



CONNECT WITH
CENTRAL FLORIDA
HISPANICS

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 the valuable Hispanic audience – anyone, anytime, anywhere.

INSIDE

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OUR UNIQUE POSITION



48M
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 8 MARKETS

Source: Claritas, 2022; Scarborough 2021, R1. comScore Media Metrics, Monthly Average, July 2020 – June 2021.



HISPANIC OVERVIEW

A GROWING, VALUABLE AUDIENCE

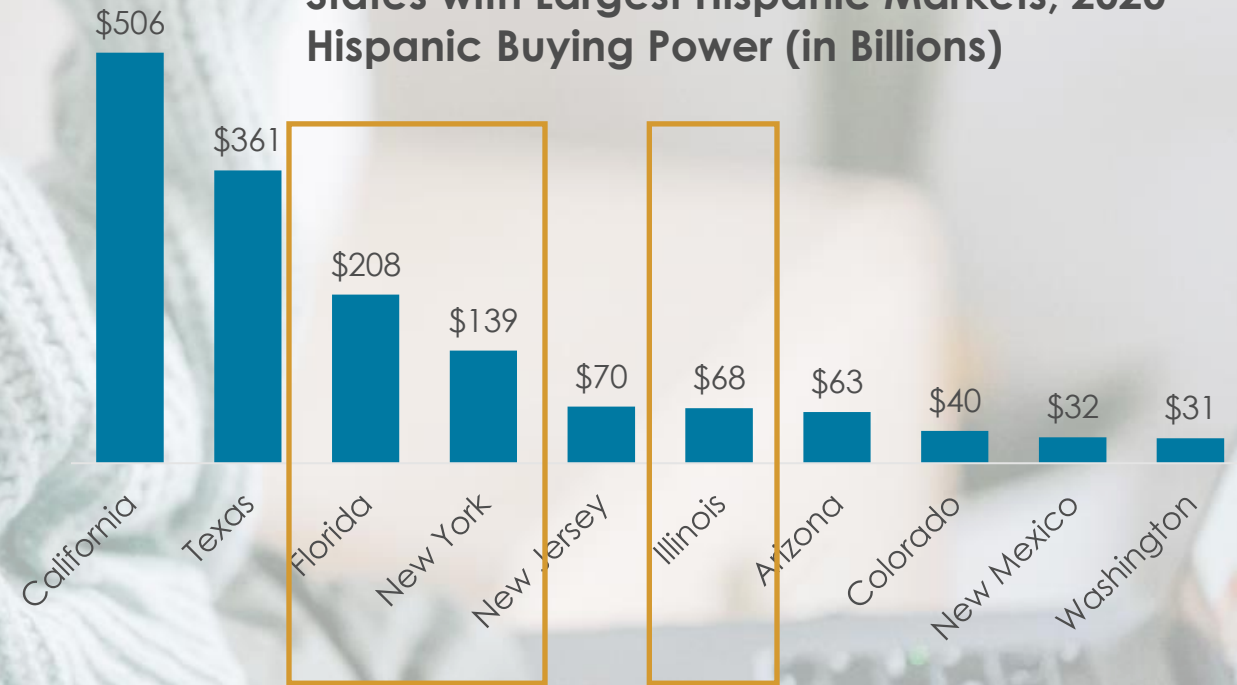
STRONG BUYING POWER IN THE U.S. AND OUR MARKETS

Orlando Sentinel, Sun Sentinel, New York Daily News and Chicago Tribune are in a large Hispanic market

\$1.9T

Total Hispanic/Latinx buying power in 2020

States with Largest Hispanic Markets, 2020
Hispanic Buying Power (in Billions)



GROWING HISPANIC POTENTIAL

Scale & Longevity	RAPID GROWTH 7X Hispanics are projected to grow nearly 7x faster than non-Hispanics 2020-2025	YOUNGER AUDIENCE 27 Hispanic median age vs. 42 for non-Hispanic Whites	LIVING LONGER 82 Hispanic life expectancy vs. 79 for non-Hispanic Whites
Better Educated	12% Hispanics attaining a Bachelor's Degree or higher is projected to grow by 12% 2020-2025.	26% projected increase of Hispanics enrolling in degree institutions 2015-2026 vs. 1% for non-Hispanic Whites	69% of Hispanic HS graduates enrolled directly into college, up from 58% between 2003-2005
Buying Power	MONEY TO SPEND 90% faster increase in Hispanic aggregate HHI vs. non-Hispanic growth	MORE AFFLUENT 21% Hispanic median HHI is projected to grow 21% faster than non-Hispanics 2020-2025	FUTURE SPENDING POWER 55 Yrs Hispanics have 55 years of effective buying power vs. 37 for non-Hispanic Whites

With better education, more income and rapid growth, Hispanics will continue to be a key economic driver well into the future.

OF HISPANICS

27%

live in multi-generational households – 169 Index

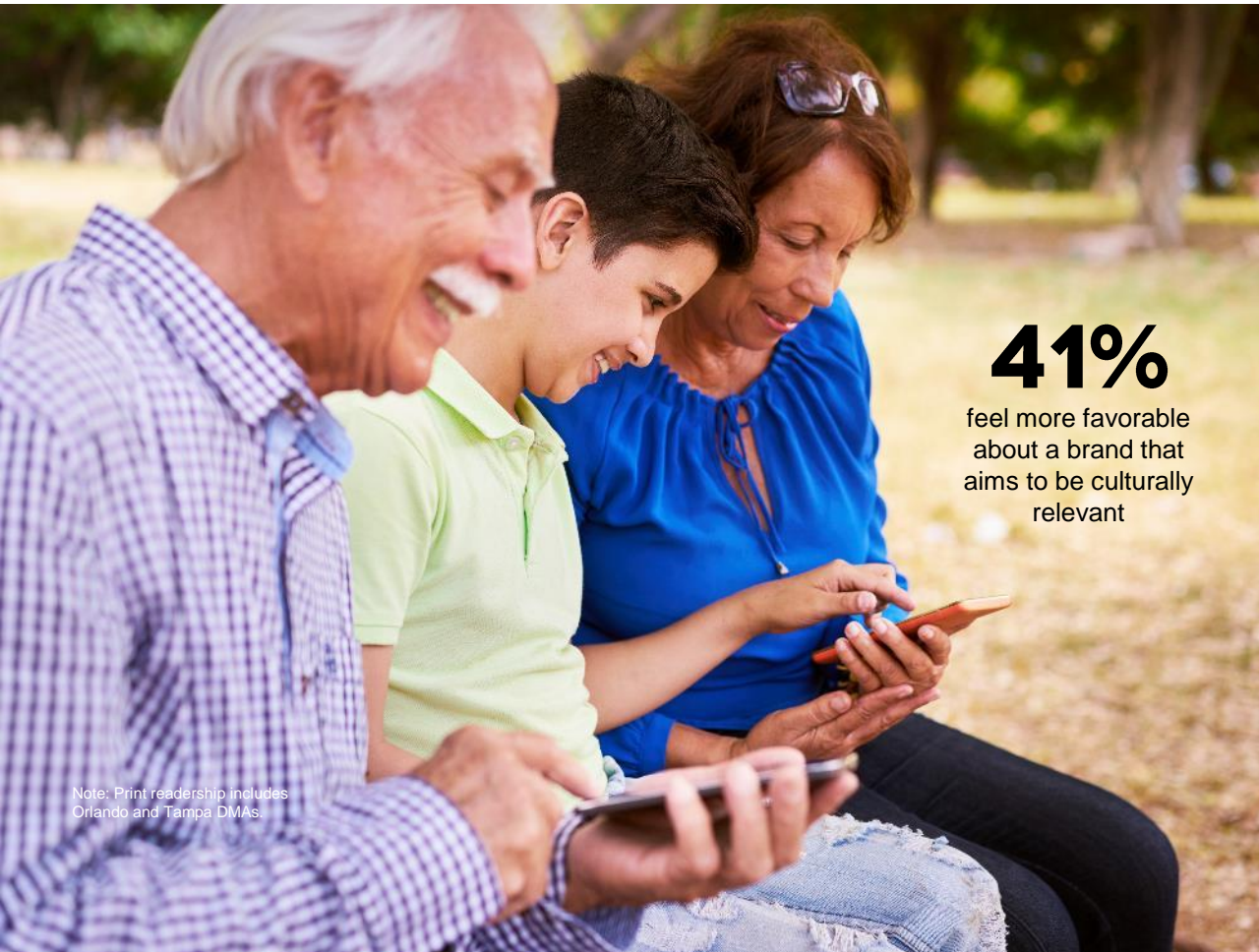
72%

speak Spanish at home

73%

agree that it's important to them that their children continue their family's cultural traditions

CULTURAL INFLUENCES ARE STRONG



41%

feel more favorable about a brand that aims to be culturally relevant

Note: Print readership includes Orlando and Tampa DMAs

“ With more than 1 in 4 Hispanics living in multi-generational households, the younger generations have much influence on older Hispanics.

In fact, those 50 and older have become particularly tech savvy, as they over-index non-Hispanic Whites by 36%, agreeing they like to have a lot of electronic gadgets and by 28% for agreeing they often discuss their knowledge of technology or electronic products with others. ”

MULTIGENERATIONAL HOUSEHOLDS STRONGLY INFLUENCE CULTURAL TRADITIONS AND THE ADOPTION OF TECHNOLOGY.

LANGUAGE PREFERENCE IN ADVERTISING

59%

prefer ads in **English**

65%

prefer English when
searching for info online

53%

prefer posts from social
influencers in English

70%

agree "I take notice of
bilingual ads because they
reflect my own
experience"

64%

agree "an ad that shows
my culture is more likely
to connect with me"

64%

agree "I don't have a preference
to the language of digital ads if
they match the language of the
surrounding content"





HISPANICS EMBRACING TECHNOLOGY

MOBILE · SEARCH · SOCIAL

11 YEARS YOUNGER

Because they are younger, Hispanics adopted technology at a younger age. The median age of local Hispanic adults is 42.3, while the median age of non-Hispanics is 53.3.

86%

Shopped online in the past 6 months vs. 74% of non-Hispanics (112 index). Hispanics are 16% more likely to buy online than non-Hispanics.

25% MORE

Hispanic consumers spend nearly 10.5 hours per week using the Internet on their smartphones, compared with the overall average of 8.4 hours.

3X MORE

50% of Hispanic millennials said they had talked about a brand online with others or used a brand's hashtag, compared to 17% of non-Hispanics.

1.5X MORE

69% spend one or more hours per day on social networking sites (compared with 49% of non-Hispanics), and 36% spend three or more hours per day (1.5 times that of non-Hispanics at 22%).

82%

of U.S. Hispanics agree that search is a great way to gather information on products and services they're considering purchasing, and 78% agree it's a great way to actually buy products.

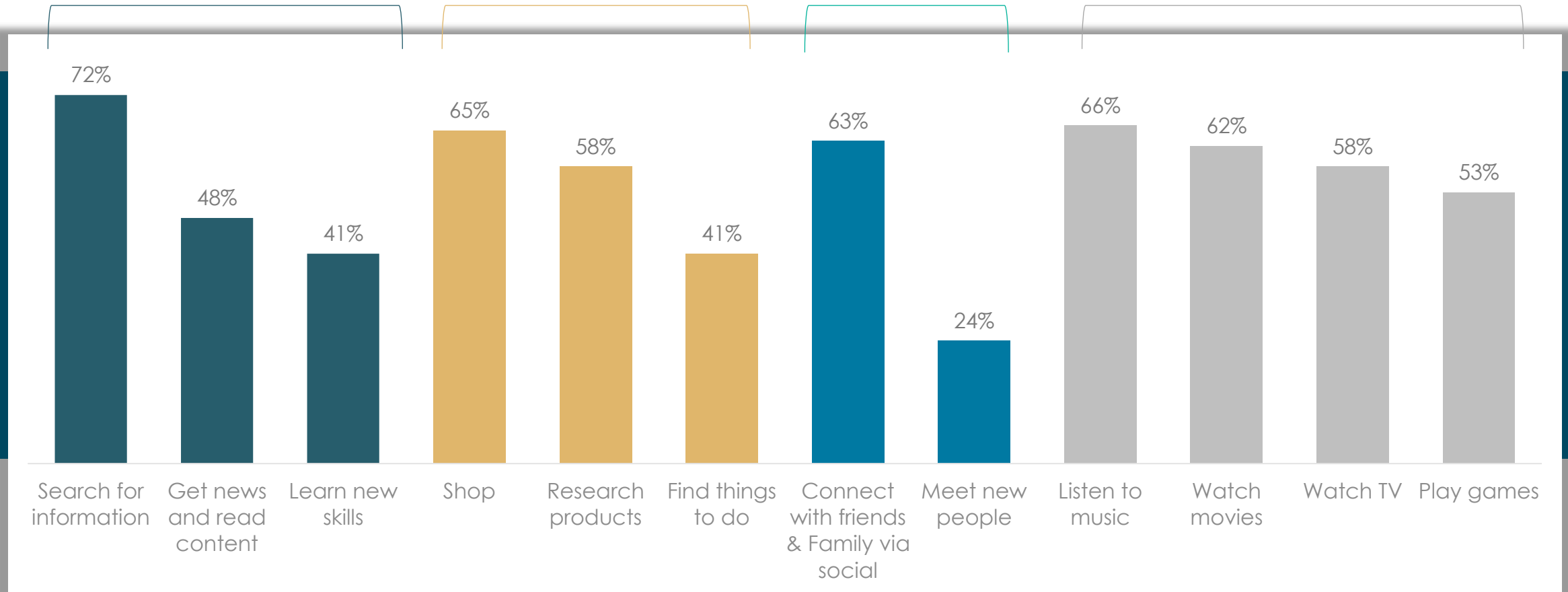
HOW HISPANICS USE THE INTERNET

To learn and get informed

For shopping and entertainment

To connect with others

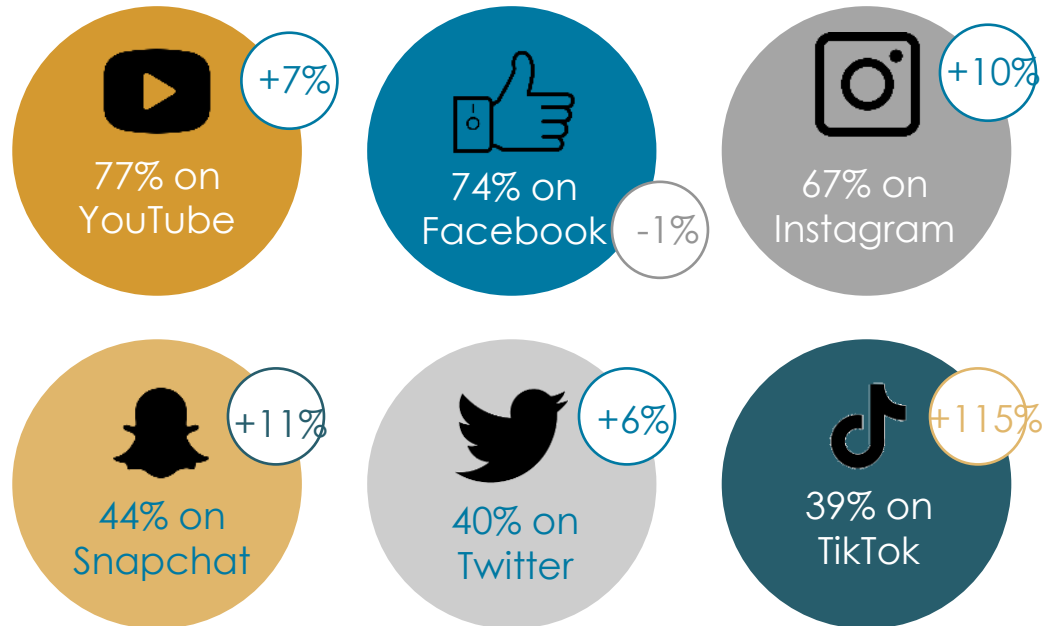
For fun and entertainment



SOCIAL NETWORKING USAGE AND BEHAVIOR

While Hispanics are heavy users of YouTube and Facebook, they're also exploring various social platforms. What's more, this audience is receptive to brands on social media.

Top Social Media Platforms Among Hispanic/Latinx (% usage and % growth)



1 in 2

use social media for a minimum of 6+ hours weekly.

56%

Say social is where they are most likely to notice a digital ad

53%

Say they usually learn of new brands and products on social media

69%

Don't mind if an influencer promotes a brand if it seems authentic and sincere

A photograph of two young women, one with curly hair and one with straight hair, smiling and looking at a smartphone together. They are outdoors in a grassy area. The image is overlaid with a semi-transparent grey filter.

ORLANDO HISPANICS

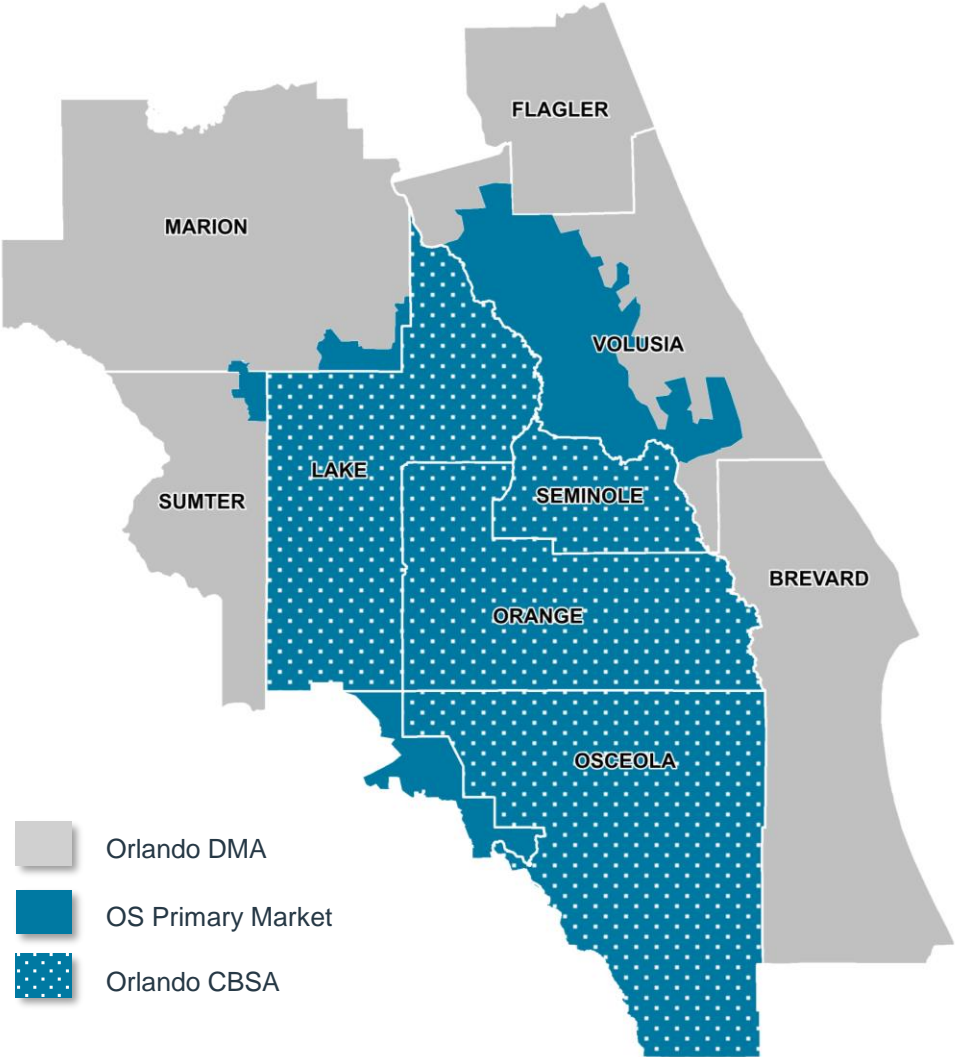
WHY ORLANDO HISPANICS

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

14TH

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

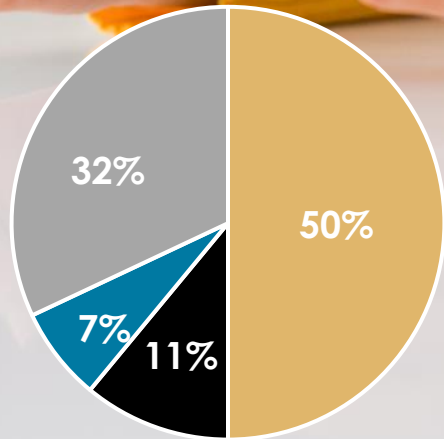
Source: Claritas, 2022.

ORLANDO METRO HISPANICS

A UNIQUE HISPANIC MARKET

Orlando Hispanics are younger and more educated than the average U.S. and Florida Hispanic.

Most local Hispanics are of Puerto Rican descent, which differs from the majority of Hispanics in the U.S. (Mexican) and the dominant Hispanic group in Florida (Cuban).



HISPANIC DESCENT

- Puerto Rican
US 10%, FL 23%
- Mexican
US 61%, FL 16%
- Cuban
US 4%, FL 25%
- Other
US 25%, FL 36%

34%

OF ORLANDO METRO ADULTS
VS. 19% U.S.

17%

EST. HISPANIC POP 5 YR GROWTH
VS. 9% U.S. (89% FASTER)

\$23B

HISPANIC AGGREGATE
INCOME

38%

EST. HISPANIC AGG INCOME 5 YR
GROWTH VS. 27% U.S. (41% FASTER)

A man with short dark hair, wearing a blue and white striped button-down shirt and dark trousers, is seated at a round metal table outdoors. He is focused on reading a newspaper held in his hands. On the table in front of him is a white coffee cup on a saucer. The background is a blurred outdoor setting with green plants and a light-colored wall. The text 'REACHING HISPANICS' is overlaid in large white letters, and 'PRINT, ONLINE, INSERTS & EVENTS' is overlaid in smaller orange letters below it.

REACHING HISPANICS

PRINT, ONLINE, INSERTS & EVENTS



HISPANIC REACH

EL SENTINEL

146K
COPIES/WK

391K
PAGE VIEWS/MO

267K
UNIQUE VISITORS/MO

WEEKLY ON
SATURDAYS



NO. 1
HISPANIC PUBLICATION

A LOOK INSIDE

Get results with El Sentinel, your solution for reaching Central Florida Hispanics.

El Sentinel, the largest Hispanic newspaper in Central Florida, is an established, weekly Spanish language broadsheet newspaper in its **20th year of publication.**

EL SENTINEL

NIÑOS LATINOS, EL BLANCO DE LA CORRIDA CRISTIANA, DEMENCIA SITUACIÓN

LAKE NONA, ÍCONO DE ARTE PÚBLICO

Al sureste de la ciudad hay una amplia variedad de obras de arte que ofrecen una experiencia diferente para disfrutar al aire libre



El arte público en Lake Nona, FL, es una experiencia única que ofrece una experiencia diferente para disfrutar al aire libre. La calle alcohólica a la cañal Intersecta Roberto Clemente ahora también lleva el nombre del franco polaco y es conocido como la Roberto Clemente Blvd. Este espacio es una oportunidad para disfrutar de una experiencia diferente para disfrutar al aire libre.

Disfrutan la reapertura del Osceola Council on Aging

El local opera bajo medidas de distanciamiento social, capacidad reducida y protecciones para Covid-19. El local opera bajo medidas de distanciamiento social, capacidad reducida y protecciones para Covid-19. El local opera bajo medidas de distanciamiento social, capacidad reducida y protecciones para Covid-19.

Give the Gift of the Day They Were Born

Front page prints from the Orlando Sentinel celebrating the birthday of someone special. Front page prints from the Orlando Sentinel celebrating the birthday of someone special.

ENTRETENIMIENTO



LOS BUKIS VUELVEN AL RUEDO

La banda grupera mexicana regresa 25 años después con una gira de conciertos en EEUU. La banda grupera mexicana regresa 25 años después con una gira de conciertos en EEUU. La banda grupera mexicana regresa 25 años después con una gira de conciertos en EEUU.



WHEN YOU GIVE THE WHOLE COMMUNITY GETS

Read Florida's public notices in this newspaper or online to find out. Read Florida's public notices in this newspaper or online to find out. Read Florida's public notices in this newspaper or online to find out.

DEPORTES

En el centro del debate deportivo



Nasib sale del armario

El jugador de fútbol americano Nasib Sale se declara abiertamente gay. El jugador de fútbol americano Nasib Sale se declara abiertamente gay. El jugador de fútbol americano Nasib Sale se declara abiertamente gay.



WHAT'S HAPPENING IN YOUR COMMUNITY?

Read Florida's public notices in this newspaper or online to find out. Read Florida's public notices in this newspaper or online to find out. Read Florida's public notices in this newspaper or online to find out.

NEWS

En el centro del debate deportivo



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NEWS

ENTERTAINMENT

SPORTS

Hay esperanza después de un diagnóstico VIH positivo. Mantengamos al virus bajo control previniendo la transmisión. Recursos disponibles: Cuidado Médico para el VIH, Salud Mental, Salud Oral, Asistencia para viviendas, Administración y manejo de casos, Terapia de Nutrición Médica, Transporte. Para elegibilidad visita: OrangeCountyFL.HIV

EL SENTINEL AUDIENCE



WHO



WHAT



HOW

46%
AGES 25-49
(123 INDEX)

36%
CHILDREN IN HH
(115 INDEX)

45%
HH SIZE 4+
(151 INDEX)

EL SENTINEL READER PROFILE
YOUNGER, EDUCATED FAMILIES

29%
COLLEGE GRAD+
(110 INDEX)

66%
EMPLOYED
(120 INDEX)

40%
WORKING WOMEN
(155 INDEX)

EL SENTINEL READERS ARE
HEAVY MEDIA USERS

50%
HEAVY NEWSPAPER
(124 INDEX)

52%
USED MOBILE DEVICE
TO READ NEWSPAPER
(130 INDEX)

28% MORE TIME
ON SOCIAL MEDIA WEEKLY

86%
SOCIAL MEDIA
(112 INDEX)

92%
SHOPPING
(119 INDEX)

46%
STREAMING VIDEO
(113 INDEX)

WAYS USED INTERNET/MO.
TECH SAVVY AND VERY ACTIVE ONLINE

35%
STREAMING AUDIO
(119 INDEX)

43%
BREAKING NEWS
(111 INDEX)

33%
COUPONS
(121 INDEX)

PRINT DISTRIBUTION

Serving the interests, needs and lifestyle of the local community like no other newspaper in the area, El Sentinel distributes in Orange, Seminole, Osceola, Lake & Volusia counties.

146K

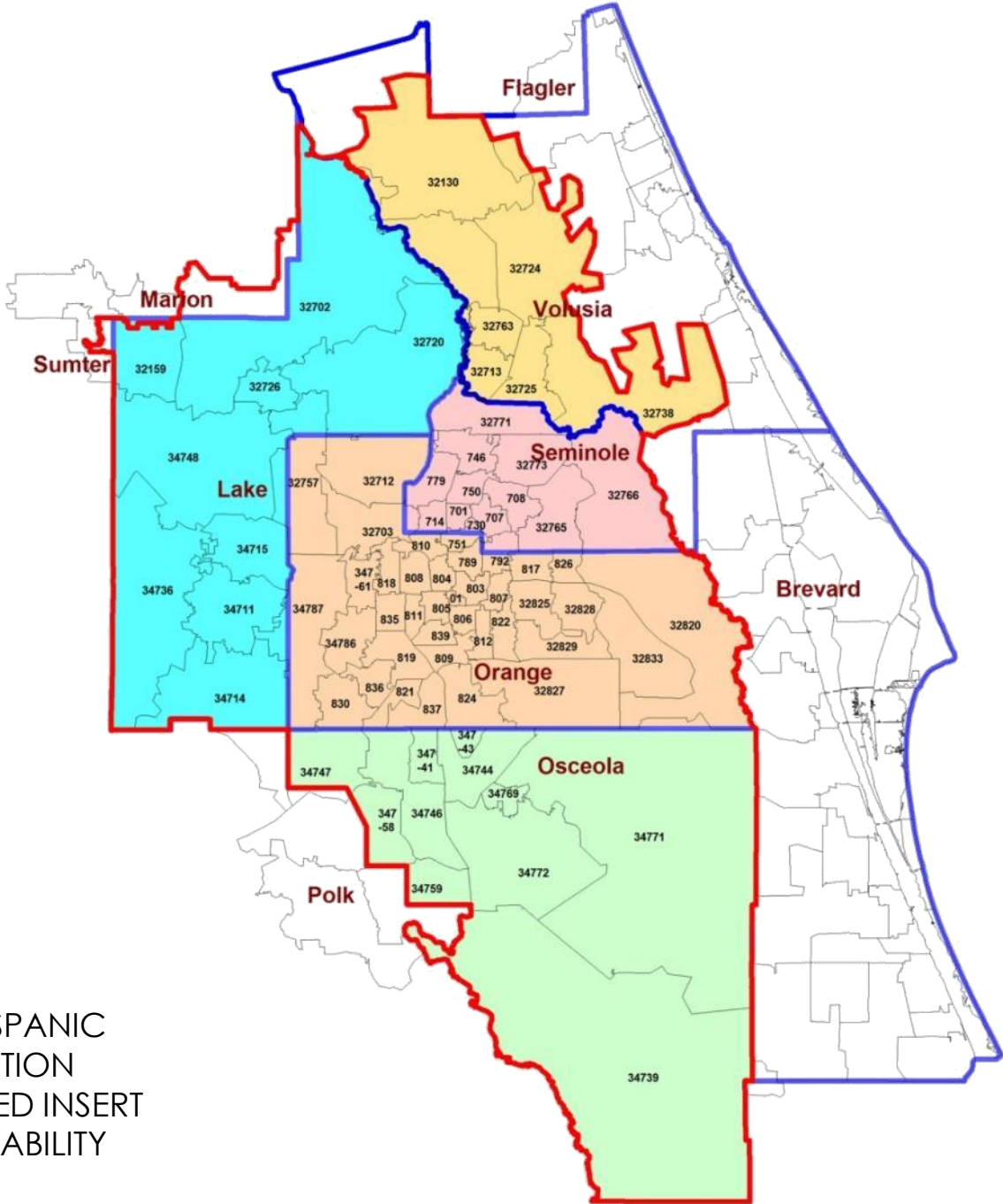
COPIES/WK
ON SATURDAY

FREE

VIA HOME DELIVERY (92%)
AND RACKS (8%)

Total Distribution: 145,813

- Lake Distribution = 4,165
- Orange Distribution = 72,053
- Osceola Distribution = 51,161
- Seminole Distribution = 15,708
- Volusia Distribution = 2,726



ONLY LOCAL HISPANIC
PRINT PUBLICATION
WITH THIS LOCALIZED INSERT
TARGETING CAPABILITY

THE EL SENTINEL DIFFERENCE

- Greater distribution & readership.
- Younger, better educated, more tech savvy.
- More households with children.
- Home delivery to Hispanic households.
- Strong national advertiser presence.

4X's the distribution of LaPrensa

EL SENTINEL ADVERTISERS



A STEP ABOVE THE COMPETITION

EL SENTINEL

READERS	EL SENTINEL	LA PRENSA
Frequency	Weekly - Saturday	Weekly - Thursday
Coverage	Orange, Osceola, Lake, Volusia & Seminole counties	Orange, Osceola, Lake, Volusia & Seminole counties
Format	Broadsheet	Tabloid
Delivery	Home Delivery (92%) & Rack (8%)	Rack only
Distribution	146K Weekly	35K Weekly
Median Age	53	61
Median Yrs. Of Education	13.07	12.00
Children in HH	37%	12%
Access Internet	95%	89%
Time Spent on Internet Past Wk.	6.73 hours	6.30 hours

* Past 30 Days. Source: Scarborough 2020 & 2021, R1 (combined study). Base: Orlando DMA. Readership is based on past 6 months read at least once. Competitive distribution based on information found online.



ORLANDO SENTINEL PRINT READERS

256K
Daily Readers

416K
Sunday Readers



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

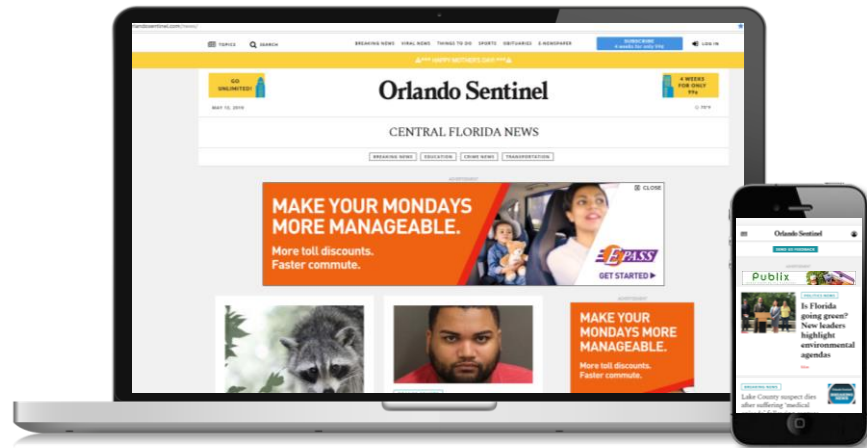
1 IN 5 HISPANICS READ OS WEEKLY IN METRO ORLANDO

Note: Print readership includes Orlando and Tampa DMAs and includes E-newspaper.
Source: Scarborough 2021, R1.

ORLANDOSENTINEL.COM ONLINE READERS

10.3M
PAGE VIEWS/MO

4.7M
UNIQUE VISITORS/MO



NO. 1 LOCAL NEWS SITE IN ORLANDO

Source: Google Analytics, January–December 2021, Monthly Average: OrlandoSentinel.com only.
Does not include Apps, E-edition or GrowthSpotter.



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

TARGETING
GEOGRAPHIC
CONTEXTUAL
DEMOGRAPHIC
BEHAVIORAL
DAYPARTING
AUDIENCE

INSERTS: A STEP ABOVE

MORE ZONES, MORE OPTIONS,
MORE PRECISE TARGETING

138
insert zones

SUB
zip options



SUPER THURSDAY
Thursdays – 110,200 copies
Second Largest Circulation Day



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



EVENTS

CONNECT YOUR BRAND WITH THE COMMUNITY



MARCH 9, 2022

IN-PERSON BREAKFAST/ THE MEZZ, DOWNTOWN

Celebrating people that have made a positive impact to our Central Florida communities. The event features the highly anticipated announcement of Orlando Sentinel's Central Floridian of the Year, and all finalists are recognized for their outstanding achievements in print and online.

100+ ATTENDEES



AUDIENCE SNAPSHOT

- Local Business Leaders
- Professionals & Executives
- Advocacy & Non-Profit Groups



MAY 2022

TBD

Honoring and celebrating registered nurses throughout Central Florida for making a difference in the lives of their patients, patient families and coworkers.

150+ ATTENDEES



AUDIENCE SNAPSHOT

- Healthcare Workers
- Community Business Leaders
- Professionals & Executives
- Local Families & Patients

**TOP
WORK
PLACES
2022**

SEPTEMBER 22, 2022

IN-PERSON

This event is a celebration of the area's most elite employers who create excellence and employee engagement in the workplace. The competition culminates with an event that allows your business to meet and mingle with winners. From exhibitor to sponsor, be prepared to network.

1,000+ ATTENDEES



AUDIENCE SNAPSHOT

- Professionals & Executives
- HR Professionals
- Community Leaders

PRIME

OCTOBER 2022

IN-PERSON

Central Florida's premier active-adult and senior living planning event. Making the most of the years 50+ can be both an exciting time of change, but also a challenging time to navigate. PRIME Online offers individuals and families a convenient, free comprehensive and interactive future planning resource.

1,000+ ATTENDEES



AUDIENCE SNAPSHOT

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

OUR WORK:



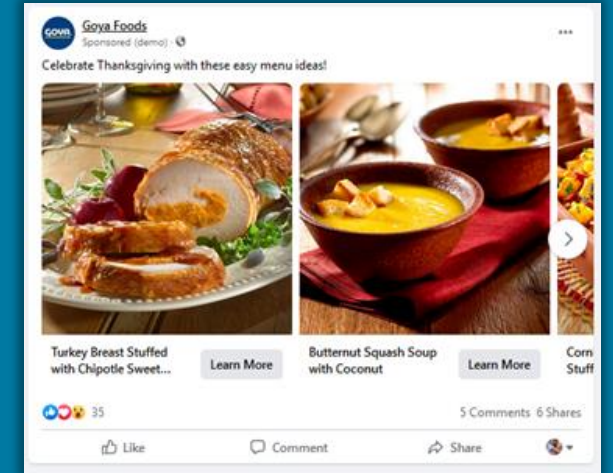
Summary: By leveraging our 1st and 3rd party custom targeting segments for Display, we were able to serve over 533K impressions which resulted in a CTR 230% above industry average.

SITUATION: Goya's goal is to increase awareness of the Goya Foods brand.

OUR STRATEGY: A comprehensive 3-fold campaign strategy including Paid Social, SunSentinel.com Advertising, and Display Ads.

RESULTS:

- Social Ads performed 31% above industry average.
- We were able to target mothers, ages 18-45, within the Orlando and Fort Lauderdale-Miami DMA.
- Ads were based on recipes that are health-conscious and flavorful which were changed monthly to keep the audience engaged.
- Our team created attractive holiday-themed creative which showcased Goya's recipes, contributing to the success of this campaign.



Coquito - Coconut Egnog



Green Garden Hummus



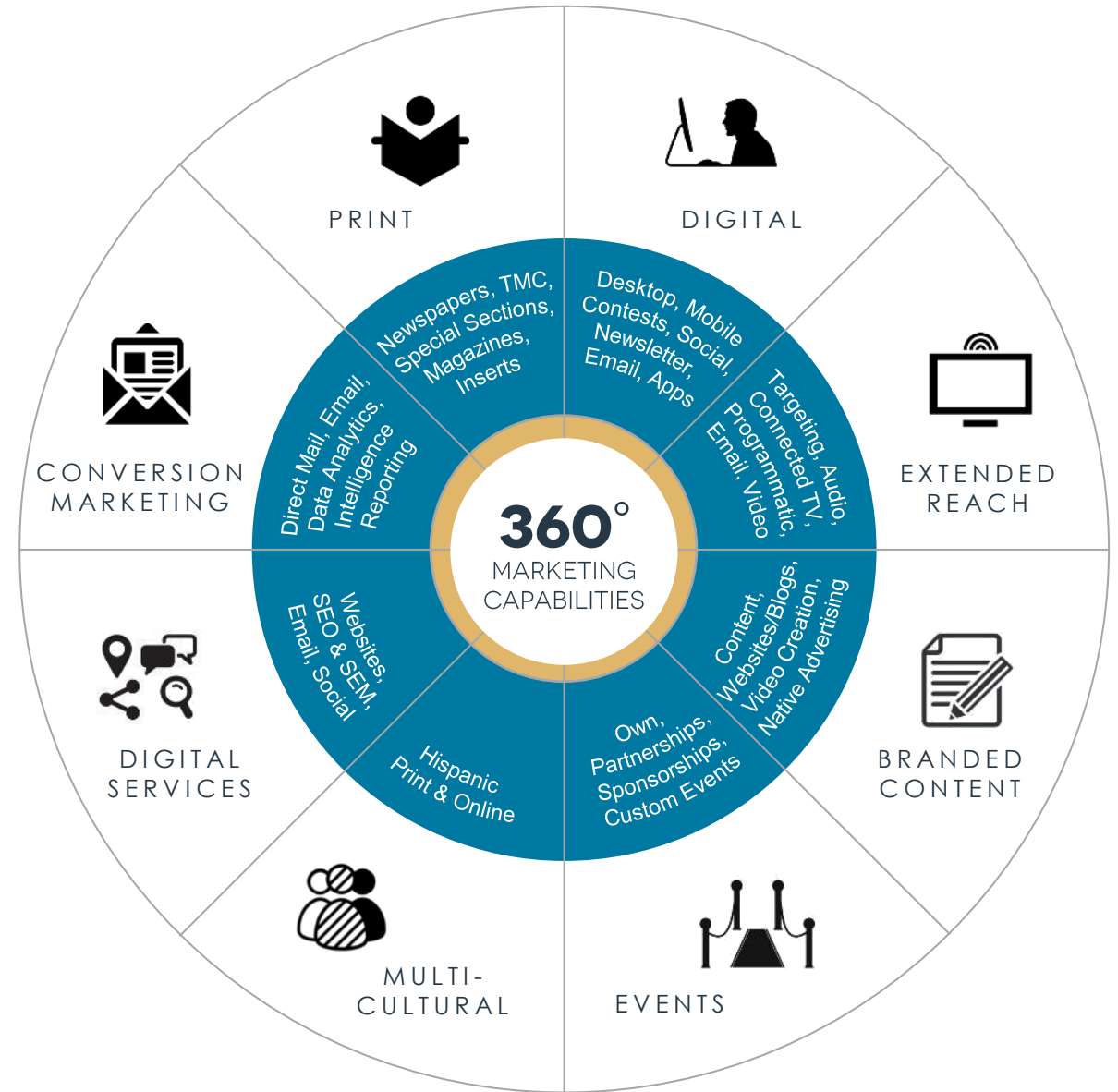
MULTIMEDIA

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



THANK YOU

Orlando Sentinel
MEDIA GROUP