

REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

# PARTNERING FOR SUCCESS

**Orlando Sentinel**  
MEDIA GROUP

## DEDICATED TO OUR ADVERTISERS' SUCCESS

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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	Covering a Growing Market
AUDIENCE	7	The Qualified Consumers We Deliver
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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 9M 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



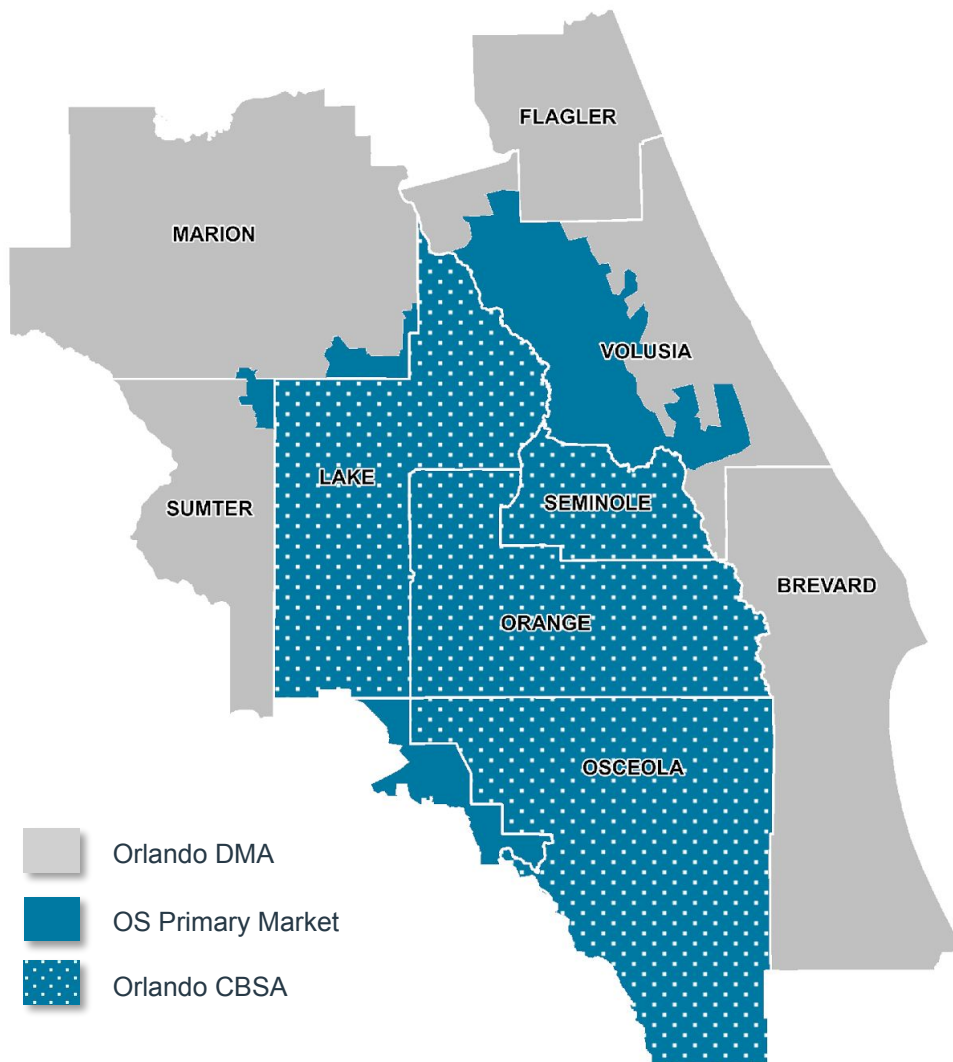
NO. 1 MEDIA COMPANY  
IN 6 OF 8 MARKETS

# 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

18<sup>TH</sup>

LARGEST DMA

9<sup>TH</sup>

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

14<sup>TH</sup>

LARGEST DMA FOR HISPANICS –  
6<sup>TH</sup> FASTEST GROWING DMA BY  
TOTAL HISPANIC CHANGE



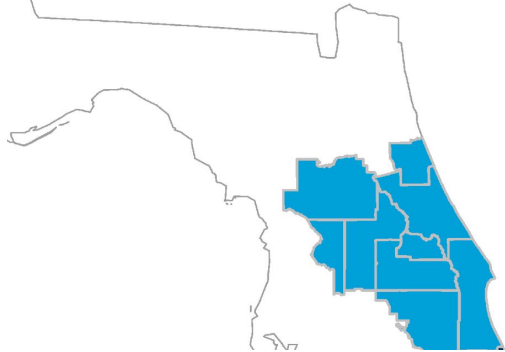
# ORLANDO IS BOOMING

9 of the World's **Top Theme Parks**



Central Florida is **Larger than 24 States**

4.5 million people in 9 county DMA



Recognized as the **Modeling, Simulation & Training**

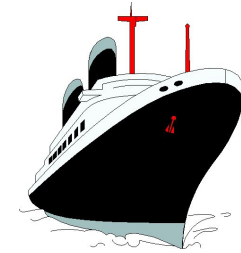
Capital of the World

\$6 Billion Annually in MS&T Contracts



**#1** Largest Public University in the U.S. (based on enrollment)

Home to **4 Pro Sports Teams**



**#2** Cruise Port in the World

**Port Canaveral**  
4.2 Million Yearly Cruise Passengers

**75 Million Tourists**

visit Central Florida annually (pre-COVID)



# 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)

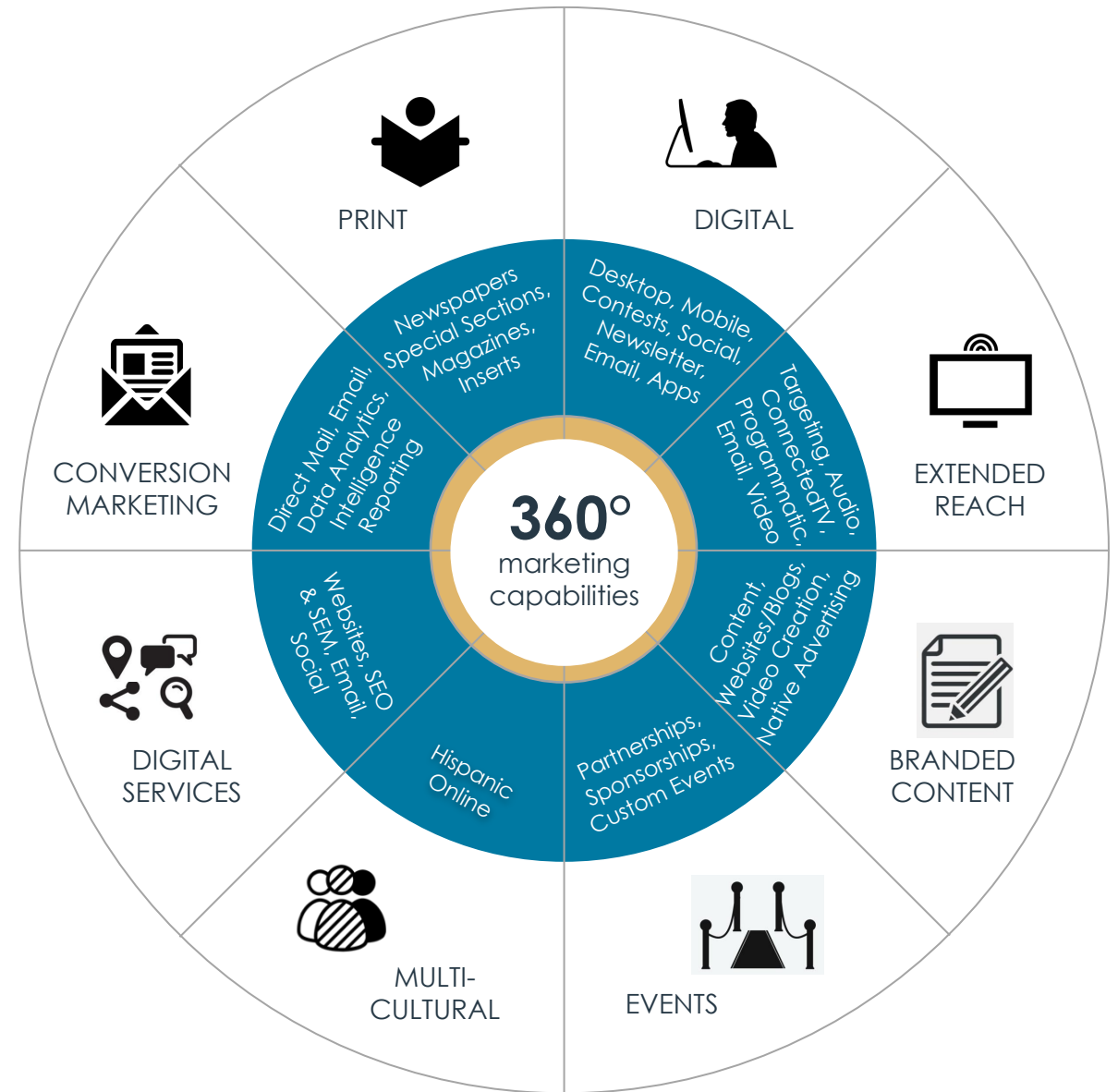


# MULTIMEDIA

INTEGRATED SOLUTIONS

## WHAT WE OFFER

The variety and depth of our media capabilities enables us to develop more strategic solutions to maximize your investment.



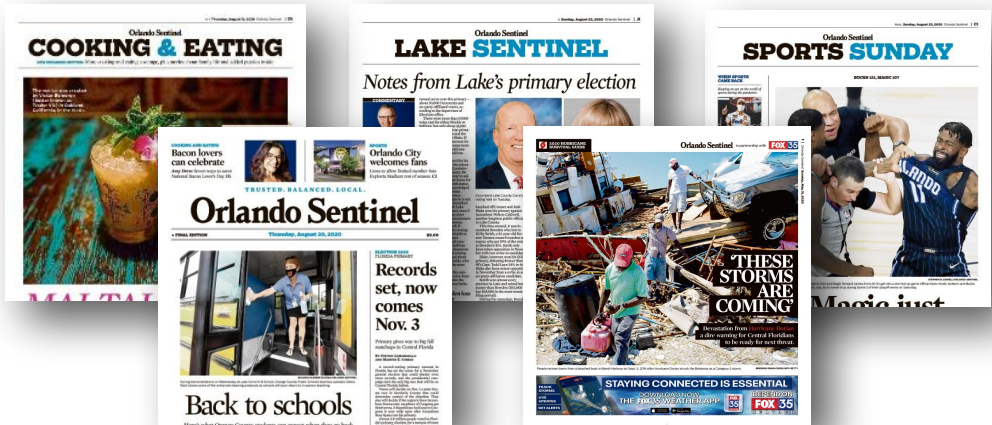
REACHING ANYONE, ANYWHERE, ANYTIME

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

Source: Scarborough 2022, R1. Daily and Sunday Readers include e-edition. Note: Print readership includes Orlando and Tampa DMAs.



# INSERTS: A STEP ABOVE

ORLANDO SENTINEL

Thursdays & Sundays

Subscribers & Single Copy



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

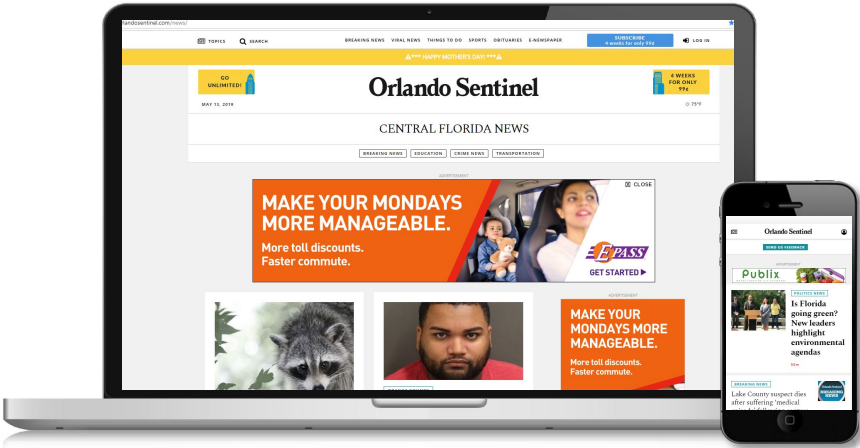
# ONLINE READERS

10.3M

PAGE VIEWS/MO

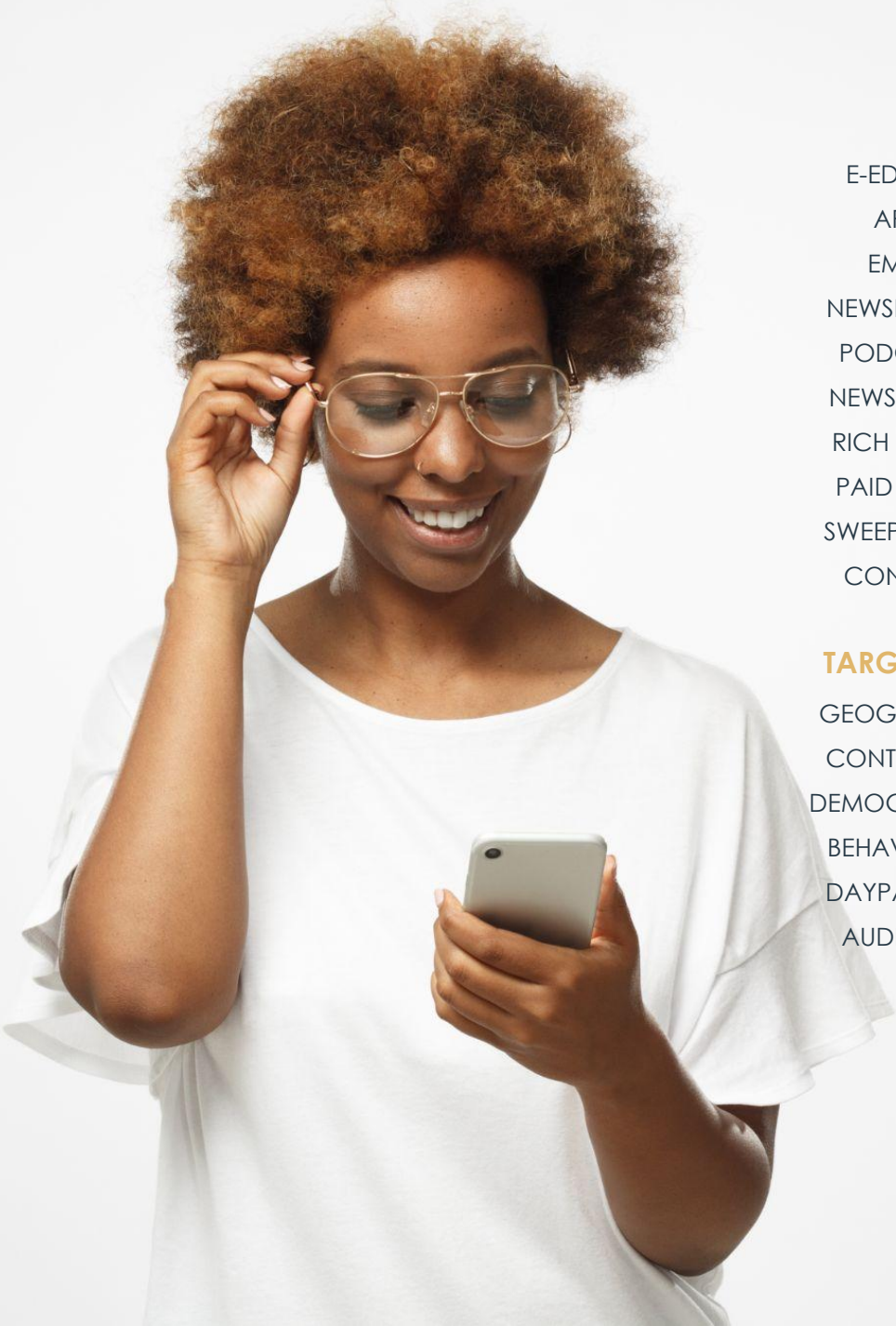
4.7M

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.



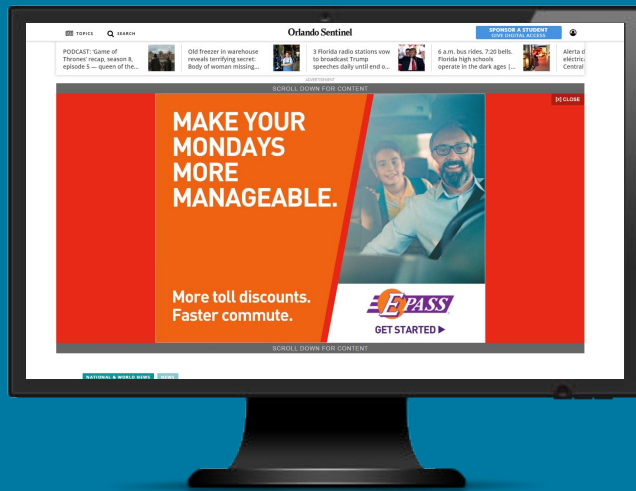
- E-EDITION
- APPS
- EMAIL
- NEWSLETTERS
- PODCASTS
- NEWS SHOW
- RICH MEDIA
- PAID POSTS
- SWEEPSTAKES
- CONTESTS

TARGETING

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

# HIGH IMPACT RICH MEDIA

## LIGHTHOUSE STORY LEVEL

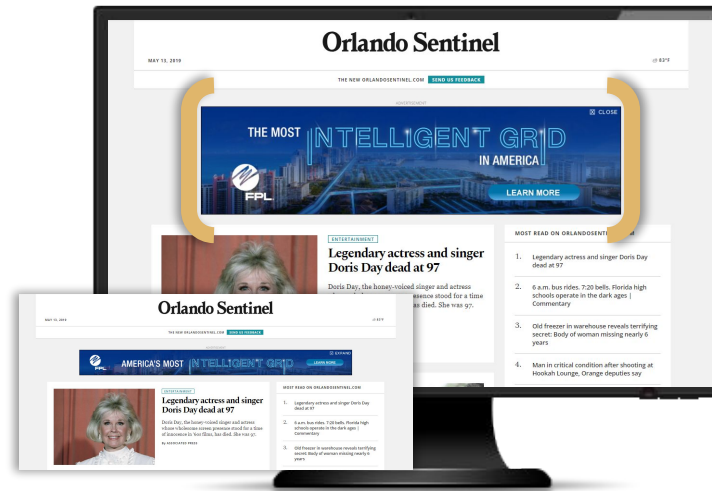


Light House Rich Media

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.

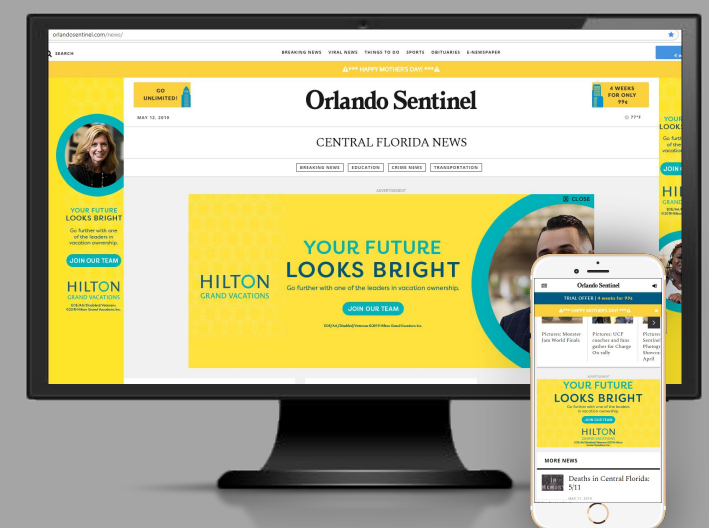
## BILLBOARD HOMEPAGE & SECTION FRONTS



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 the interests and passions of our readers by aligning with our trusted News, Sports, Travel and Entertainment content, including:

- Destination Spotlight
- Central Florida Explorer
- Twinkly Lights
- GrowthSpotter
- Space Channel
- High School Sports
- UCF Knights Channel
- UCF Football Now
- Orlando Soccer
- High School Graduation

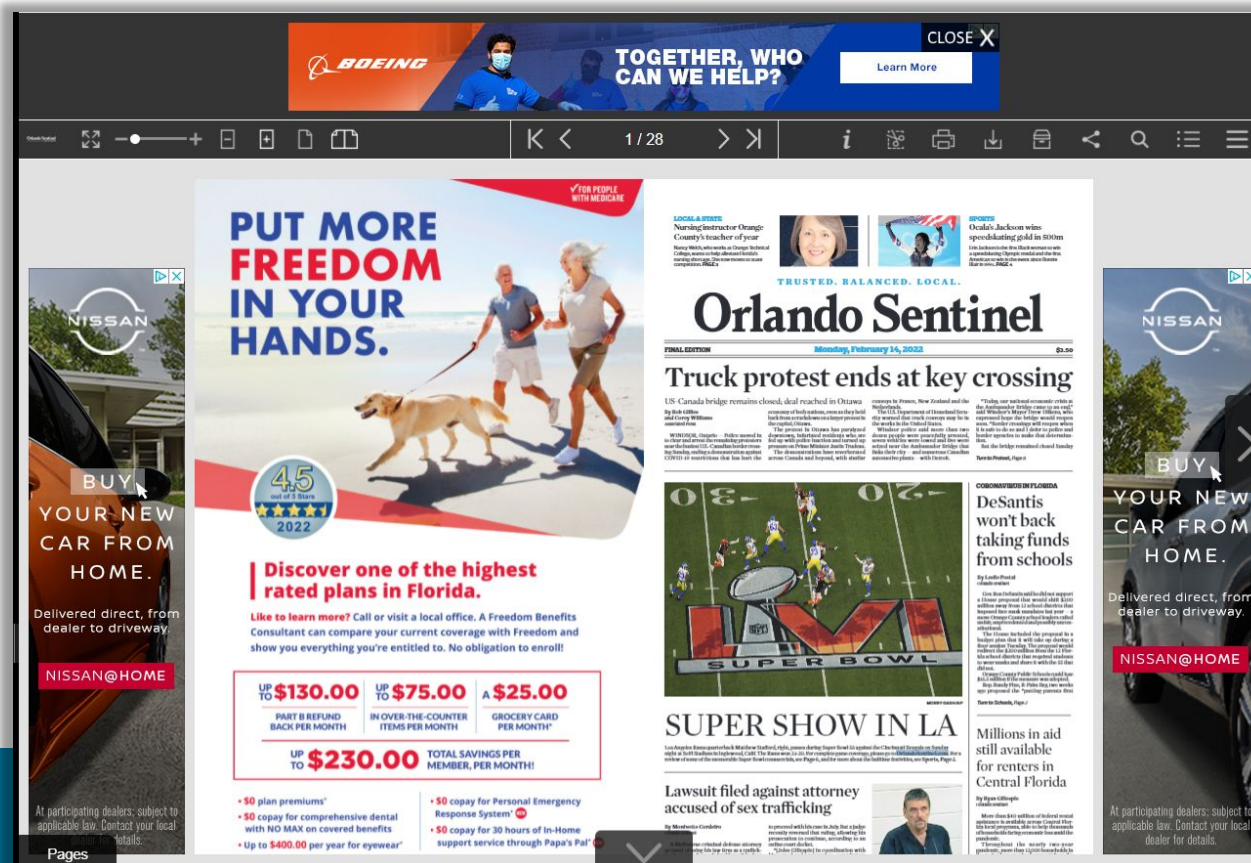




# E-EDITION

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.

**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.

**Boosted with 100K+ Email Delivery**

### THEME PARK RANGERS

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

**Boosted with 100K+ Email Delivery**

### GO FOR LAUNCH

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

**Boosted with 100K+ Email Delivery**

### THE HEALTH REPORT

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

**Boosted with 100K+ Email Delivery**

### THINGS TO DO

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

**Boosted with 100K+ Email Delivery**



### KNIGHTS WEEKLY

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

**Boosted with 100K+ Email Delivery**



# PODCASTS

[OrlandoSentinel.com](https://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



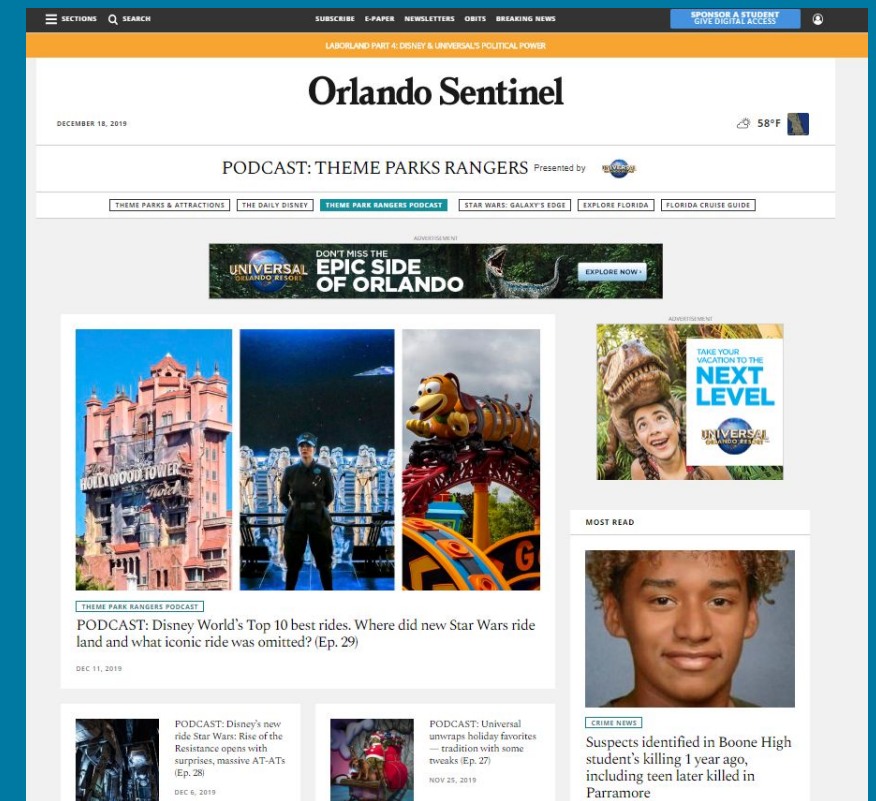
**ORLANDO SENTINEL  
CONVERSATIONS**  
ON WHAT MAKES CENTRAL  
FLORIDA TICK



**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](https://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**

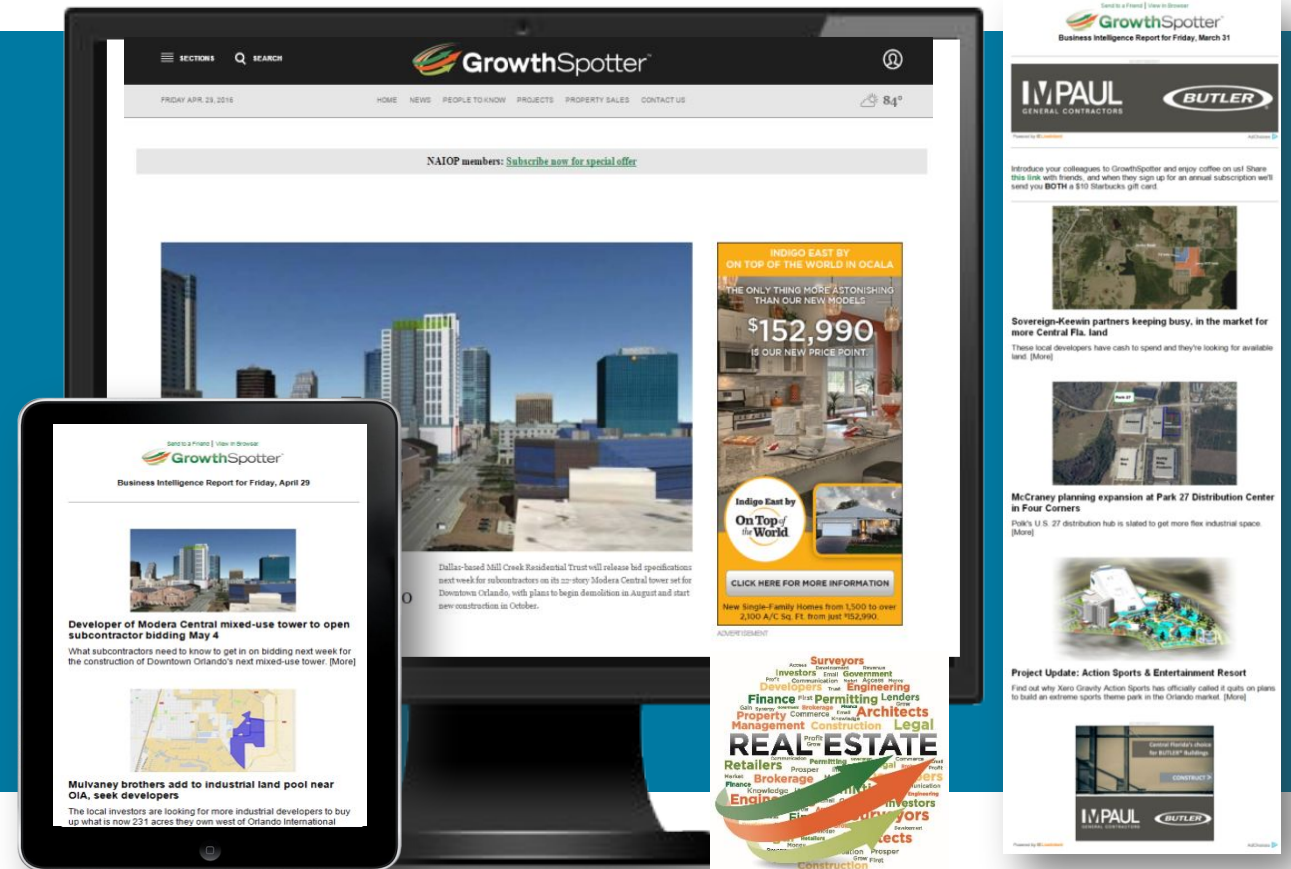
Monday - Friday

**2,100**

Subscribers

**39%**

Open Rate





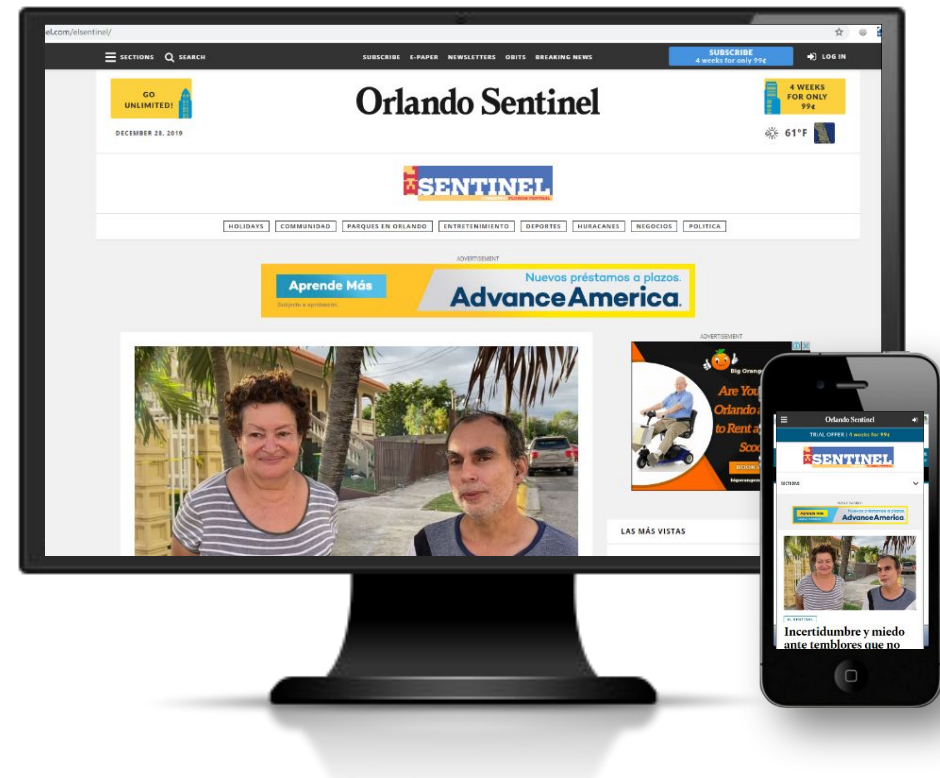
# HISPANIC REACH

## ELSENTINEL.COM

Reach this valuable audience with **ElSentinel.com** – the Hispanic channel on OrlandoSentinel.com.

391K  
PAGE VIEWS/MO

267K  
UNIQUE VISITORS/MO



Sources: Google Analytics, January-December 2021.



# 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

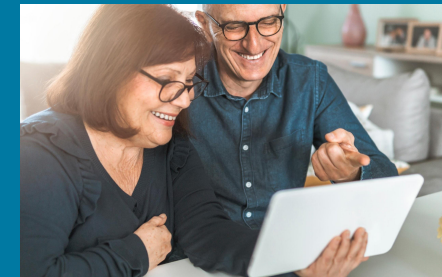


**NOVEMBER 13, 2022**

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+



# THANK YOU

WE LOOK FORWARD TO HELPING YOU  
GROW YOUR BUSINESS

**Orlando Sentinel**  
MEDIA GROUP