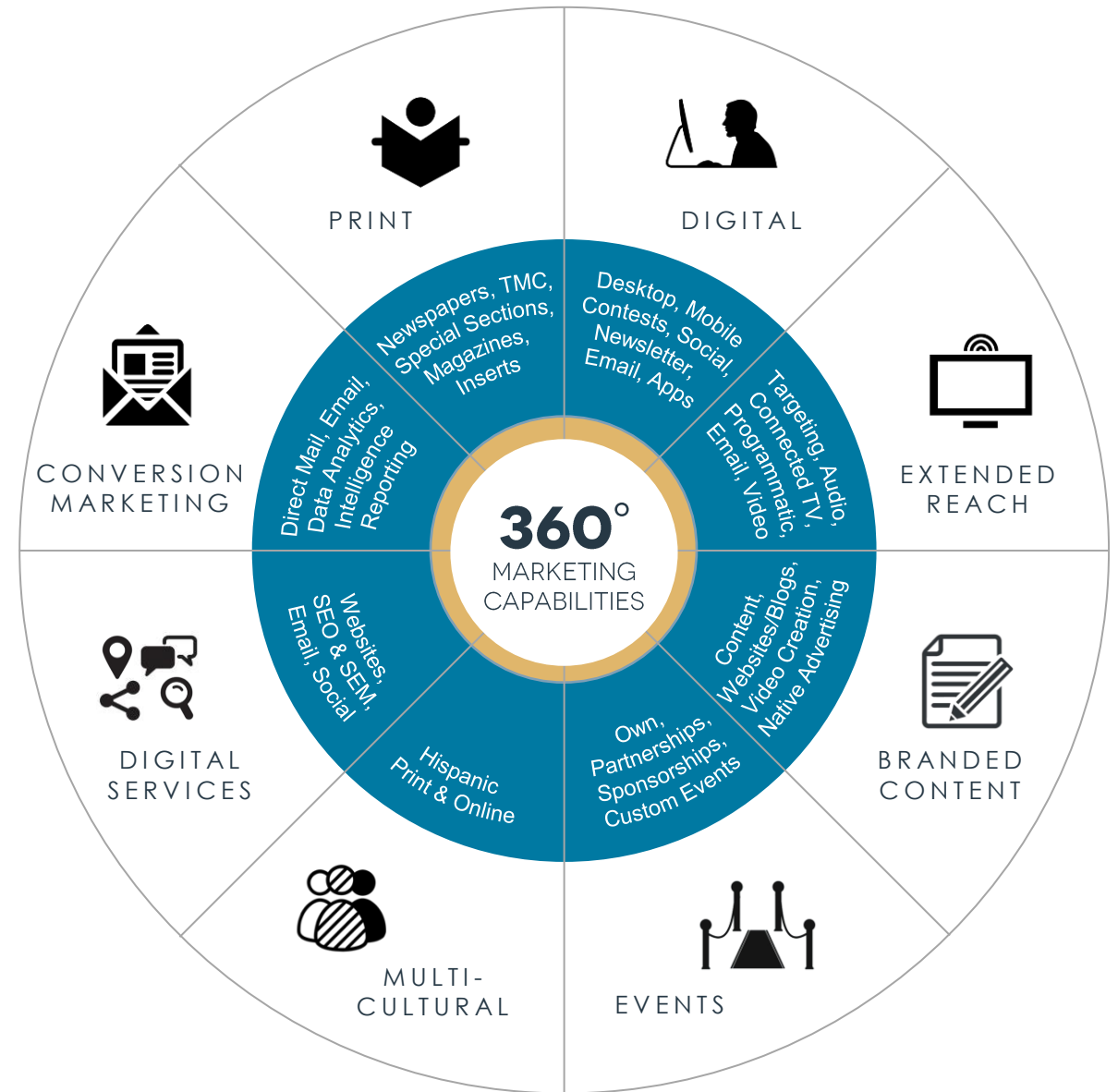
MULTIMEDIA

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

ORLANDO SENTINEL PRINT READERS

256K
Daily Readers

416K
Sunday Readers

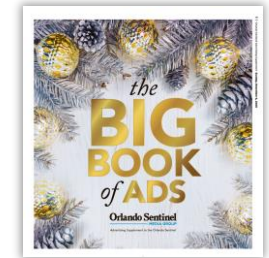
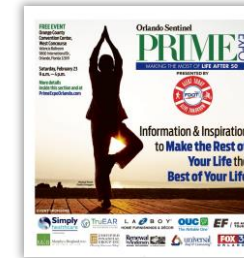
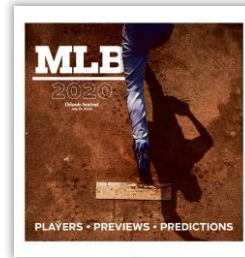
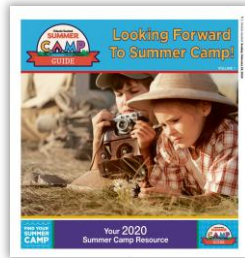


NO. 1 LOCAL NEWSPAPER IN ORLANDO
205% MORE READERS THAN CLOSEST COMPETITOR

Source: Scarborough 2021, R1. Daily and Sunday Readers include e-edition. Note: Print readership includes Orlando and Tampa DMAs.

SPECIAL SECTIONS

REACH ENGAGED, NICHE AUDIENCES WITH
OUR TARGETED SPECIAL SECTIONS



MONTH/SECTION	PUB DATE	DEPARTMENT	TYPE	MONTH/SECTION	PUB DATE	DEPARTMENT	TYPE
January				July			
NY Times Living Well	January 10	Edit	Tab	Healthy Eating	July 11	Edit	Tab
February				August			
Relationships	February 14	Edit	Tab	Puzzle Book	August 8	Edit	Tab
Explore Florida	February 14	Adv/Edit	Online Magazine	Football Preview	August 29	Edit	Broadsheet
Summer Camp Guide I	February 21	Adv	Tab	September			
March				NFL Preview	September 5	Edit	Tab
Virtual College Fair	March 7	Adv	Online Magazine	Top Workplaces	September 26	Edit	Tab
Prime Online	March 14	Adv	Tab	October			
Summer Camp Guide II	March 21	Adv	Tab	Puzzle Book	October 10	Edit	Tab
MLB Preview	March 28	Edit	Tab	Explore Florida	October 17	Adv/Edit	Online Magazine
April				Medicare Guide	October 24	Edit	Broadsheet
Camping & Outdoor Recreation	April 18	Edit	Tab	Prime Online/Expo	Late Oct. or Early Nov.	Adv	Tab
Summer Camp Guide III	April 25	Adv	Tab	November			
May				Holiday Gift Guide	November 21	Edit	Tab
Explore Florida	May 9	Adv/Edit	Online Magazine	December			
Summer BBQ & Entertaining	May 16	Edit	Tab	Big Book of Ads	December 5	Adv	Tab
Hurricane Guide	May 30/EI Sentinel May 29	Edit	Tab	Year in Photos	December 19	Edit	Tab
June							
Pets	June 13	Edit	Tab				

INSERTS: A STEP ABOVE

MORE ZONES, MORE OPTIONS,
MORE PRECISE TARGETING

138
insert zones

SUB
zip options



ORLANDO SENTINEL
Thursdays – 110,200 copies
Sundays – 114,200 copies



TOTAL COVERAGE
Thursdays – 365,000 copies
Non-Subs



SELECT COVERAGE
Thursdays – 235,000 copies
Key Advertiser ZIPs



EL SENTINEL
Saturdays – 146,000 copies
Hispanic Targeted

71% of NEWSPAPER INSERT READERS
ACT ON THE ADVERTISING MESSAGE

TWO-THIRDS OF READERS REMEMBER
ADS FROM NEWSPAPER INSERTS

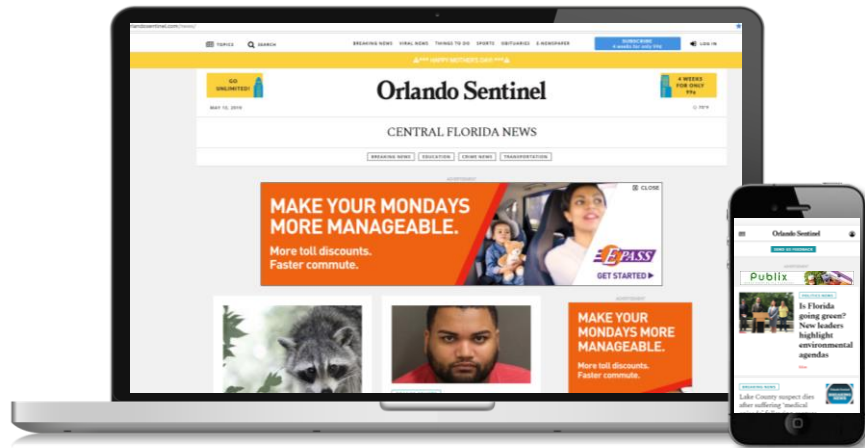
Coda Ventures Triad Newspaper Ad Effectiveness Service. (Based on 300,000 newspaper readers from 2016 – 2018).



ORLANDOSENTINEL.COM ONLINE READERS

14.9M
PAGE VIEWS/MO

5.8M
UNIQUE VISITORS/MO



NO. 1 LOCAL NEWS SITE IN ORLANDO
110% MORE PV'S THAN CLOSEST COMPETITOR

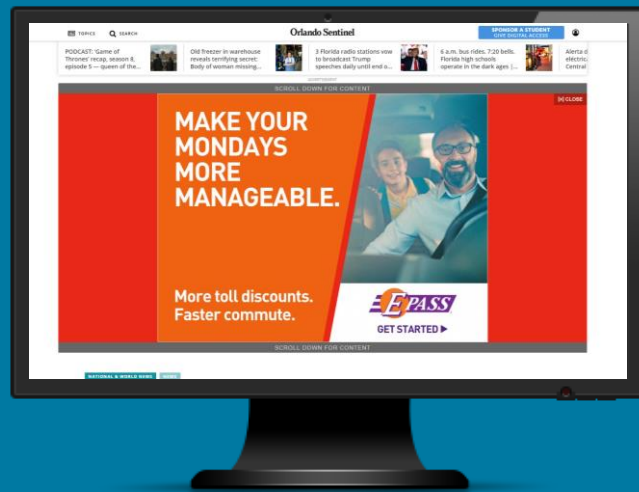
E-EDITION
APPS
EMAIL
NEWSLETTERS
PODCASTS
NEWS SHOW
RICH MEDIA
PAID POSTS
SWEEPSTAKES
CONTESTS

TARGETING
GEOGRAPHIC
CONTEXTUAL
DEMOGRAPHIC
BEHAVIORAL
DAYPARTING
AUDIENCE



HIGH IMPACT RICH MEDIA

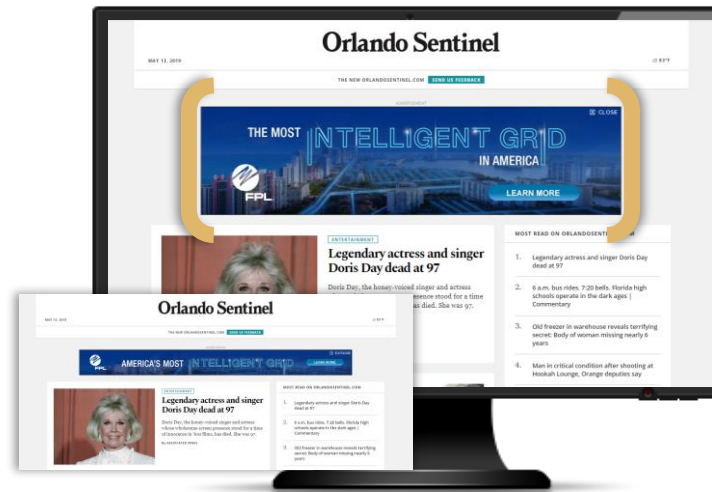
LIGHTHOUSE STORY LEVEL



Light House Rich Media

With prominent positioning and the ability to target, the lighthouse ad is the first thing a consumer sees on story-level pages.

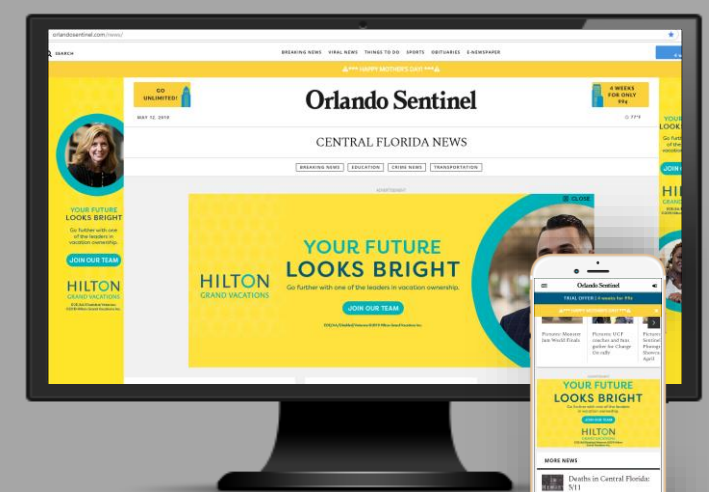
BILLBOARD HOMEPAGE & SECTION FRONTS



Billboard Rich Media

This fixed position is an over-sized ad unit that can be manually collapsed by the user.

DOMINATION HOMEPAGE & SECTION FRONTS



Take over the entire home page or section front. Own all ad units.

**HOME PAGE
AVG. DAILY TRAFFIC**

PAGE VIEWS: 57,700
UNIQUE VISITORS: 18,100

CUSTOM CHANNEL SPONSORSHIPS

ALIGN YOUR BRAND WITH TRUSTED CONTENT

Connect your brand with our audience's passions by aligning with our trusted News, Sports and Entertainment content, including:

- Orlando Sentinel Now
- GrowthSpotter
- Disney 50th Anniversary
- High School Sports
- Twinkly Lights
- Weather
- Space Channel
- Safety & Justice
- Destination Spotlight
- Central Florida Explorer
- Orlando Soccer



E-EDITION

REACH SOME OF OUR MOST LOYAL & ENGAGED READERS

[Orlando Sentinel E-Edition](#)

PV TRAFFIC INCREASED **32%** YOY

LOYAL

15.4M

MONTHLY
PAGE VIEWS

99K

MONTHLY
UNIQUE VISITORS

LOCAL

83% OF PAGE VIEWS ARE
FROM THE **ORLANDO DMA**, AND
91% ARE FROM **FLORIDA**

ENGAGED

16

MINUTES
SPENT

74%

OF VIEWS ON
TABLET/DESKTOP



The Orlando Sentinel is a leader in Central Florida mobile. Our mobile apps generate over

1.1 MILLION PAGE VIEWS
MONTHLY

IOS APP

TIME SPENT 2.50 MIN.

1.0M
PAGE VIEWS/MO

21,100
UNIQUE VISITORS/MO

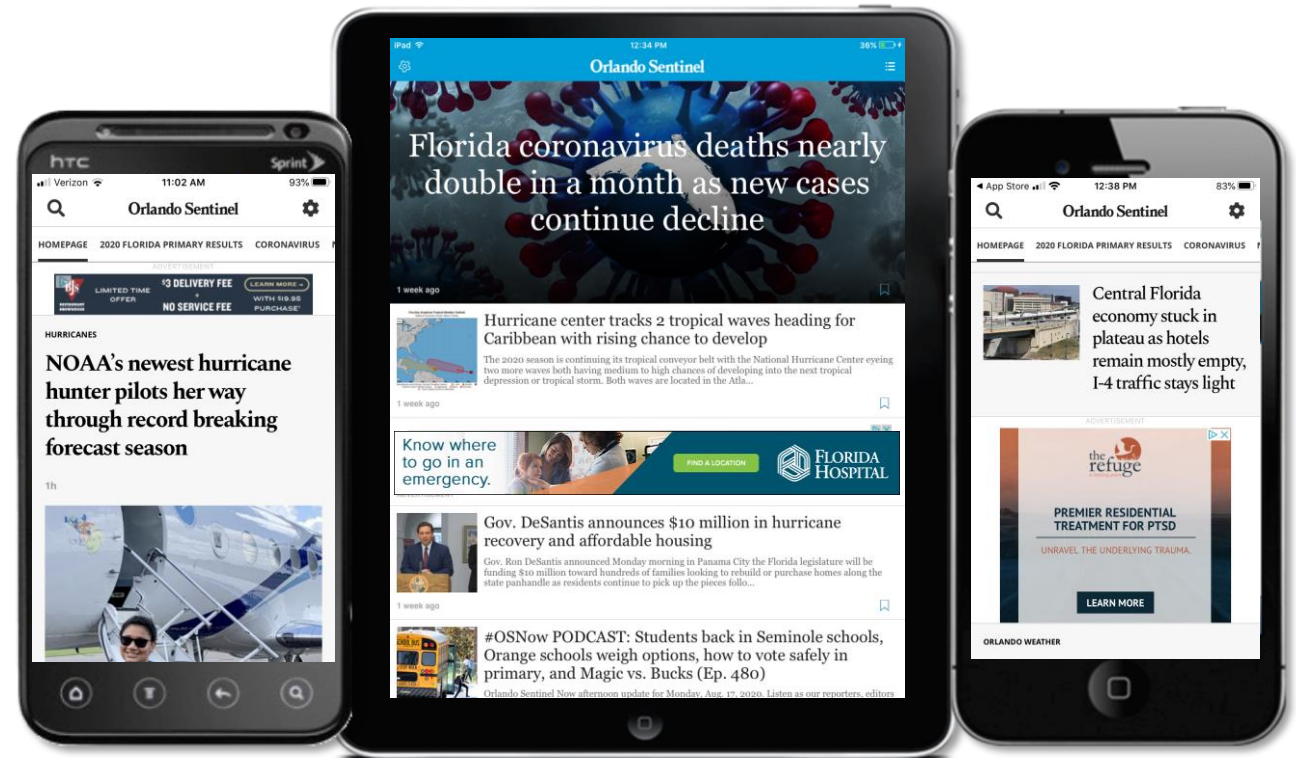
ANDROID APP

TIME SPENT 3.21 MIN.

1,111,000
PAGE VIEWS/MO

3,100
UNIQUE VISITORS/MO

MOBILE APPS



Adults who use a mobile device to read a newspaper tend to be **younger & more affluent** than average.

E-NEWSLETTERS

Connect with a digital audience of engaged readers who have asked to receive updates on topics that interest them most. Daily and weekly newsletters are delivered directly to the in-boxes of OrlandoSentinel.com subscribers. Your message is served in the form of highly visible marquee ads – up to 5 per newsletter.

OrlandoSentinel.com E-Newsletters

DAILY E-NEWSLETTERS

THE MORNING REPORT

(Daily)

Subscribers: 37,700

Unique Open Rate: 16%

Ad Click Thru Rate: .12%

BREAKING NEWS ALERTS

(Daily)

Subscribers: 34,500

Unique Open Rate: 22%

Ad Click Thru Rate: .16%

SPORTS FINAL

(Daily)

Subscribers: 4,400

Unique Open Rate: 19%

Ad Click Thru Rate: .13%

THE HEALTH REPORT

(Daily)

Subscribers: 2,600

Unique Open Rate: 25%

Ad Click Thru Rate: .17%

GROWTHSPOTTER

(Monday - Friday)

Subscribers: 1,600

Unique Open Rate: 45%

Ad Click Thru Rate: .06%

WEEKLY E-NEWSLETTERS

POLITICAL PULSE

(Wednesday)

Subscribers: 2,200

Unique Open Rate: 39%

Ad Click Thru Rate: .19%

TRENDING WEEKLY

(Thursday)

Subscribers: 57,200

Unique Open Rate: 25%

Ad Click Thru Rate: .20%

TRAVEL UNRAVELED

(Thursday)

Subscribers: 3,600

Unique Open Rate: 22%

Ad Click Thru Rate: .14%

THEME PARK RANGERS

(Tuesday & Thursday)

Subscribers: 14,900

Unique Open Rate: 21%

Ad Click Thru Rate: .10%

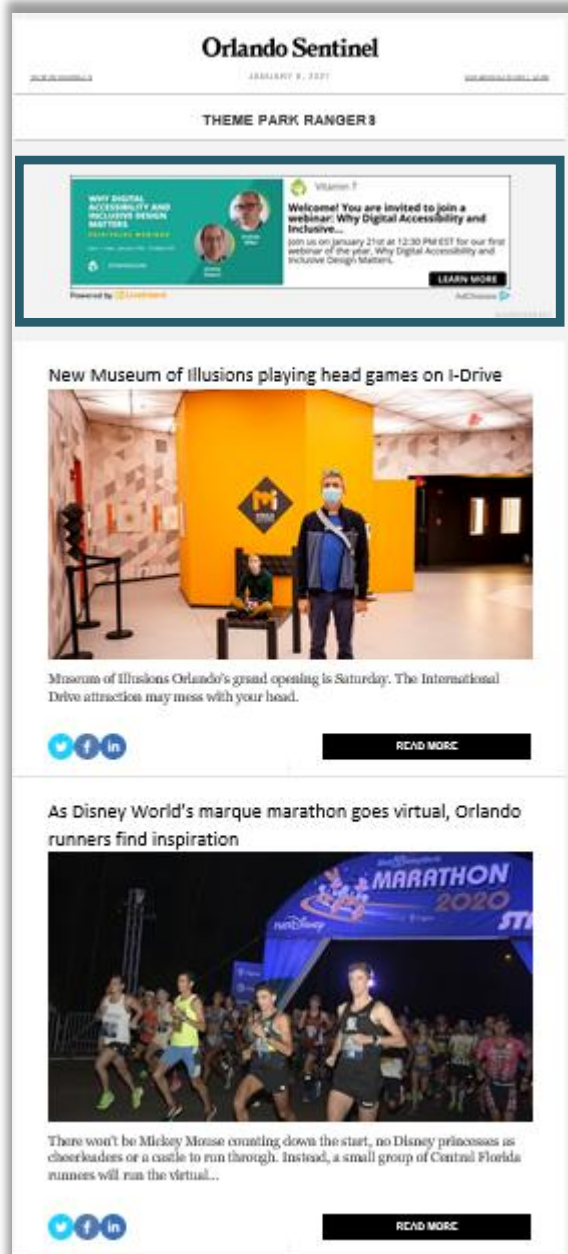
GO FOR LAUNCH

(Friday & As Needed)

Subscribers: 2,800

Unique Open Rate: 31%

Ad Click Thru Rate: .27%



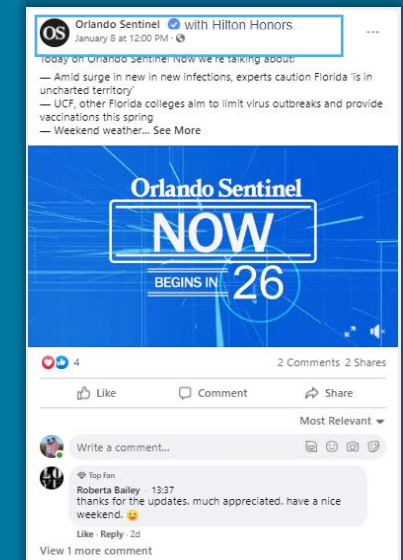
Note: Breaking News has one cube ad only. Subscribers updated January 2021; Ad Click Thru Rates based on January – December 2020 (Source: Live Intent).

ORLANDO SENTINEL NOW

MIDDAY NEWS SHOW

Orlando Sentinel Now is a live midday news show on **OrlandoSentinel.com** and on **Orlando Sentinel's Facebook feed** airing Monday-Friday at noon. Featuring the top news and quirky stories of the day, sponsors have the opportunity for fixed logo placement as well as a :15 or :30 second video airing right after the show and in replays that got between **1,000 – 10,000 per show in 2020**. Build awareness with this engaging sponsorship.

January 8th Edition



PRE-SHOW

- "Presented by (sponsor name)" in site-wide banner on OrlandoSentinel.com to encourage viewers to tune-in
- Fixed logo placement on 60-second countdown to show

DURING SHOW

- Sponsor name in intro voiceover
- Fixed logo placement on bottom of screen
- 100% fixed ads on page surrounding viewing screen

POST-SHOW

- Your business tagged in a paid Facebook post, driving people to view recorded show
- Your video after the live show
- 100% fixed pre-roll to (3) post-show video segments

INCLUDES ALL ABOVE PROMOTION PLUS A CUSTOM DIGITAL CAMPAIGN ON ORLANDOSENTINEL.COM

PODCASTS

[OrlandoSentinel.com Podcasts](https://www.orlando-sentinel.com/podcasts)

Connect with a growing audience of podcast listeners. Sponsors receive a 15-second commercial opportunity pre-show & mid-show, as well as 100% fixed ad units on the podcast page on OrlandoSentinel.com.

936K Central Florida adults
listened to a podcast in the past 30 days –
an increase of 149% in the past three years.



**COLLEGE
GRIDIRON 365**
ON COLLEGE
FOOTBALL



**SWAMP
THINGS
TALK**
ON ALL THINGS
GATORS



**ORLANDO SENTINEL
CONVERSATIONS**
ON WHAT MAKES
CENTRAL FLORIDA TICK



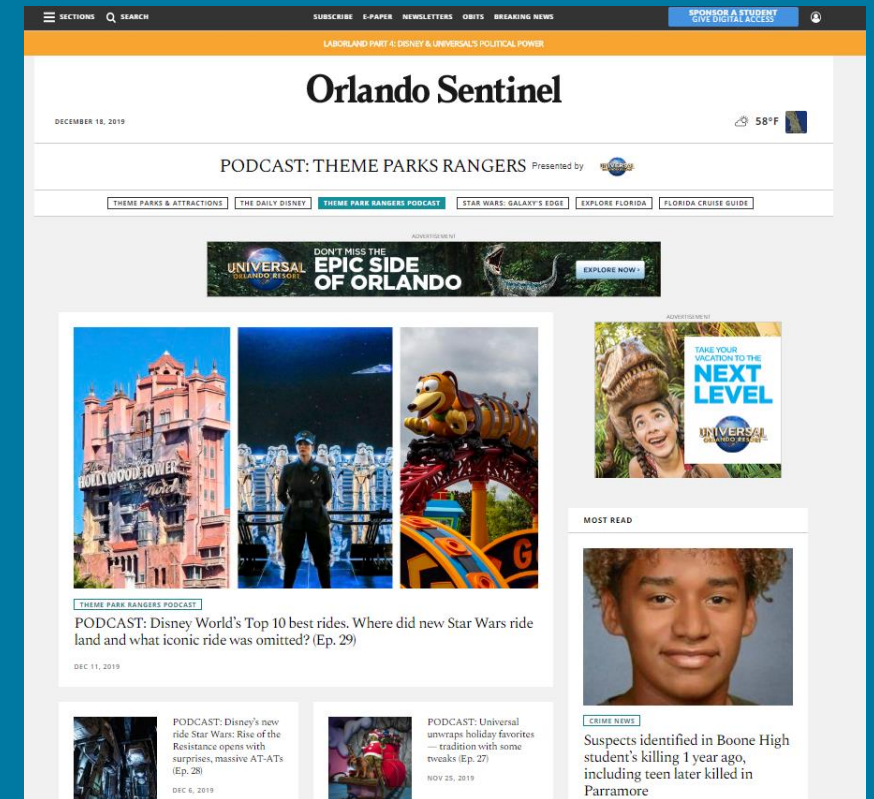
UCF KNIGHTS TALK
ON ALL THINGS
KNIGHTS



WORKING THE EDGE
ON HIGH SCHOOL
WRESTLING



THEME PARK RANGERS
NEWS ON ORLANDO
THEME PARKS



GROWTHSPOTTER

REACH A PRIME AUDIENCE OF LOCAL BUSINESS LEADERS

GrowthSpotter is subscription-only business website and e-newsletter focusing on very early-stage property acquisition, new development and real estate financing, covering Greater Orlando. GrowthSpotter has approximately 1,700 subscribers made up of developers, contractors, architects, engineers, real estate brokers, CEOs and decision makers.

[GrowthSpotter.com](https://www.growthspotter.com)

EDITOR & PUBLISHER
EPPY
2019 Awards™

2019 BEST BUSINESS/
FINANCE WEBSITE

GROWTHSPOTTER.COM

Average Monthly Traffic

150,700

Page views

E-NEWSLETTER

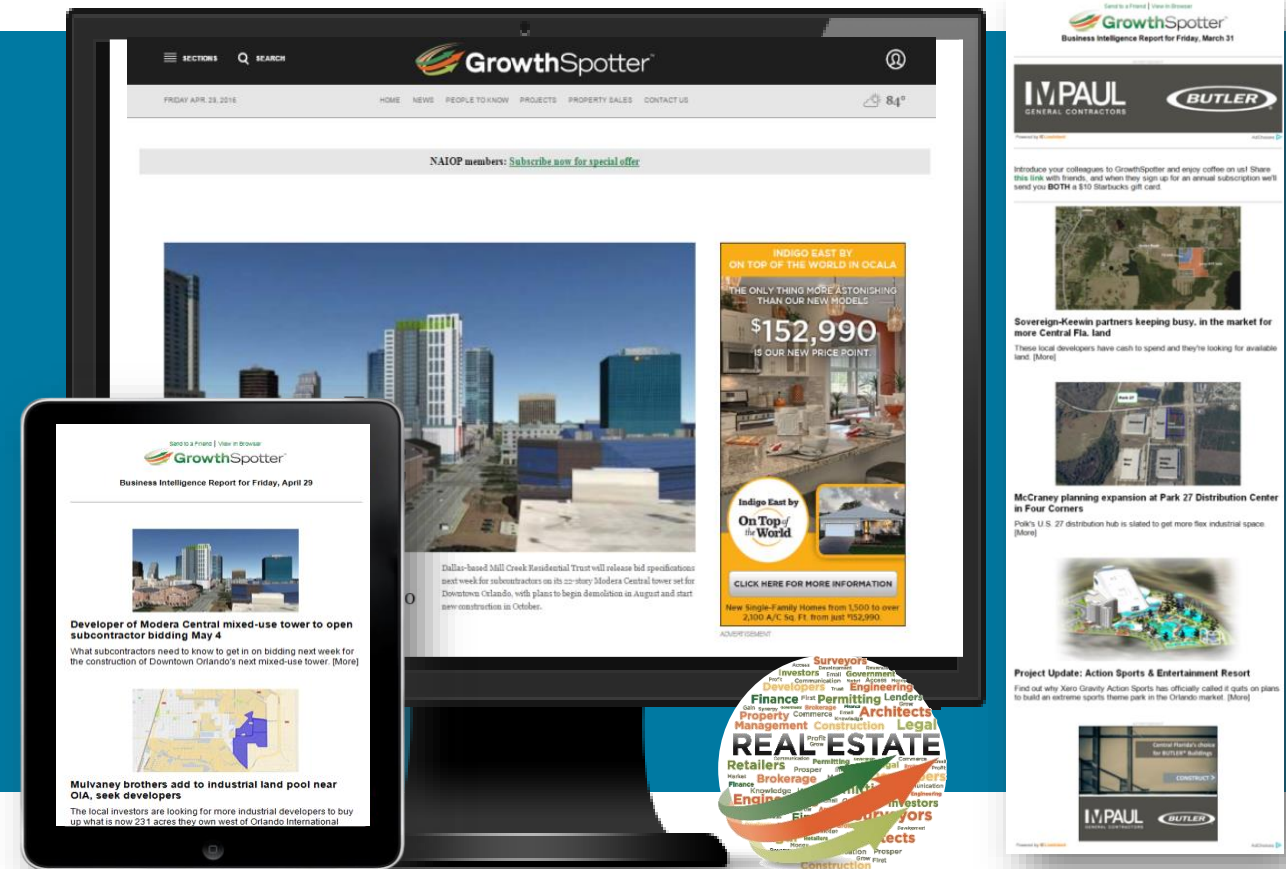
Monday - Friday

1,600

Subscribers

48%

Open Rate





HISPANIC REACH

EL SENTINEL

146K
COPIES/WK

777K
PAGE VIEWS/MO

471K
UNIQUE VISITORS/MO

WEEKLY ON
SATURDAYS

+231% UV INCREASE
2019-2020



NO. 1
HISPANIC PUBLICATION

EVENTS

CONNECT YOUR BRAND WITH THE COMMUNITY

SIGNATURE EVENTS

PARTNERSHIPS • SPONSORSHIPS • CUSTOM-BUILT

We help advertisers strengthen their relationships with consumers, while providing extensive multimedia exposure to build awareness. Each event is unique! Our events are creatively inspired, thoroughly planned and flawlessly executed to meet the highest expectations – of partners and attendees.

CENTRAL FLORIDIAN OF THE YEAR



Recognize the people and groups making a positive impact in our community

FEBRUARY 25

PRIME ONLINE



Connect with a powerful, relevant audience of adults 50+

MARCH 18-APRIL 1

TOP WORKPLACES



Celebrate and align with the top companies in Central Florida

SEPTEMBER 17

CHECK OUT OUR WORK

VIEW VIDEOS FROM
ORLANDO SENTINEL EVENTS



A smiling couple, a man and a woman, are standing in front of a store window. The woman is wearing a green tank top and the man is wearing a blue button-down shirt. They are both holding shopping bags. The background shows the reflection of the couple in the window glass.

THANK YOU

WE LOOK FORWARD TO HELPING YOU
GROW YOUR BUSINESS

Orlando Sentinel
— MEDIA GROUP