



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

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MARKET	4	Our Coverage Area
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OUR UNIQUE POSITION



56.4M
UV's/mo

AWARD-WINNING JOURNALISM
Our Pulitzer Prize-winning brands inform, protect, inspire and engage audiences with 9.5M 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



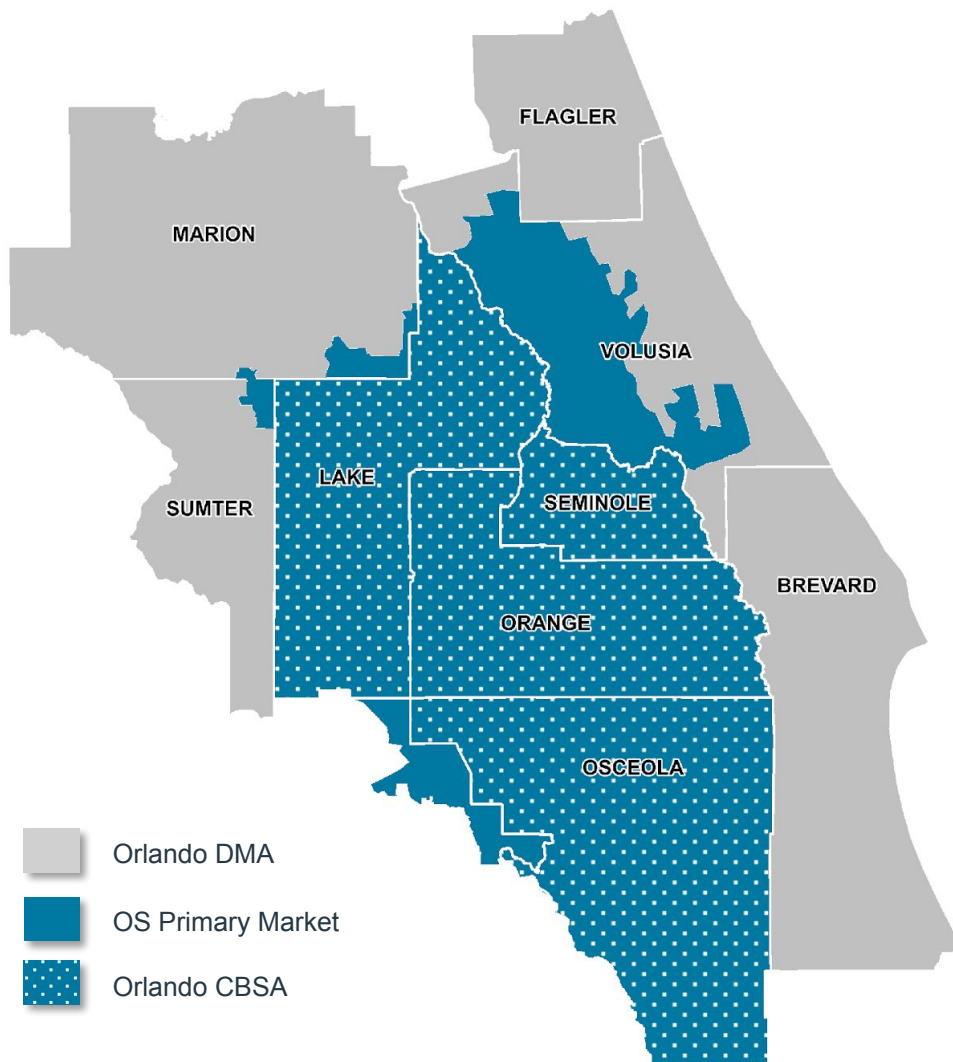
NO. 1 MEDIA COMPANY
IN 6 OF 8 MARKETS

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

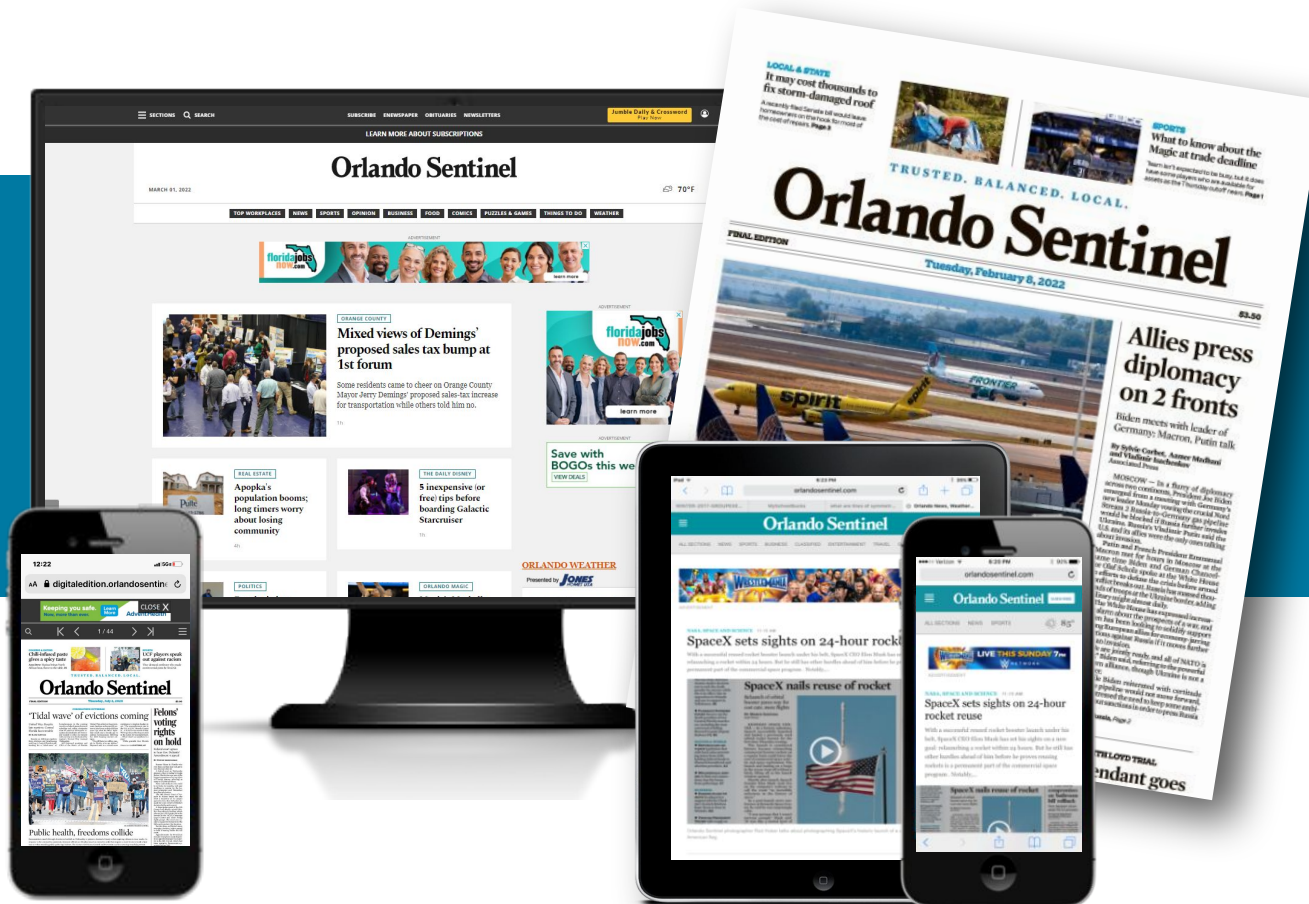
9TH
FASTEST GROWING
DMA IN U.S. BY TOTAL
POPULATION CHANGE

14TH
LARGEST DMA FOR HISPANICS –
6TH FASTEST GROWING DMA BY
TOTAL HISPANIC CHANGE

LOCAL MASS REACH

NEARLY 1M

WEEKLY READERS IN
PRINT/ONLINE



NO.1

LOCAL DAILY
NEWSPAPER & NEWS SITE
IN METRO ORLANDO

32%

WEEKLY REACH IN
PRINT/ONLINE IN
METRO ORLANDO



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

\$84,300

avg. household income
(*\$8,500 Higher Than Mkt. Avg.*)

46

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

63%

employed
(*Index 109*)

43%

white collar occupations
(*Index 108*)

33%

college graduate or more
(*Index 118*)

36%

household with children
(*Index 129*)

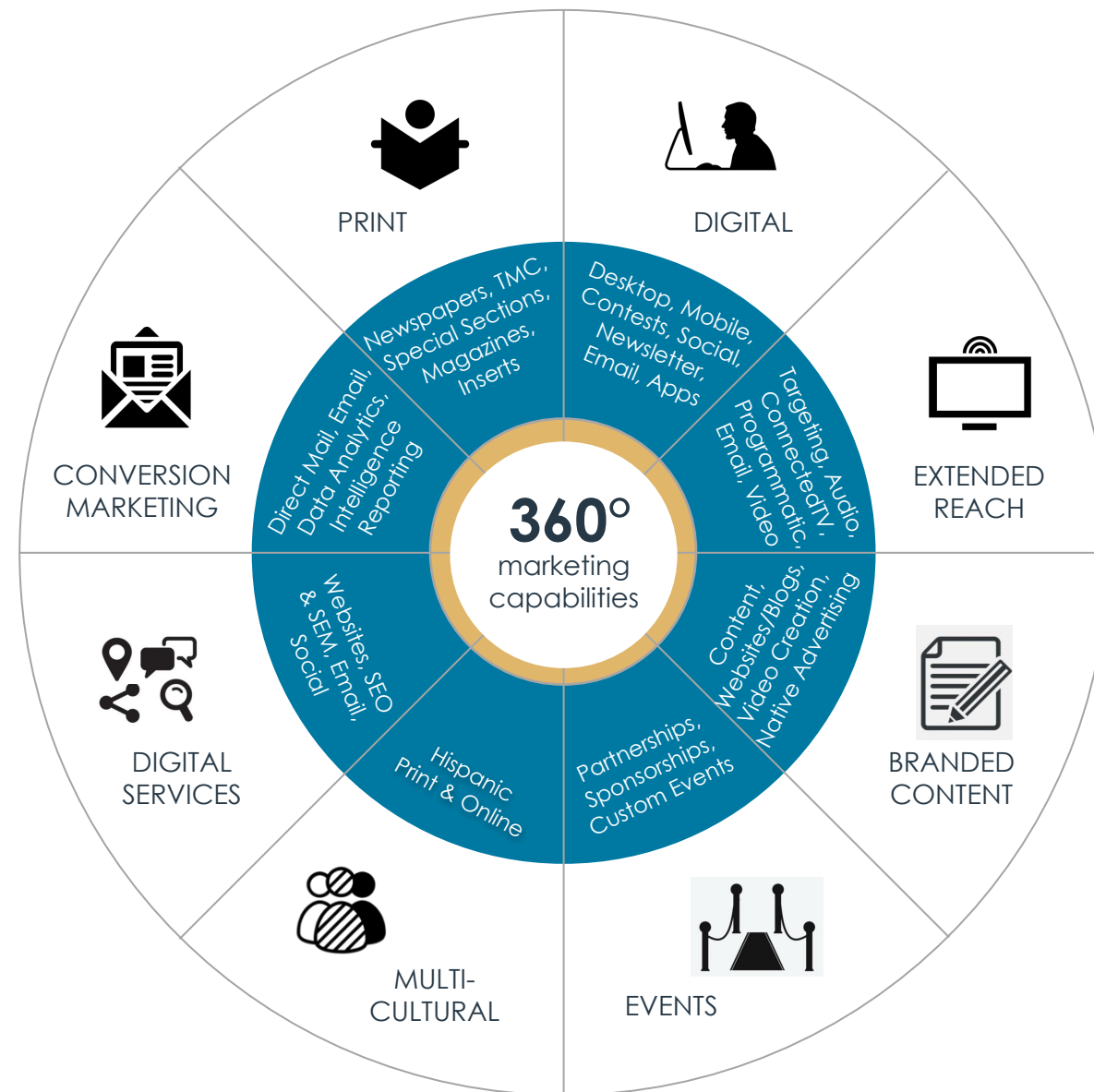
MULTIMEDIA

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

244K
Daily Readers

390K
Sunday Readers



NO. 1 LOCAL NEWSPAPER IN ORLANDO
211% MORE READERS THAN CLOSEST COMPETITOR



INSERTS: A STEP ABOVE

MORE ZONES, MORE OPTIONS,
MORE PRECISE TARGETING

138
insert zones

sub
zip options



ORLANDO SENTINEL
Thursdays & Sundays
Subscribers & Single Copy



TOTAL COVERAGE
Thursdays
Non-Subs



SELECT COVERAGE
Thursdays
Key Advertiser ZIPs



EL SENTINEL
Saturdays
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).

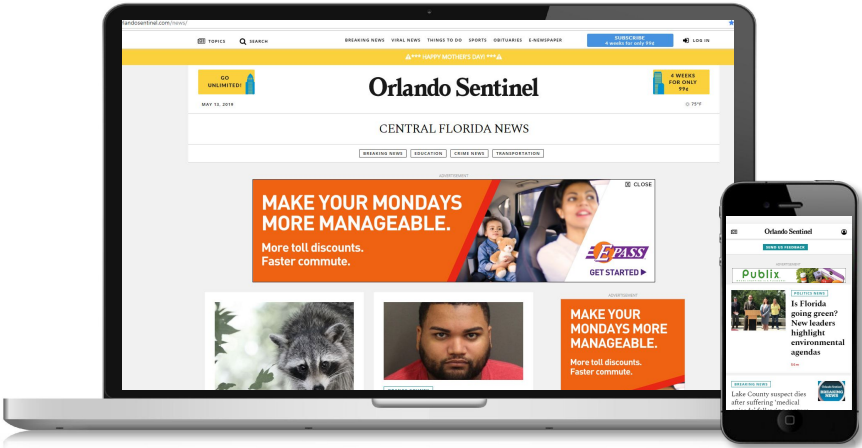


ORLANDOSENTINEL.COM

ONLINE READERS

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.



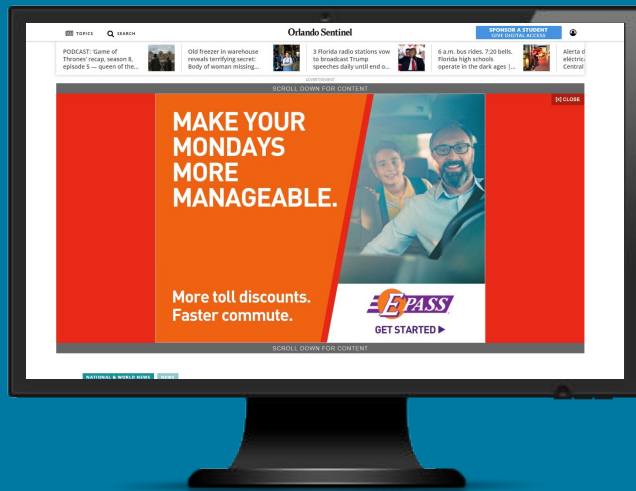
- E-EDITION
- APPS
- EMAIL
- NEWSLETTERS
- PODCASTS
- NEWS SHOW
- RICH MEDIA
- PAID POSTS
- SWEEPSTAKES
- CONTESTS

TARGETING

- GEOGRAPHIC
- CONTEXTUAL
- DEMOGRAPHIC
- BEHAVIORAL
- DAYPARTING
- AUDIENCE

HIGH IMPACT RICH MEDIA

LIGHTHOUSE STORY LEVEL

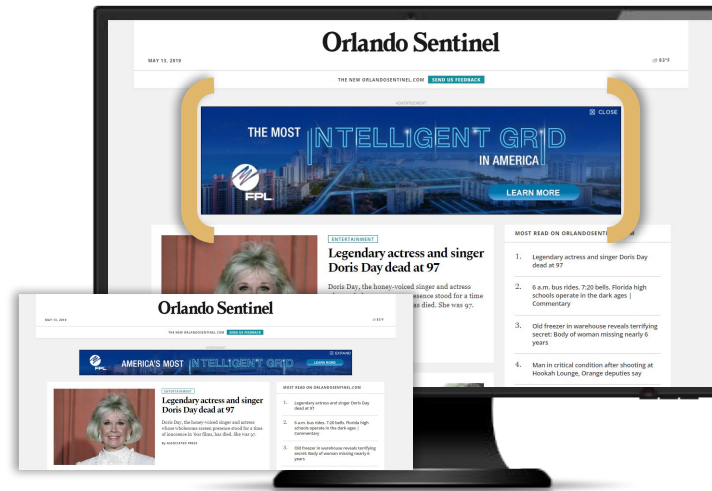


Light House Rich Media

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

Source: Google Analytics, January – December 2021.

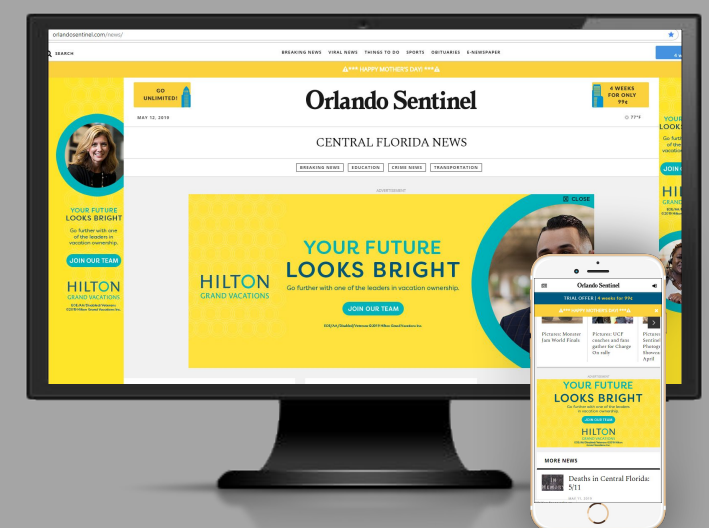
BILLBOARD HOMEPAGE & SECTION FRONTS



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:

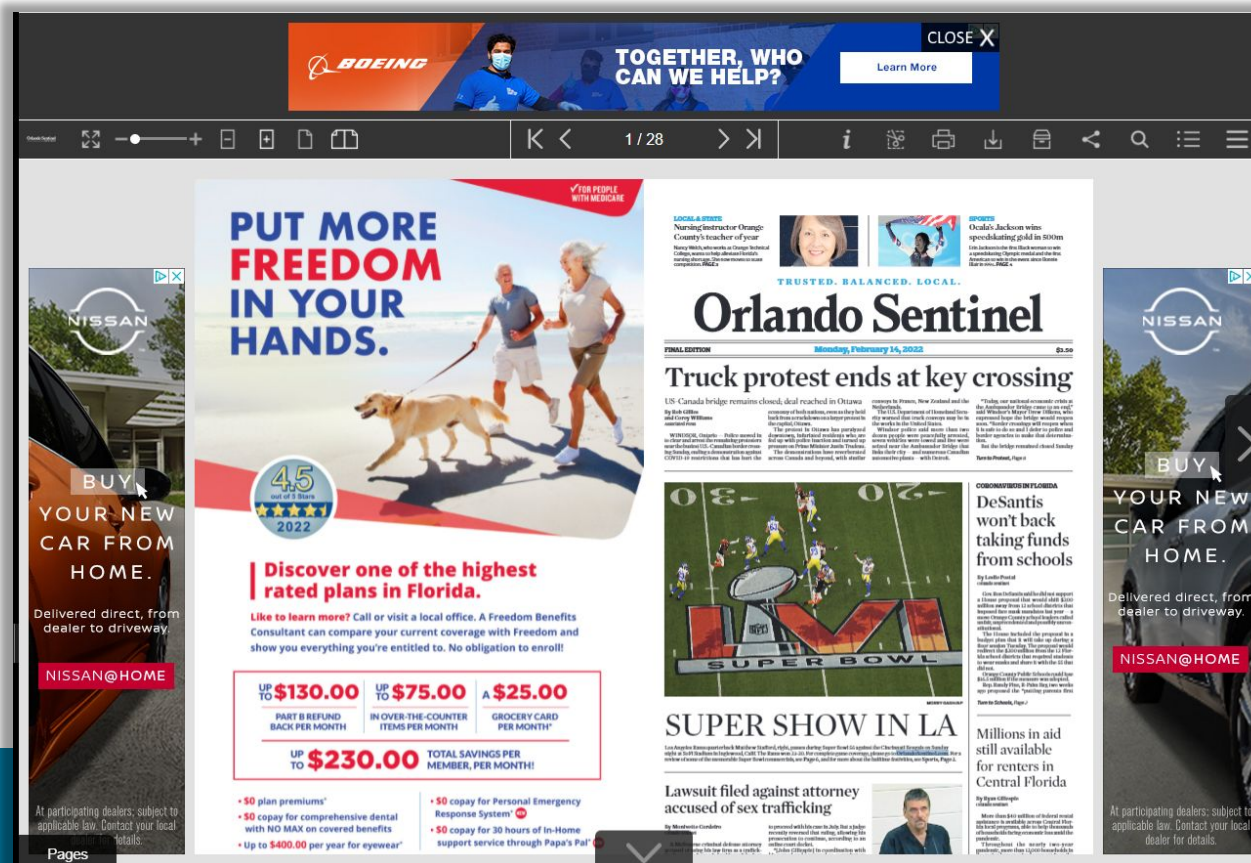
- GrowthSpotter
- SOLD** Disney 50th Anniversary
- High School Sports
- Twinkly Lights
- Video History of Central FL
- Knights All Access Channel
- UCF Football Now
- SOLD** Weather
- Space Channel
- Destination Spotlight
- Central Florida Explorer
- Orlando Soccer
- Olympics (Winter)
- High School Graduation



E-EDITION

REACH SOME OF OUR MOST LOYAL
& ENGAGED READERS

LOCAL READERSHIP UP **57%** SINCE 2020



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

THEME PARK RANGERS

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.

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: 32,300

BREAKING NEWS ALERTS (Monday - Sunday)

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

Subscribers: 55,300

SENTINEL SPORTS FINAL (Monday - Sunday)

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

Subscribers: 3,200

DON'T MISS (Monday - Sunday)

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

Subscribers: 55,300

GROWTHSPOTTER (Monday - Friday)

By subscription only, covering property acquisition & new development.

Subscribers: 2,100

WEEKLY E-NEWSLETTERS

POLITICAL PULSE

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

Subscribers: 2,200

+ 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: 43,300

No Boosted Email

TRAVEL UNRAVELED

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

Subscribers: 2,900

+ Boosted with 100K Email Delivery

THEME PARK RANGERS

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

Subscribers: 11,600

+ Boosted with 100K Email Delivery

GO FOR LAUNCH

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

Subscribers: 2,400

+ Boosted with 100K Email Delivery

THE HEALTH REPORT

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

Subscribers: 2,700

+ Boosted with 100K Email Delivery

THINGS TO DO

A look at entertainment and sporting events in Orlando and around Central Florida.

Subscribers: 1,100

+ Boosted with 100K Email Delivery

KNIGHTS WEEKLY

The latest on UCF football, recruiting, basketball and more.

Subscribers: 450

+ Boosted with 100K Email Delivery

PODCASTS

OrlandoSentinel.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.

940K Central Florida adults

listened to a podcast in the past 30 days – an increase of 98% in the past three years.



**COLLEGE
GRIDIRON 365**
ON COLLEGE
FOOTBALL



**SWAMP
THINGS
TALK**
ON ALL THINGS
GATORS



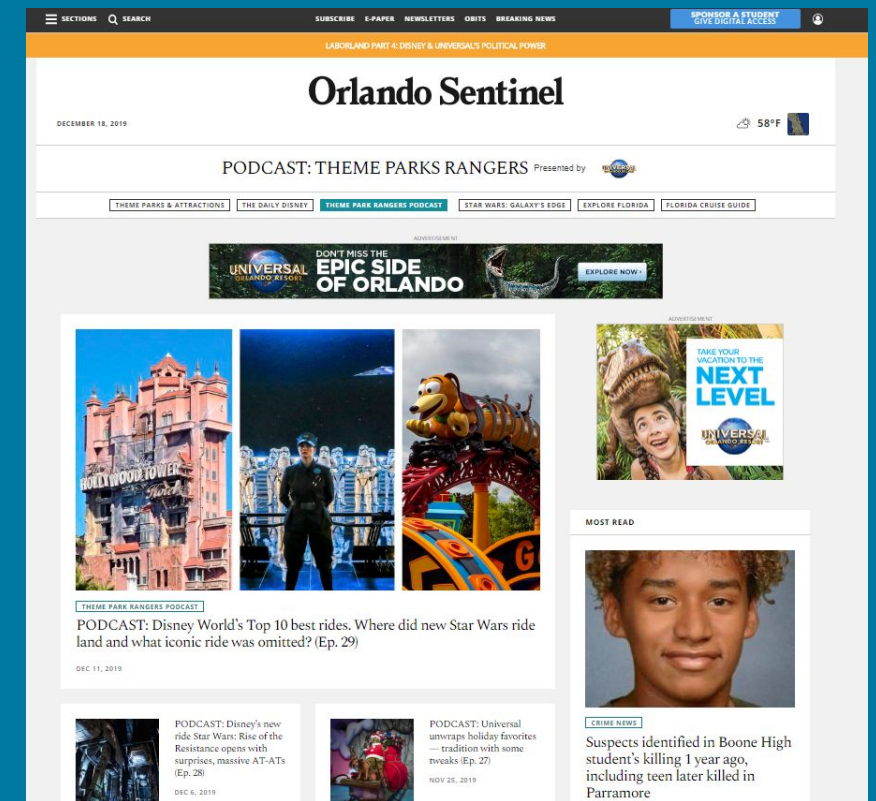
**ORLANDO SENTINEL
CONVERSATIONS**
ON WHAT MAKES CENTRAL
FLORIDA TICK



UCF KNIGHTS TALK
ON ALL THINGS
KNIGHTS



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 over 2,100 subscribers made up of developers, contractors, architects, engineers, real estate brokers, CEOs and decision makers.

GrowthSpotter.com

EDITOR & PUBLISHER
EPPY
2021 Awards

2021 BEST BUSINESS/
FINANCE WEBSITE

SUBSCRIBERS UP **27%** YOY

GROWTHSPOTTER.COM

Average Monthly Traffic

106,100

Page views

E-NEWSLETTER

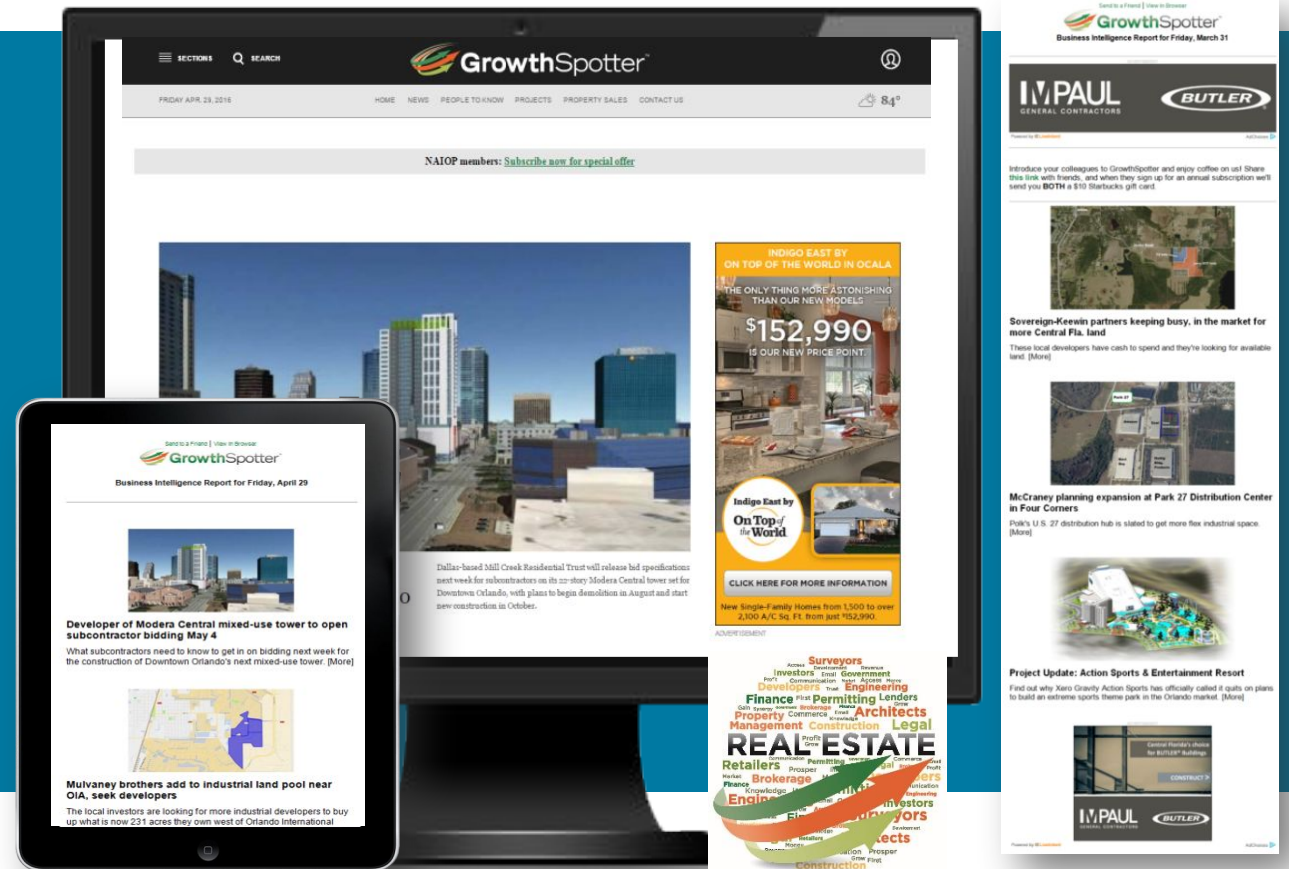
Monday - Friday

2,100

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.

100+ ATTENDEES



AUDIENCE SNAPSHOT

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



MAY 11, 2022

IN-PERSON LUNCHEON /THE MEZZ,
DOWNTOWN

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



**MAY 2022 | KISSIMMEE, FL
DECEMBER 2022 | CLERMONT FL**
IN-PERSON

Central Florida's premier youth soccer event. A weekend full of soccer, games and fun. A turn-key way to reach the family audience in Central Florida.

5,000+ ATTENDEES



AUDIENCE SNAPSHOT

- ☐ Youth boys & girls soccer players
- ☐ Local families and their friends
- ☐ Team coaches, managers, and team moms



SEPTEMBER 16, 2022

IN-PERSON LUNCHEON/CARIBE
ROYALE ORLANDO

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.

600+ ATTENDEES



AUDIENCE SNAPSHOT

- ☐ Professionals & Executives
- ☐ HR Professionals
- ☐ Community Leaders

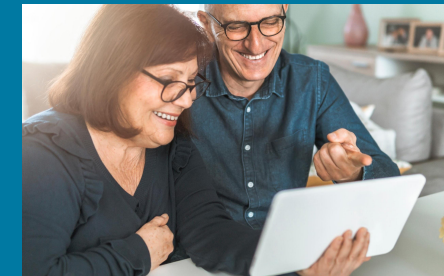


NOVEMBER 13, 2022

IN-PERSON/SHERATON NORTH
ORLANDO HOTEL

Central Florida's premier active-adult and senior living planning event. Making the most of the years 50+ can be both an exciting and challenging. PRIME 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 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