

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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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.

Orlando Sentinel
MEDIA GROUP

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



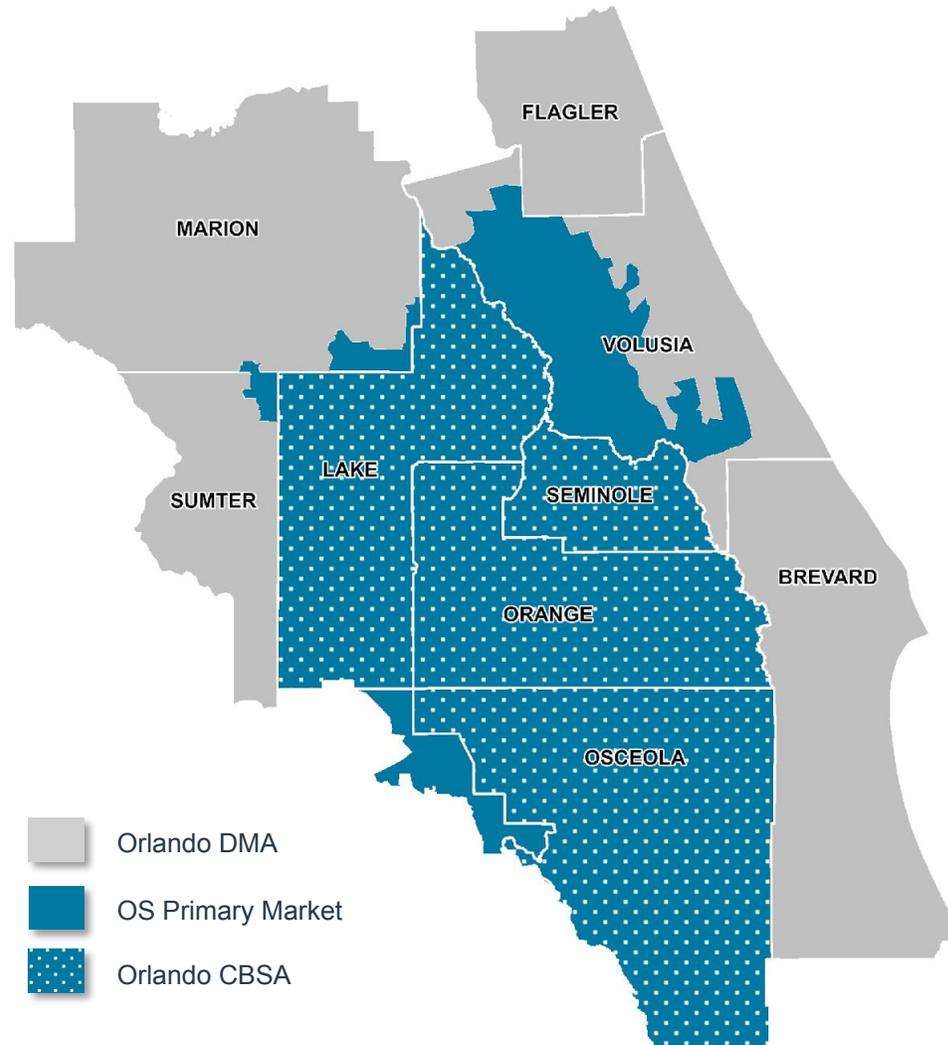
**NO. 1 MEDIA COMPANY
IN 6 OF 8 MARKETS**

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

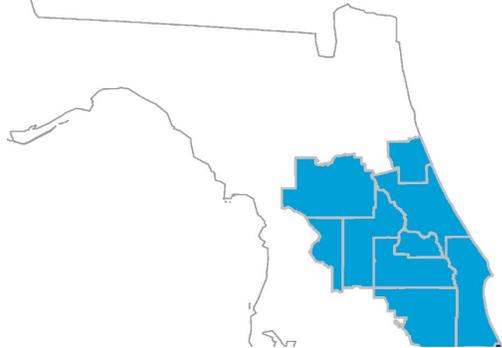
ORLANDO IS BOOMING

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%

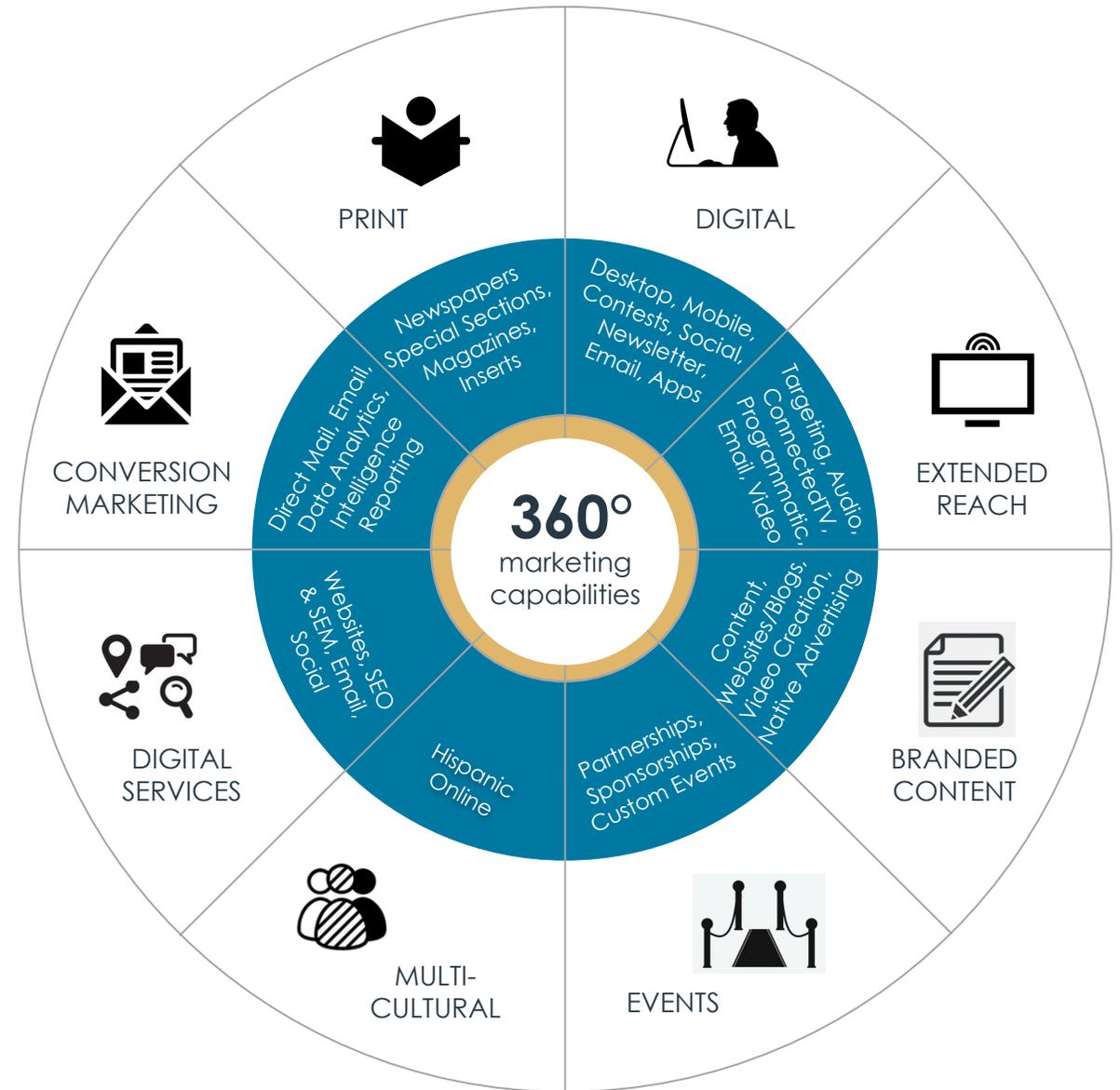
household with children
(Index 129)

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

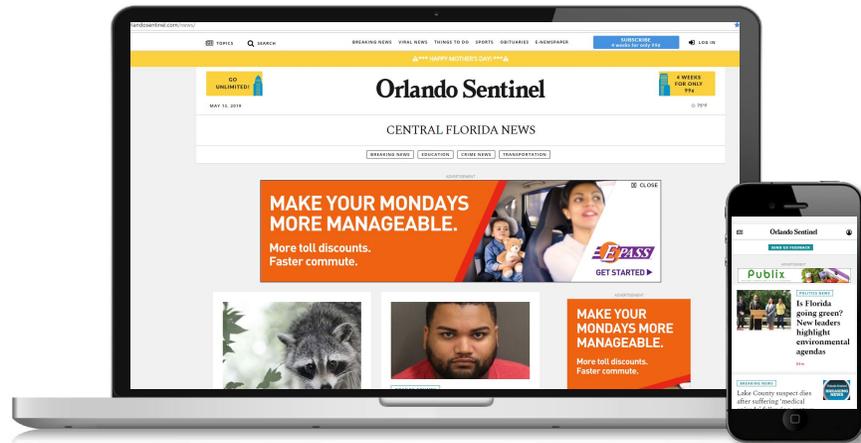
Coda Ventures Triad Newspaper Ad Effectiveness Service. (Based on 300,000 newspaper readers from 2016 – 2018).



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.

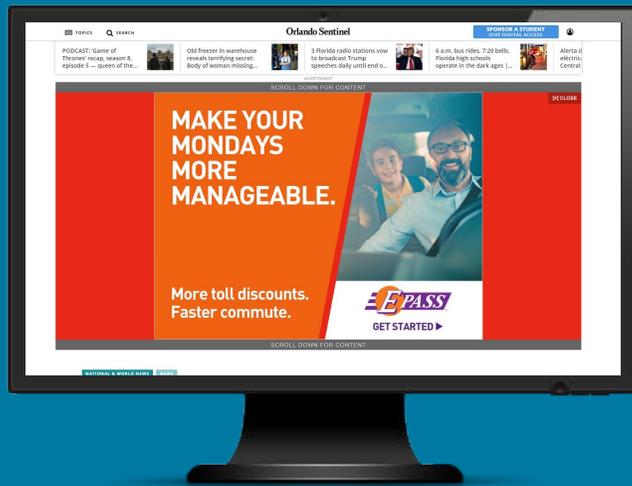


E-EDITION
APPS
EMAIL
NEWSLETTERS
PODCASTS
NEWS SHOW
RICH MEDIA
PAID POSTS
SWEEPSTAKES
CONTESTS

TARGETING
GEOGRAPHIC
CONTEXTUAL
DEMOGRAPHIC
BEHAVIORAL
DAYPARTING
AUDIENCE

HIGH IMPACT RICH MEDIA

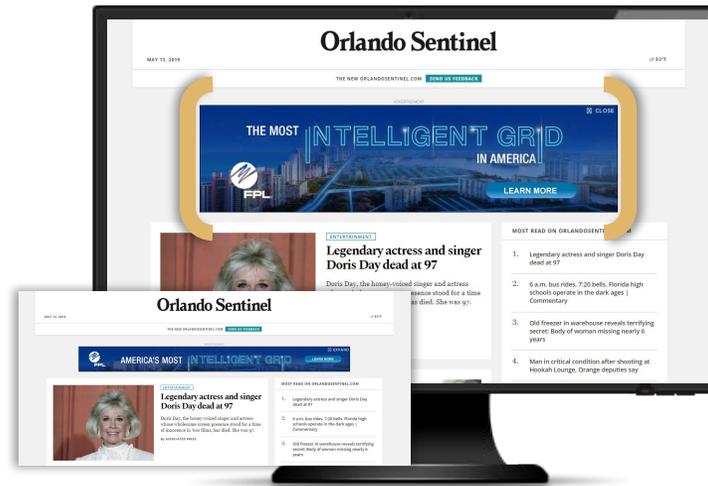
LIGHTHOUSE STORY LEVEL



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.

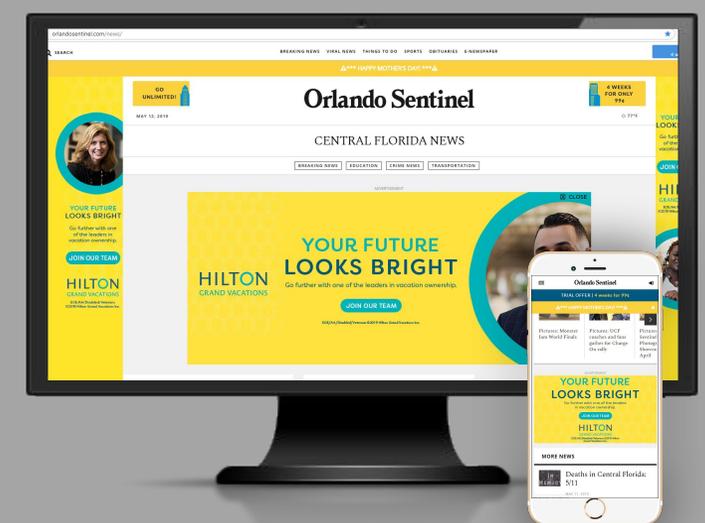
BILLBOARD HOMEPAGE & SECTION FRONTS



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:

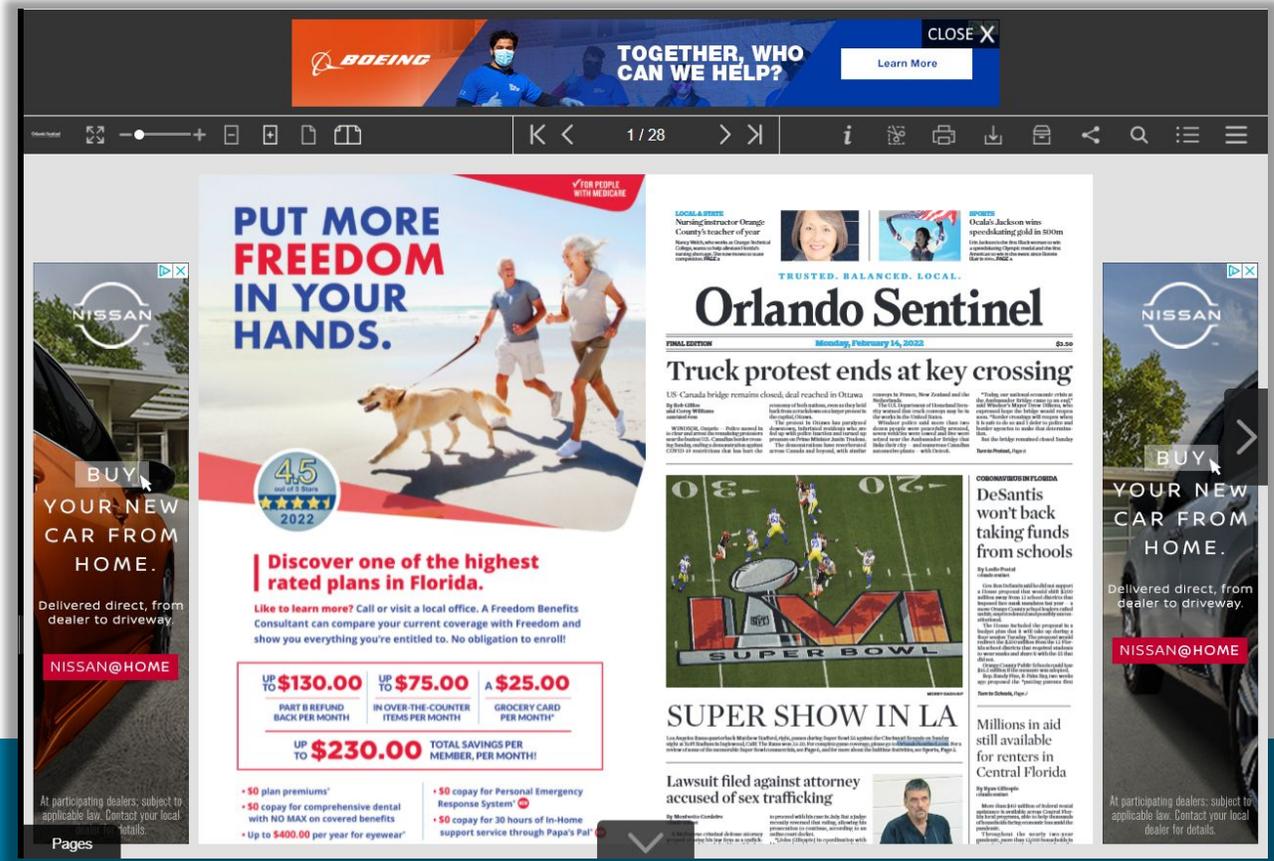
- Destination Spotlight
- Central Florida Explorer
- Twinkly Lights
- GrowthSpotter
- Space Channel
- High School Sports
- UCF Knights Channel
- UCF Football Now
- Orlando Soccer
- High School Graduation



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 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.

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
ON ALL THINGS GATORS



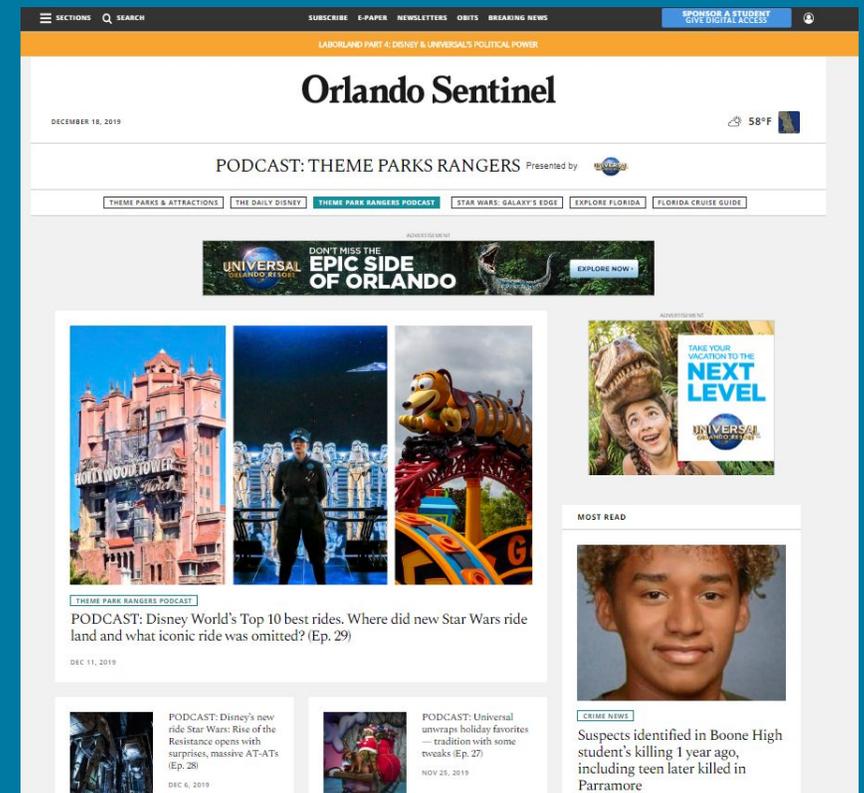
ORLANDO SENTINEL CONVERSATIONS
ON WHAT MAKES CENTRAL FLORIDA TICK



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



2021 BEST BUSINESS/
FINANCE WEBSITE

SUBSCRIBERS UP **27%** YOY

GROWTHSPOTTER.COM

Average Monthly Traffic

106,100

Page views

E-NEWSLETTER

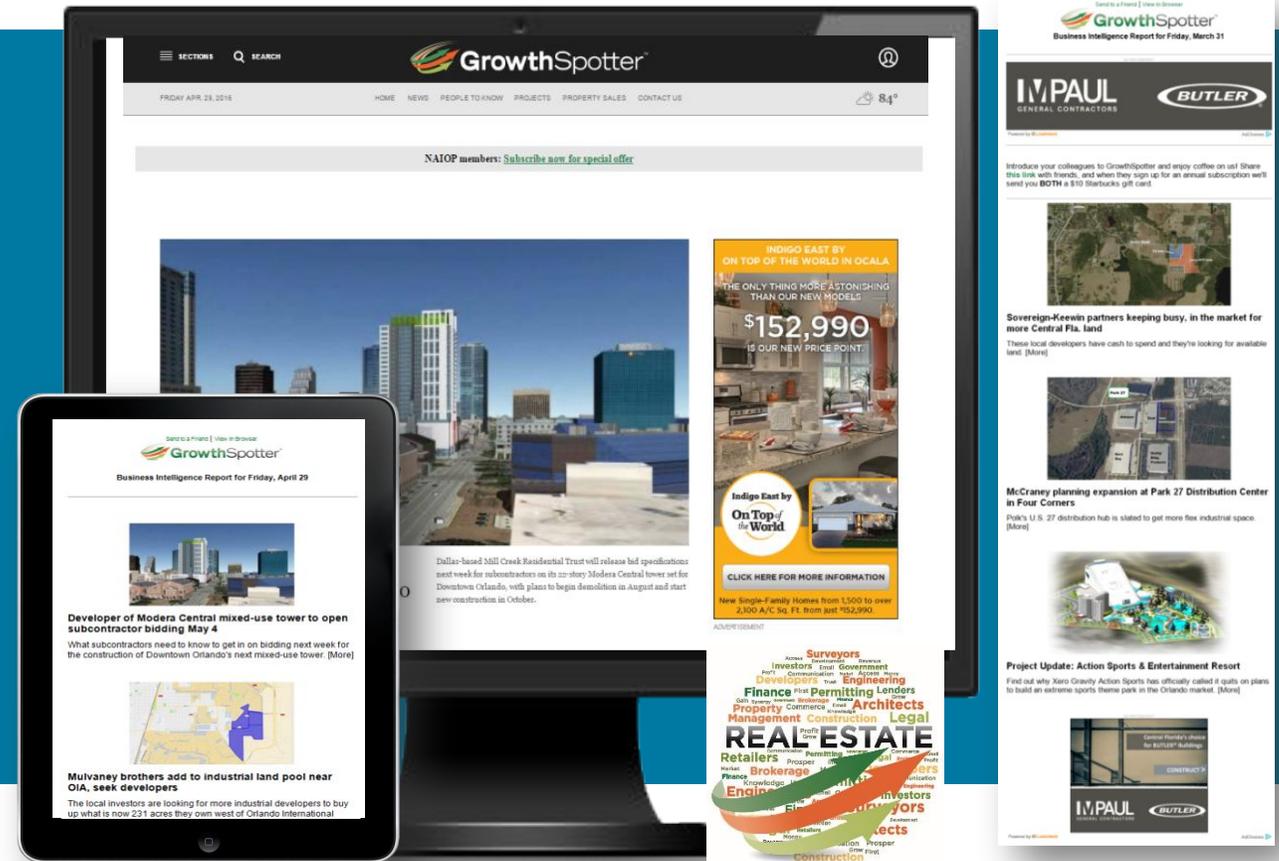
Monday - Friday

2,100

Subscribers

39%

Open Rate





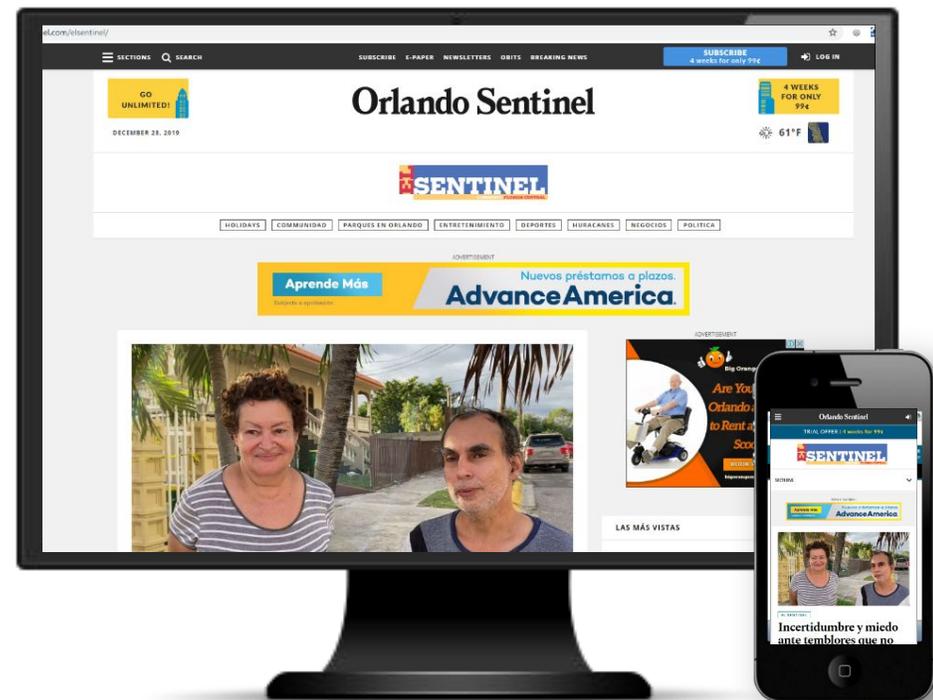
HISPANIC REACH

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