

REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

PARTNERING FOR SUCCESS

Orlando Sentinel
MEDIA GROUP

OUR MISSION STATEMENT

For over a century the Orlando Sentinel has been the leading credible news, information and advertising source for our communities. We remain the area's #1 news source and media website, connecting our advertisers with nearly 878,000 Central Floridians weekly. We have the resources & scale to reach your desired audience – anyone, anytime, anywhere.

INSIDE

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| COMPANY OVERVIEW | 3 | About Us And What We Do |
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| AUDIENCE | 7 | The Qualified Consumers We Deliver |
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OUR UNIQUE POSITION



32M
UV's/mo

AWARD-WINNING JOURNALISM
Our Pulitzer Prize-winning brands inform, protect, inspire and engage audiences with 8.3M 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



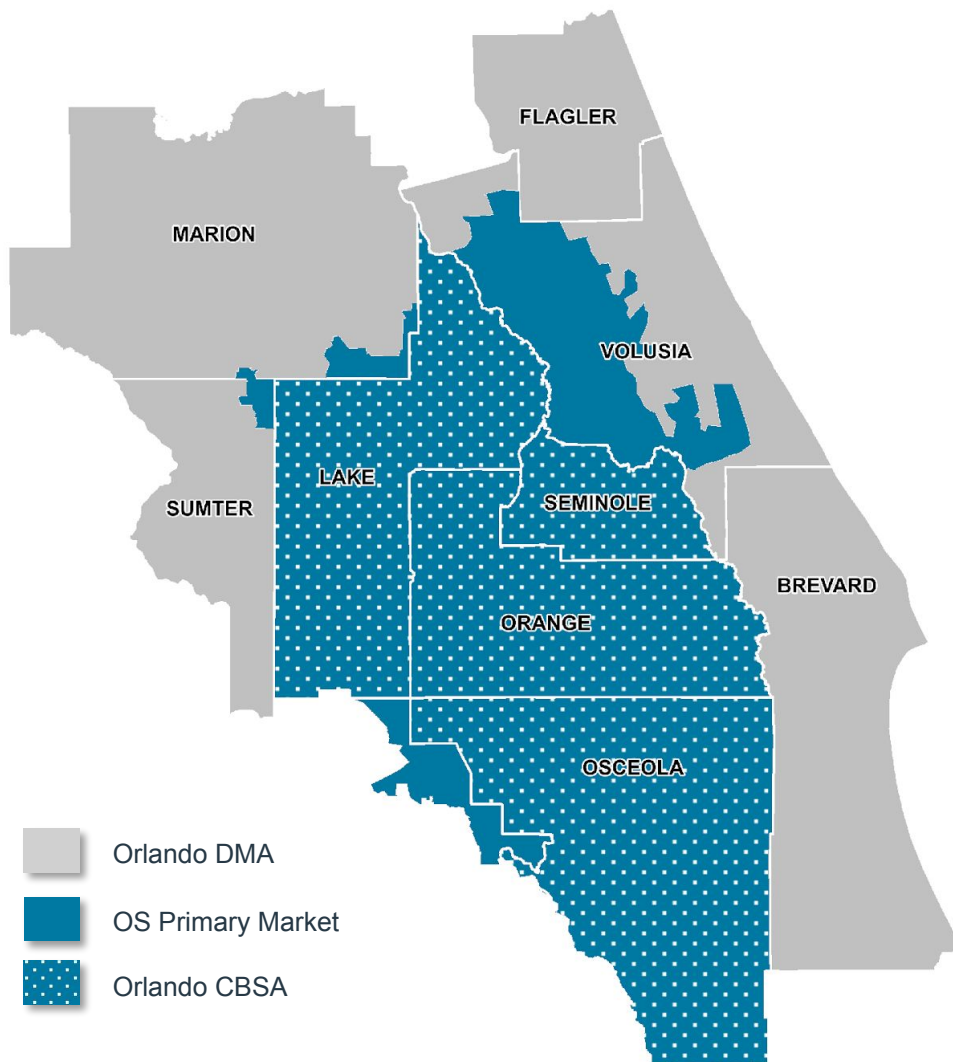
NO. 1 MEDIA COMPANY
IN 6 OF 8 MARKETS

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.



4.8M
PEOPLE IN THE DMA

17TH
LARGEST DMA

4TH
FASTEST GROWING
DMA IN U.S. BY TOTAL
POPULATION CHANGE

14TH
LARGEST DMA FOR HISPANICS –
7TH FASTEST GROWING DMA BY
TOTAL HISPANIC CHANGE

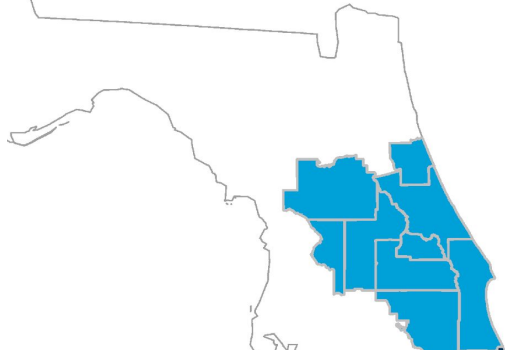
ORLANDO IS BOOMING

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



Central Florida is **Larger than 26 States**

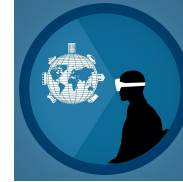
4.8 million people in 9 county DMA



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

Capital of the World

\$6 Billion Annually in MS&T Contracts

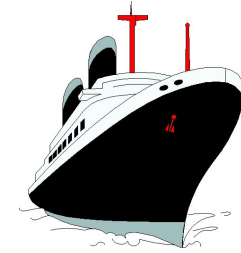


#1 Largest Public University in the U.S. (based on enrollment)

Home of one of the **Top 10 Neighborhoods** in the Country (Park Lake/Highland)



Home to **4 Pro Sports Teams**



#2 Cruise Port in the World

Port Canaveral
6.78 Million Cruise Passengers in 2023

74 Million Tourists visit Central Florida annually



TOP 10 NEWSPAPERS IN FLORIDA

ORLANDO SENTINEL IS THE 3RD LARGEST CIRCULATED NEWSPAPER IN FLORIDA

| Rank By Sunday Circulation | Media Property | Parent Company | City | Sunday (Print + E-Edition) | Weekday (Print + E-Edition) |
|----------------------------|--------------------------------|--------------------------------|------------------|-------------------------------|--------------------------------|
| 1 | Tampa Bay Times | Times Publishing Company | St. Petersburg | 156,919 | 149,473 |
| 2 | Sun Sentinel | Tribune Publishing Company | Deerfield Beach | 98,913 | 88,582 |
| 3 | Orlando Sentinel | Tribune Publishing Company | Orlando | 81,520 | 71,061 |
| 4 | The Miami Herald | McClatchy Company | Miami | 60,466 | 59,780 |
| 5 | Villages Daily Sun | The Villages Operating Company | The Villages | 51,962 | 51,394 |
| 6 | Sarasota Herald-Tribune | Gannett Co., Inc. | Sarasota | 31,078 | 27,338 |
| 7 | The Palm Beach Post | Gannett Co., Inc. | West Palm Beach | 30,740 | 24,799 |
| 8 | Naples Daily News | Gannett Co., Inc. | Naples | 22,640 | 19,955 |
| 9 | Sun | Sun Coast Media Group, Inc. | Charlotte Harbor | 22,151 | 31,717 |
| 10 | Florida Times-Union | Gannett Co., Inc. | Jacksonville | 20,585 | 16,264 |

LOCAL MASS REACH

NEARLY 878K

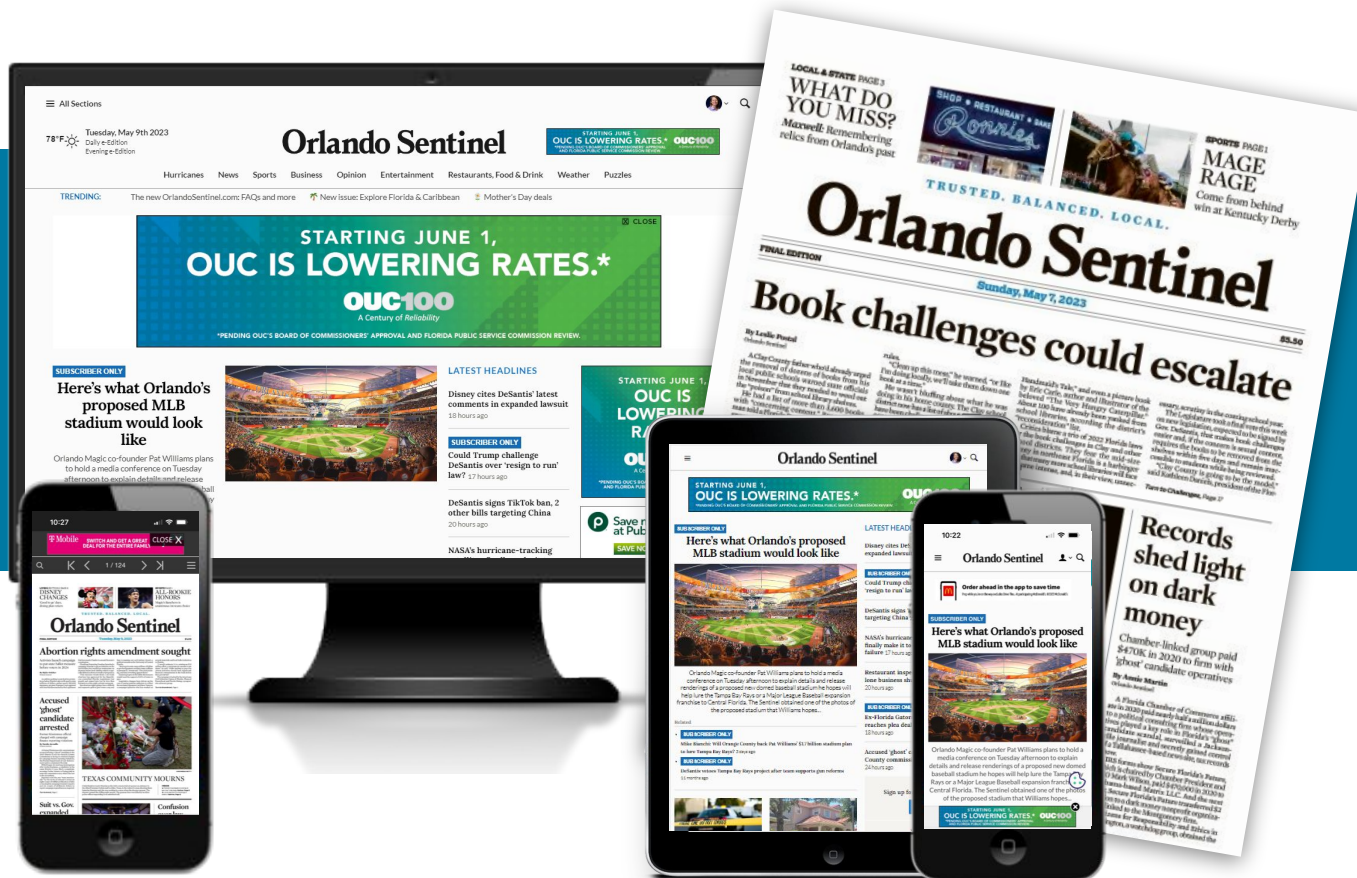
WEEKLY READERS IN
PRINT/ONLINE

NO.1

LOCAL DAILY
NEWSPAPER & NEWS SITE
IN METRO ORLANDO

28%

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

\$92,000

avg. household income
(\$9,900 Higher Than Mkt. Avg.)

44

median age
(8 Years Younger Than Mkt. Avg.)

68%

employed
(Index 117)

44%

white collar occupations
(Index 114)

39%

college graduate or more
(Index 137)

40%

household with children
(Index 133)

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

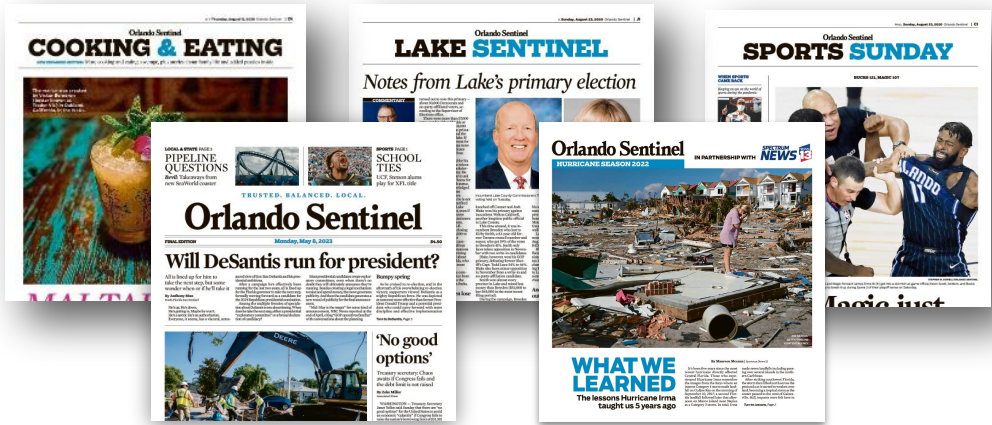


INSERTS
HIGH IMPACT
SPECIAL SECTIONS
TARGETING

ORLANDO SENTINEL PRINT READERS

218K
Daily Readers
(includes print & e-edition)

283K
Sunday Readers
(includes print & e-edition)



NO. 1 LOCAL NEWSPAPER IN ORLANDO
167% MORE READERS THAN CLOSEST COMPETITOR

Source: Scarborough 2023, 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

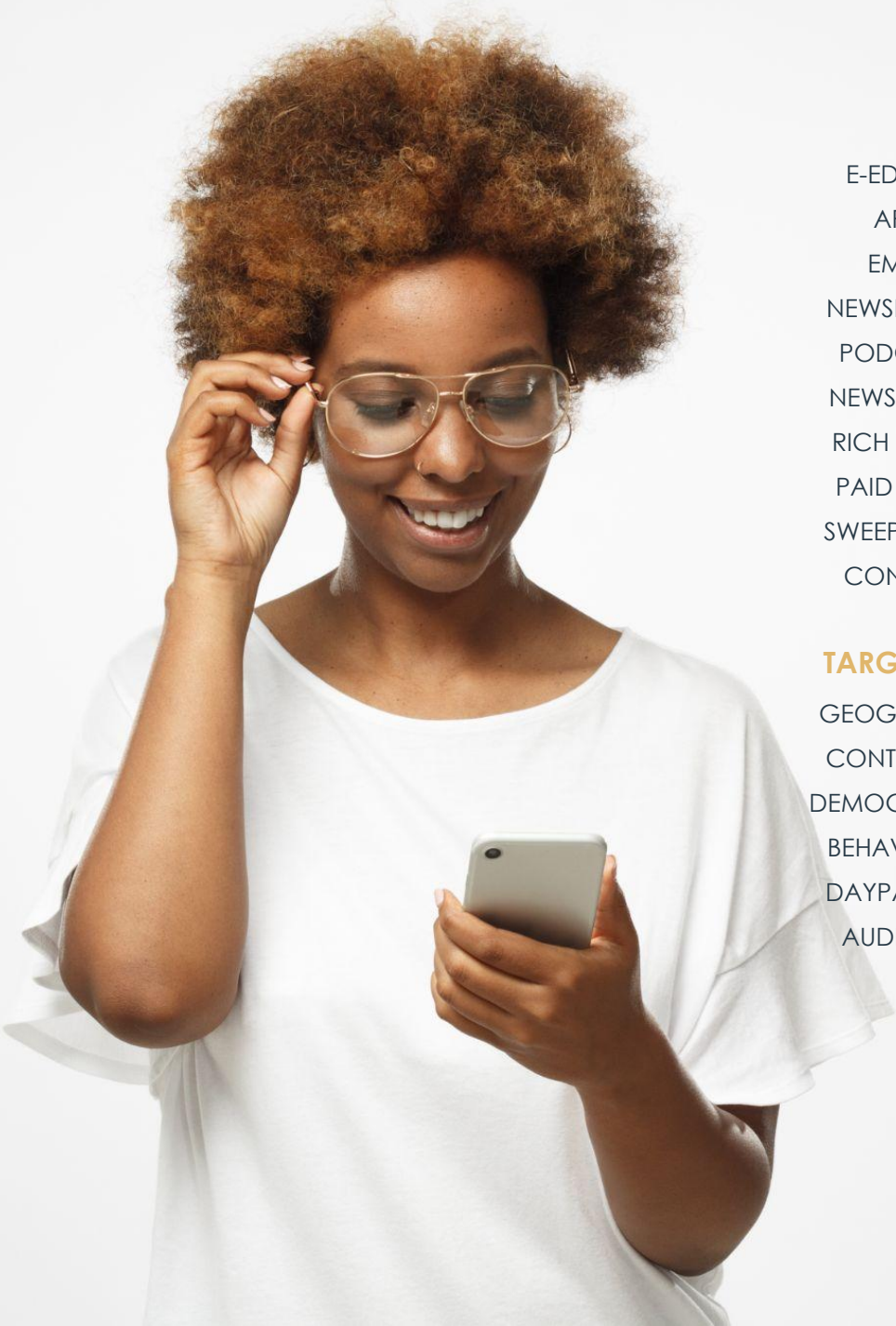
3.8M
PAGE VIEWS/MO

2.1M
UNIQUE VISITORS/MO



NO. 1 LOCAL NEWS SITE IN ORLANDO

Source: Google Analytics, January–December 2023, Monthly Average: OrlandoSentinel.com only.
Does not include Apps, E-edition or GrowthSpotter.

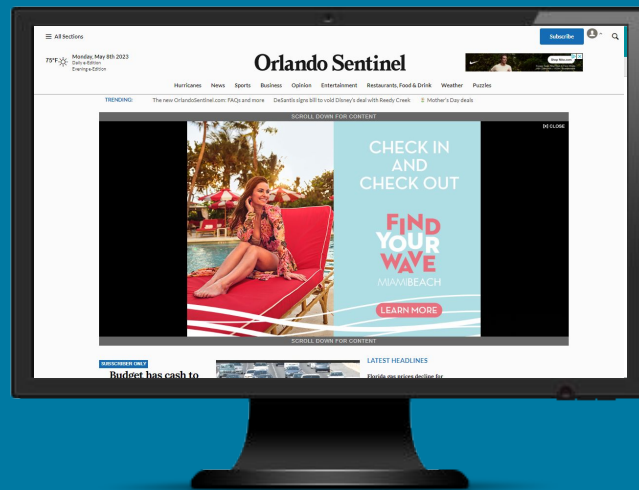


- E-EDITION
- APPS
- EMAIL
- NEWSLETTERS
- PODCASTS
- NEWS SHOW
- RICH MEDIA
- PAID POSTS
- SWEEPSTAKES
- CONTESTS

- TARGETING**
- GEOGRAPHIC
 - CONTEXTUAL
 - DEMOGRAPHIC
 - BEHAVIORAL
 - DAYPARTING
 - AUDIENCE

HIGH IMPACT RICH MEDIA

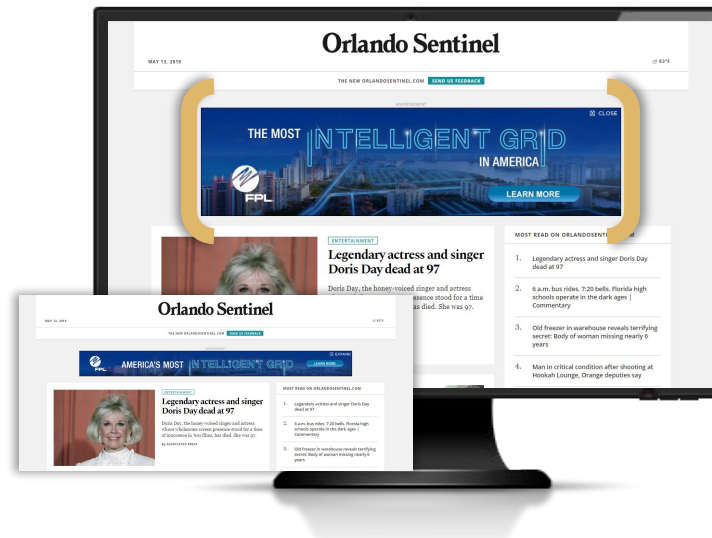
LIGHTHOUSE ROS



With prominent positioning the lighthouse ad is the first thing a consumer sees on the page.

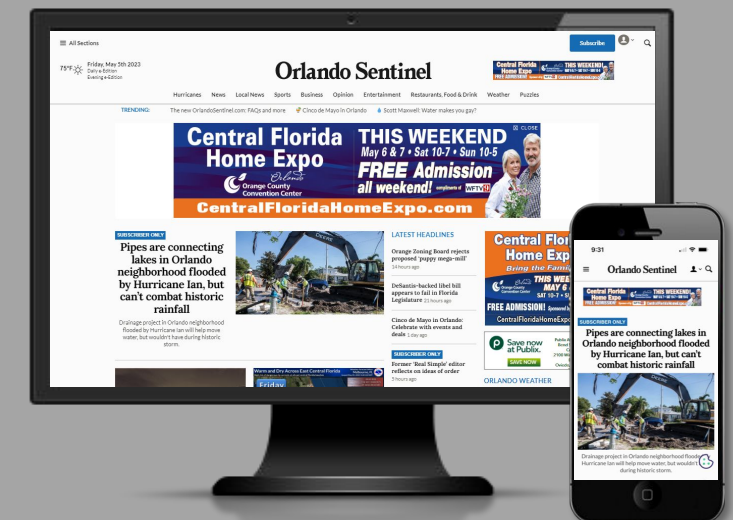
Source: Google Analytics, 2023.

BILLBOARD HOMEPAGE & SECTION FRONTS



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: 14,400
UNIQUE VISITORS: 3,400

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
- Orlando Soccer
- High School Graduation



E-EDITION

REACH SOME OF OUR MOST LOYAL
& ENGAGED READERS

Orlando Sentinel E-Edition

LOCAL READERSHIP UP **53%** SINCE 2020



LOYAL

14.2M

MONTHLY
PAGE VIEWS

76K

MONTHLY
UNIQUE VISITORS

LOCAL

41%

OF PAGE VIEWS ARE
FROM THE **ORLANDO DMA**, AND
55% ARE FROM **FLORIDA**

ENGAGED

16

MINUTES
SPENT

72%

OF VIEWS ON
TABLET/DESKTOP

YOUR AD HERE

What's the longer shot: The Tampa Bay Rays keeping up this torrid pace after sweeping the Pirates, the Florida Panthers staying the NHL's hottest team in the postseason or Jonathan Isaac being ready to play on opening night for the Orlando Magic next season? On second thought, don't answer that one. If you missed Game 2 of Lakers-Warriors, see how Steph Curry turned facilitator and set up Klay Thompson who ethered the visitors with 3s (Technically, "ether" isn't a verb, but in the sporting context there's no better way shooting).

Jonathan Isaac's return to Magic cut short but he remains optimistic for future



Magic forward Jonathan Isaac expects to have most of the summer to work on his game after rehabbing the last few offseasons.

[Read more](#)

Orlando area high school scores and top performers from Thursday, May 4



The FHSAA lacrosse state tournament opened Thursday in Naples with boys semifinal games, including Lake Mary, Winter Park and Lake Highland Prep.

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: 23,900

BREAKING NEWS/DON'T MISS (Monday - Sunday)

Be the first to know, with email alerts on important breaking news and stories you don't want to miss.

Subscribers: 77,400

SENTINEL SPORTS FINAL (Monday - Sunday)

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

Subscribers: 2,600

GROWTHSPOTTER (Monday - Friday)

By subscription only, covering property acquisition & new development.

Subscribers: 2,300

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: 29,100 - 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

New

FOODIE FARE

News and reviews for restaurants in Orlando and around Central 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

New

DESANTIS DISPATCH - 2x Per Week

News, analysis and updates on Governor Ron DeSantis running to be the president of the U.S.

Boosted with 100K+ Email Delivery

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.

972K Central Florida adults

listened to a podcast in the past 30 days – an increase of 106% 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




**THEME PARK
RANGERS**
NEWS ON ORLANDO
THEME PARKS

Orlando Sentinel

GATORS PODCAST: SEC in catbird's seat, Billy Napier hot seat lunacy, epic rally in men's golf (Ep. 166)

SPORTS

GATORS PODCAST: SEC in catbird's seat, Billy Napier hot seat lunacy, epic rally in men's golf (Ep. 166)



NFL Sunday Ticket is \$100 off

SUNDAY TICKET

GET IT NOW

Terms & embargoes apply. Offer ends 6/6.

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 2,300 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 **20%** YOY

GROWTHSPOTTER.COM

Average Monthly Traffic

95,400

Page views

E-NEWSLETTER

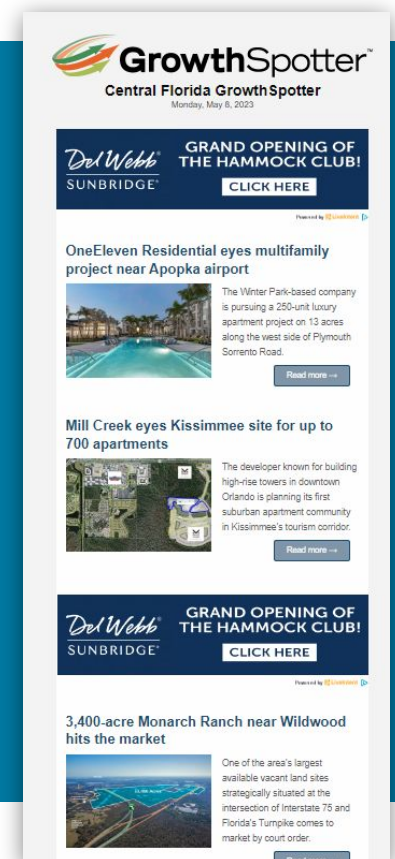
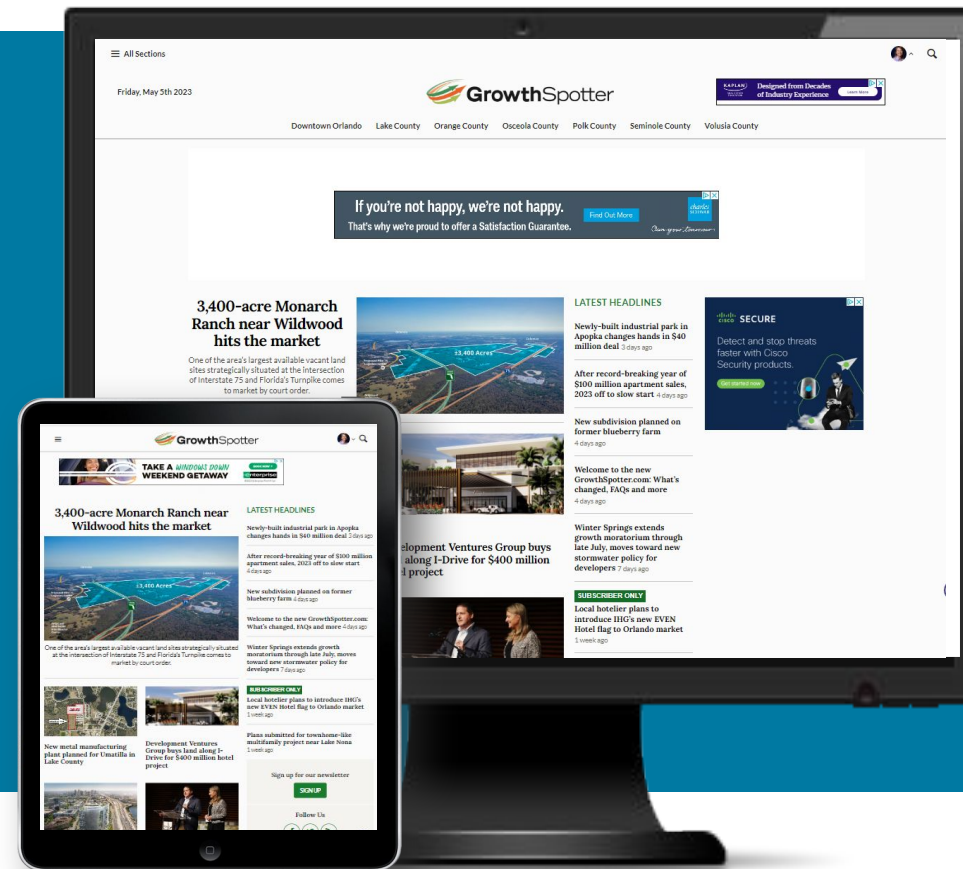
Monday - Friday

4,700

Subscribers

54%

Open Rate



ORLANDO SENTINEL 2024 EVENTS

**TOP
WORK
PLACES
2024**

Orlando Sentinel

SEPTEMBER 2024

Orlando Sentinel Top Workplaces

Top Workplaces celebrates Central Florida's elite companies who create excellent employee engagement in the workplace. The program culminates with a celebratory event that allows your business to meet and mingle with the best in the area.



AUDIENCE SNAPSHOT

- C+ Level Executives
- HR Professionals
- Community Leaders

500+ ATTENDEES

MAKE THE MOST OF LIFE AT ANY AGE!

PRIME
Orlando Sentinel
Expo

OCTOBER 2024

Orlando Sentinel Prime Expo

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.



AUDIENCE SNAPSHOT

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

1,000+ ATTENDEES



THANK YOU

WE LOOK FORWARD TO HELPING YOU
GROW YOUR BUSINESS

Orlando Sentinel
MEDIA GROUP