



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
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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**



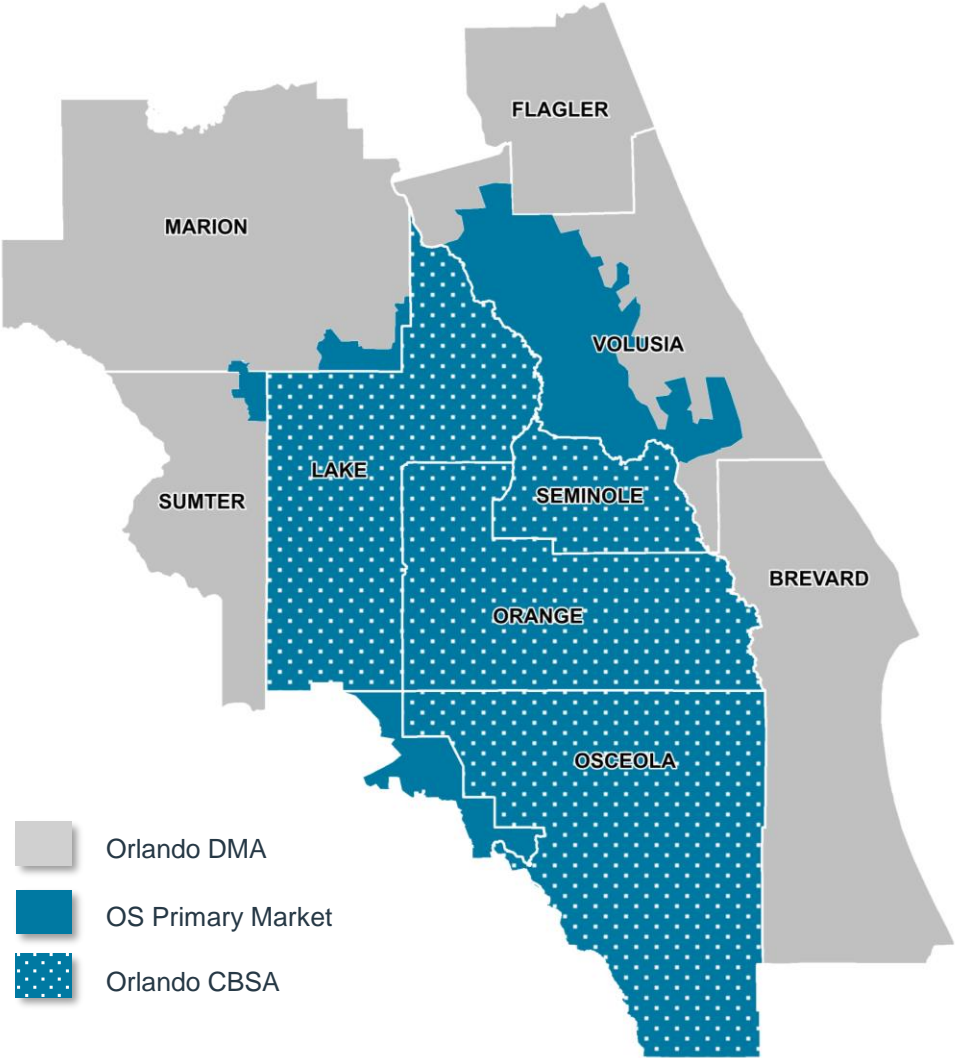
**NO. 1 MEDIA COMPANY
IN 6 OF 8 MARKETS**

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.

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*)

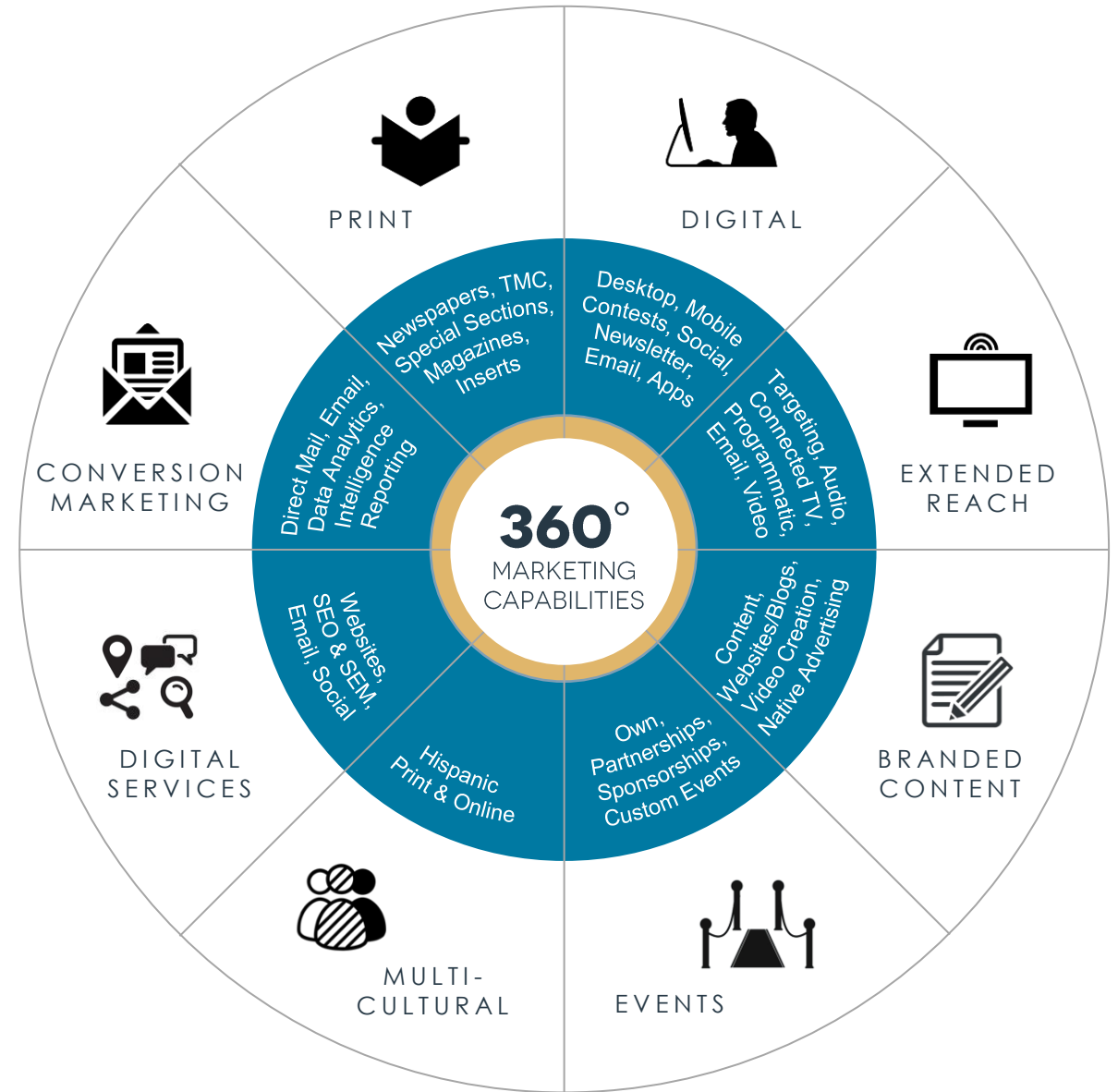
MULTIMEDIA

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.

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

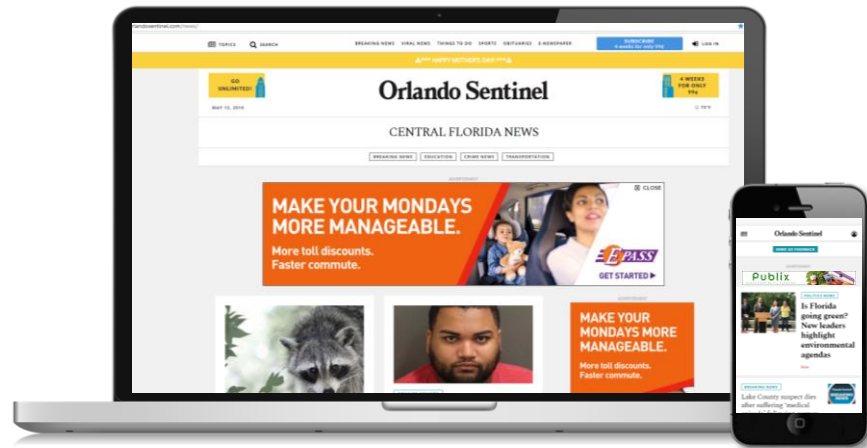
TWO-THIRDS OF READERS REMEMBER
ADS FROM NEWSPAPER INSERTS



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.

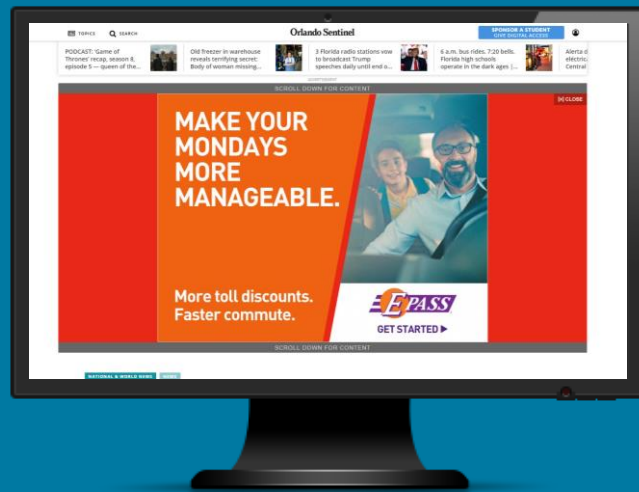


E-EDITION
APPS
EMAIL
NEWSLETTERS
PODCASTS
NEWS SHOW
RICH MEDIA
PAID POSTS
SWEEPSTAKES
CONTESTS

TARGETING
GEOGRAPHIC
CONTEXTUAL
DEMOGRAPHIC
BEHAVIORAL
DAYPARTING
AUDIENCE

HIGH IMPACT RICH MEDIA

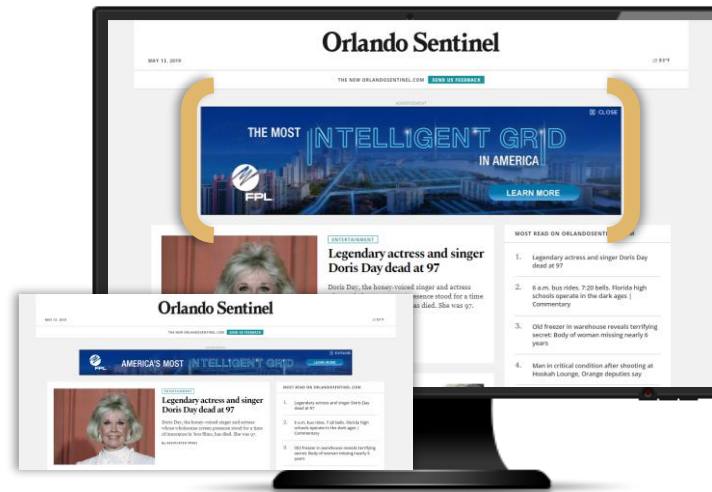
LIGHTHOUSE STORY LEVEL



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.

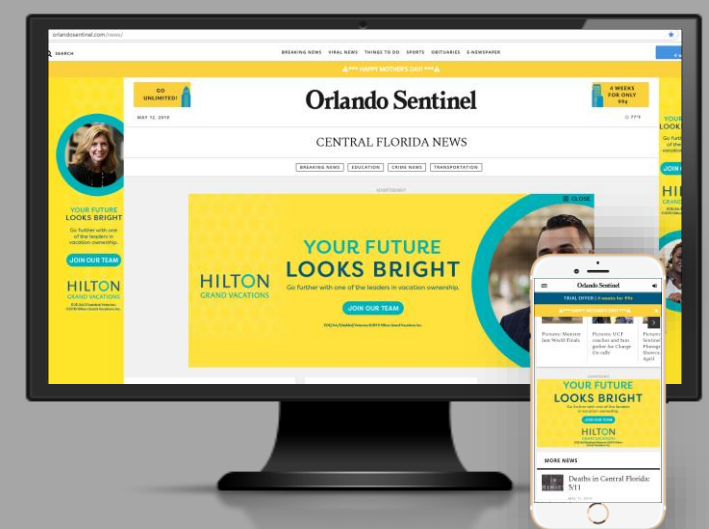
BILLBOARD HOMEPAGE & SECTION FRONTS



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: 25,800
UNIQUE VISITORS: 13,800

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
- **SOLD** Disney 50th Anniversary
- High School Sports
- Twinkly Lights
- Video History of Central FL
- **SOLD** Weather
- Space Channel
- Destination Spotlight
- Central Florida Explorer
- Orlando Soccer
- Olympics (Winter)



E-EDITION

REACH SOME OF OUR MOST LOYAL & ENGAGED READERS

Orlando Sentinel E-Edition

LOCAL READERSHIP UP **59%** YOY

LOYAL

16.0M

MONTHLY PAGE VIEWS

97K

MONTHLY UNIQUE VISITORS

LOCAL

81%

OF PAGE VIEWS ARE FROM THE ORLANDO DMA, AND 89% 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 **825,000** PAGE VIEWS MONTHLY

IOS APP

TIME SPENT 2.12 MIN.

738,900

PAGE VIEWS/MO

27,000

UNIQUE VISITORS/MO

ANDROID APP

TIME SPENT 3.42 MIN.

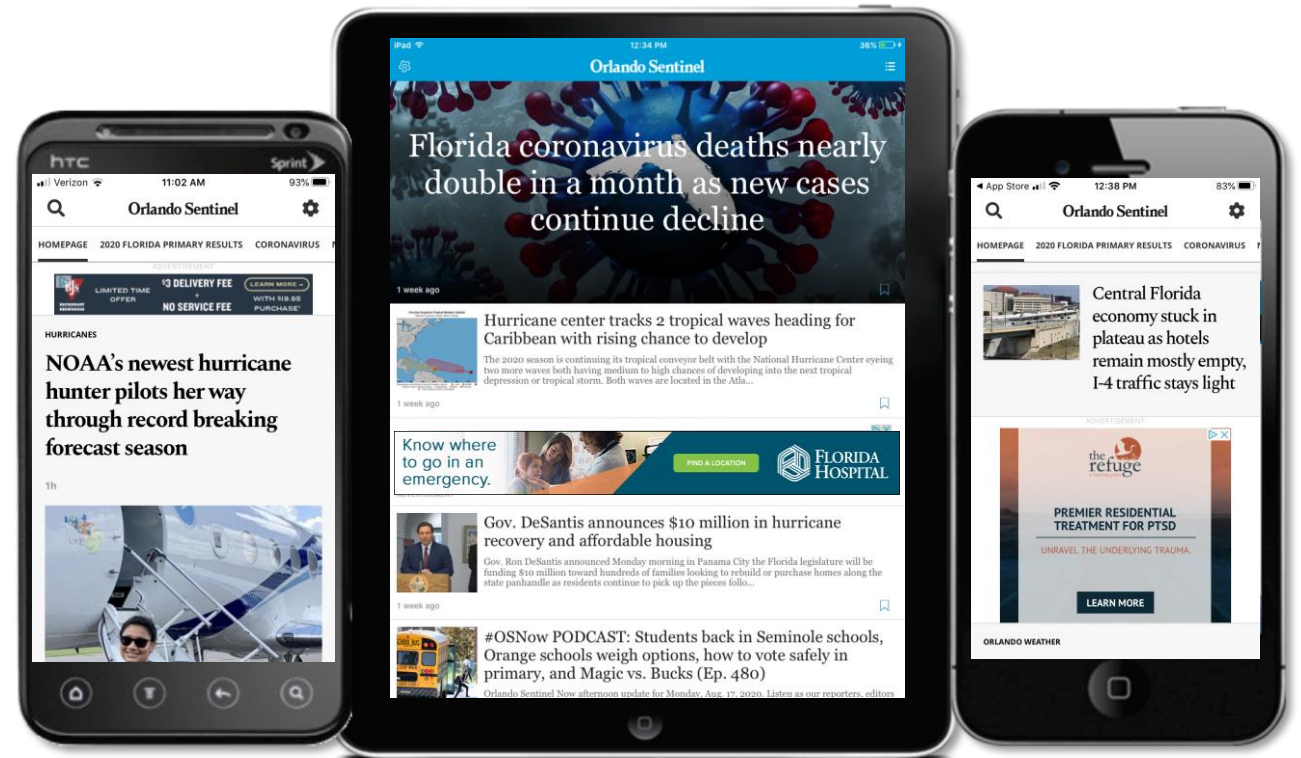
86,100

PAGE VIEWS/MO

2,600

UNIQUE VISITORS/MO

MOBILE APPS



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

YOUR AD HERE

Disney World sells annual passes again Sept. 8; park reservations stay



Walt Disney World will start selling annual passes for its theme parks again on Sept. 8. The park reservation system introduced last year is staying.



READ MORE

Vinyl dividers to separate guests and scare actors inside Universal's Halloween Horror Nights houses



Haunted houses at Universal's Halloween Horror Nights will use clear vinyl to separate guests and scare actors this year as a precaution against the transmission of COVID-19, a resort...

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. **Plus, many of our newsletters are boosted to a targeted audience of non-subscribers to increase your reach.** Your message is served in the form of highly visible marquee ads and includes all ad positions in the newsletter.

[OrlandoSentinel.com E-Newsletters](https://www.orlandosentinel.com/e-newsletters)

DAILY E-NEWSLETTERS (No Boosted Email)

ORLANDO MORNING REPORT (Monday - Sunday)

Start your day with a quick digest of the top Central Florida headlines.

Subscribers: 36,700

BREAKING NEWS ALERTS (Monday - Sunday)

Be the first to know with email alerts on important breaking stories.

Subscribers: 37,600

SENTINEL SPORTS FINAL (Monday - Sunday)

Every morning, get the late sports scores and stories from the night before.

Subscribers: 3,600

DON'T MISS (Monday - Sunday)

News stories you don't want to miss – all in one place.

Subscribers: 37,600

GROWTHSPOTTER (Monday - Friday)

By subscription only, covering property acquisition & new development.

Subscribers: 1,900

WEEKLY E-NEWSLETTERS

POLITICAL PULSE

Get the latest updates on political news from Central Florida and across the state.

Subscribers: 2,300

+ Boosted with 100K Email Delivery

TRENDING WEEKLY

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

Subscribers: 55,000

No Boosted Email

TRAVEL UNRAVELED

Get away from it all with vacation ideas, trip planning help and money-saving tips.

Subscribers: 3,100

+ Boosted with 100K Email Delivery

THEME PARK RANGERS

The latest happenings at Disney, Universal Orlando, SeaWorld and other Central Florida attractions.

Subscribers: 13,000

+ Boosted with 100K Email Delivery

GO FOR LAUNCH

Fix your telescope on all space-related news, from rocket launches to space-industry advancements.

Subscribers: 2,500

+ Boosted with 100K Email Delivery

THE HEALTH REPORT

Staying healthy means being informed – readers get a weekly update on health news in Florida.

Subscribers: 3,000

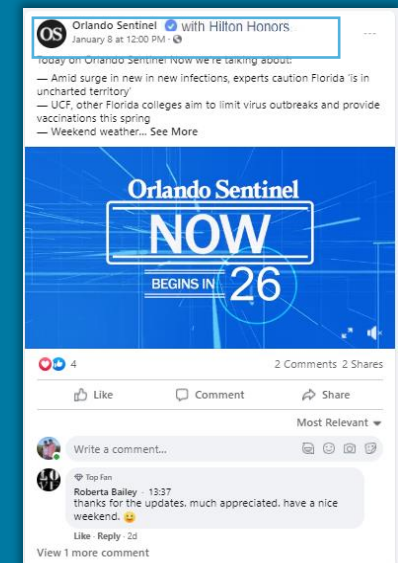
+ Boosted with 100K Email Delivery

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 views per show in 2020**. Build awareness with this engaging sponsorship.

November 30th 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**
ON ALL THINGS
GATORS



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



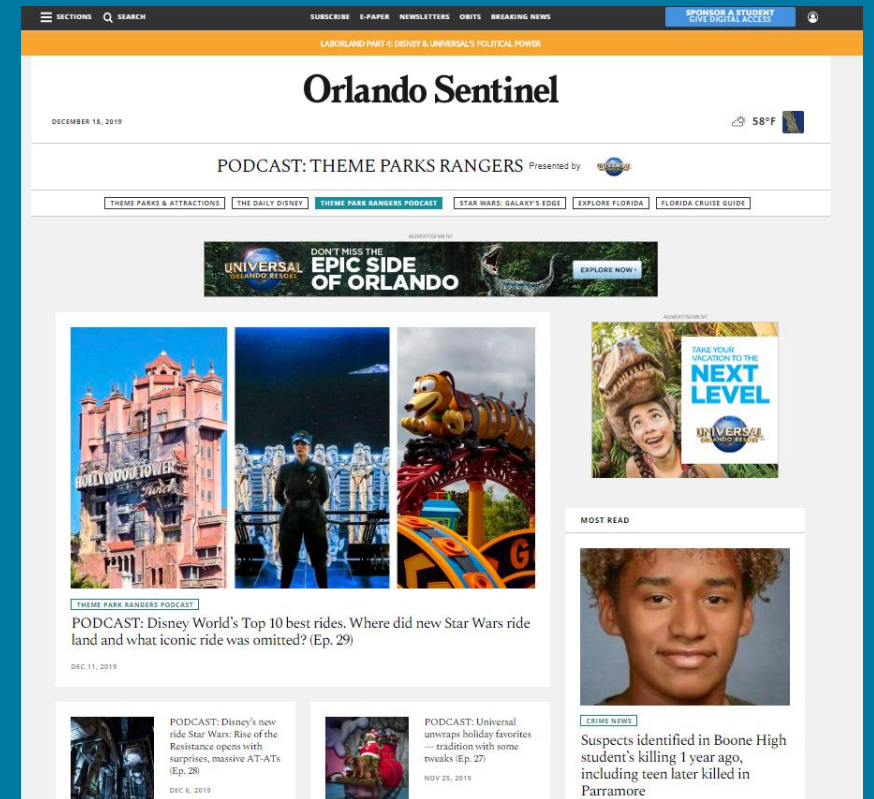
UCF KNIGHTS TALK
ON ALL THINGS
KNIGHTS



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 2,000 subscribers made up of developers, contractors, architects, engineers, real estate brokers, CEOs and decision makers.

GrowthSpotter.com



2021 BEST BUSINESS/
FINANCE WEBSITE

GROWTHSPOTTER.COM

Average Monthly Traffic

106,100

Page views

E-NEWSLETTER

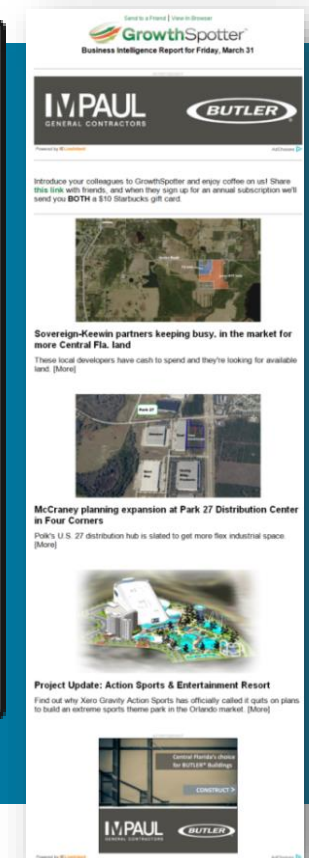
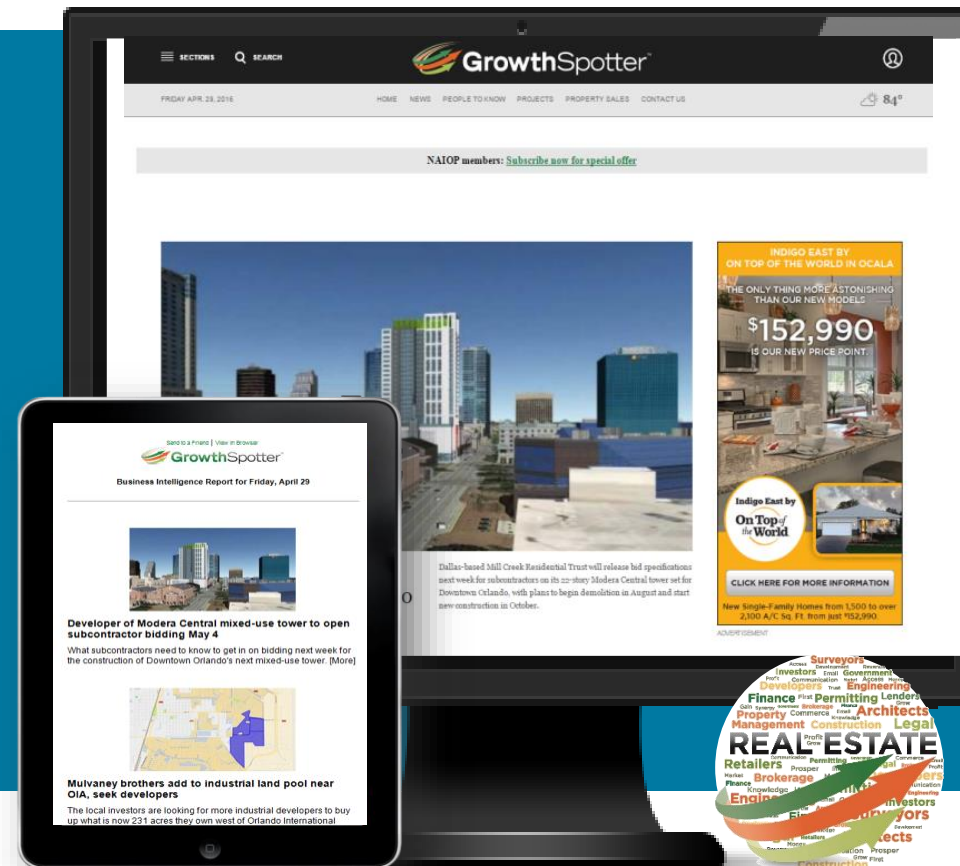
Monday - Friday

2,000

Subscribers

39%

Open Rate





HISPANIC REACH

EL SENTINEL

146K
COPIES/WK

391K
PAGE VIEWS/MO

267K
UNIQUE VISITORS/MO

WEEKLY ON
SATURDAYS



NO. 1
HISPANIC PUBLICATION

ORLANDO SENTINEL 2022 EVENTS



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



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



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+

A man and a woman are smiling and looking at each other. The woman is wearing a green tank top and the man is wearing a blue button-down shirt. They are holding shopping bags. The background is a window with a reflection of the couple.

THANK YOU

WE LOOK FORWARD TO HELPING YOU
GROW YOUR BUSINESS

Orlando Sentinel
— MEDIA GROUP