

A night-time photograph of a city skyline with several tall glass skyscrapers. In the foreground, a large fountain with a green and red structure is illuminated and reflects in a body of water. The sky is a mix of blue and purple, suggesting dusk or dawn. The entire scene is framed by a dark blue border.

REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

# PARTNERING FOR SUCCESS

**Orlando Sentinel**  
— MEDIA GROUP



## OUR MISSION STATEMENT

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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

COMPANY OVERVIEW	3	About Us And What We Do
MARKET	4	Covering a Growing Market
AUDIENCE	7	The Qualified Consumers We Deliver
PRODUCTS	9	A Wide Array of Multimedia Solutions to Reach Your Goals

# OUR UNIQUE POSITION



20.2M  
UV's/mo

## AWARD-WINNING JOURNALISM

Our Pulitzer Prize-winning brands inform, protect, inspire and engage audiences with 7.7M 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 AND SCALE TO  
DELIVER BETTER RESULTS



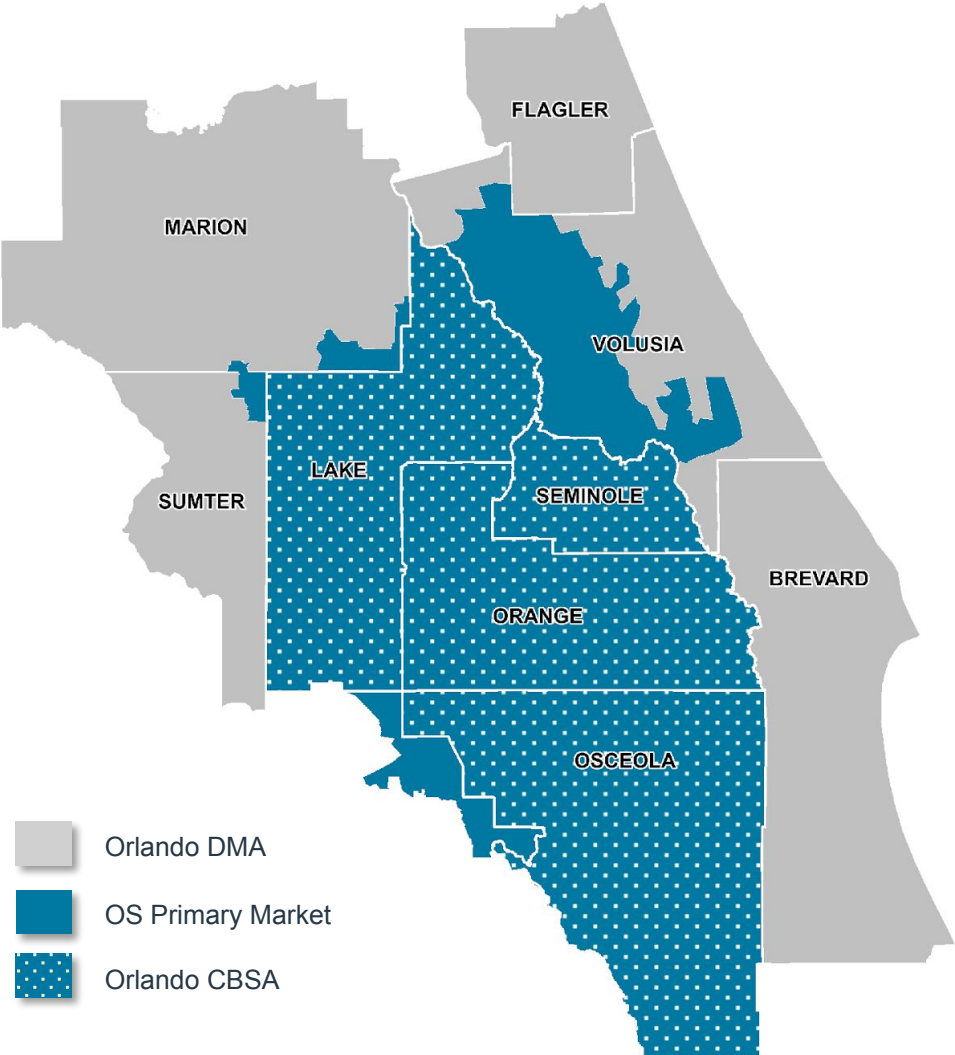
NO. 1 MEDIA COMPANY  
IN 5 OF 7 MARKETS

# 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

17<sup>TH</sup>

LARGEST DMA

4<sup>TH</sup>

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

14<sup>TH</sup>

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

Source: Claritas, 2024. (Population change is from 2020 to 2024).



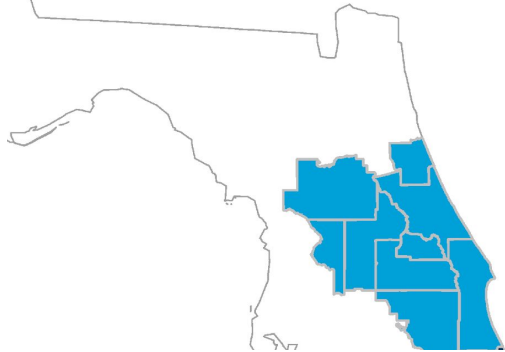
# ORLANDO IS BOOMING

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

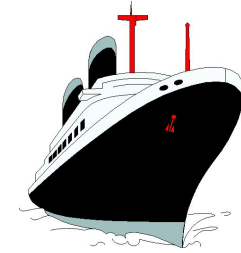


**#1** Largest Public University in the U.S. (based on enrollment)

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



**74 Million Tourists** visit Central Florida annually



**#2** Cruise Port in the World

**Port Canaveral**  
6.78 Million Cruise Passengers in 2023

Home to **4 Pro Sports Teams**



# 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	<b>Tampa Bay Times</b>	Times Publishing Company	St. Petersburg	156,919	149,473
2	<b>Sun Sentinel</b>	Tribune Publishing Company	Deerfield Beach	98,913	88,582
3	<b>Orlando Sentinel</b>	Tribune Publishing Company	Orlando	81,520	71,061
4	<b>The Miami Herald</b>	McClatchy Company	Miami	60,466	59,780
5	<b>Villages Daily Sun</b>	The Villages Operating Company	The Villages	51,962	51,394
6	<b>Sarasota Herald-Tribune</b>	Gannett Co., Inc.	Sarasota	31,078	27,338
7	<b>The Palm Beach Post</b>	Gannett Co., Inc.	West Palm Beach	30,740	24,799
8	<b>Naples Daily News</b>	Gannett Co., Inc.	Naples	22,640	19,955
9	<b>Sun</b>	Sun Coast Media Group, Inc.	Charlotte Harbor	22,151	31,717
10	<b>Florida Times-Union</b>	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*)



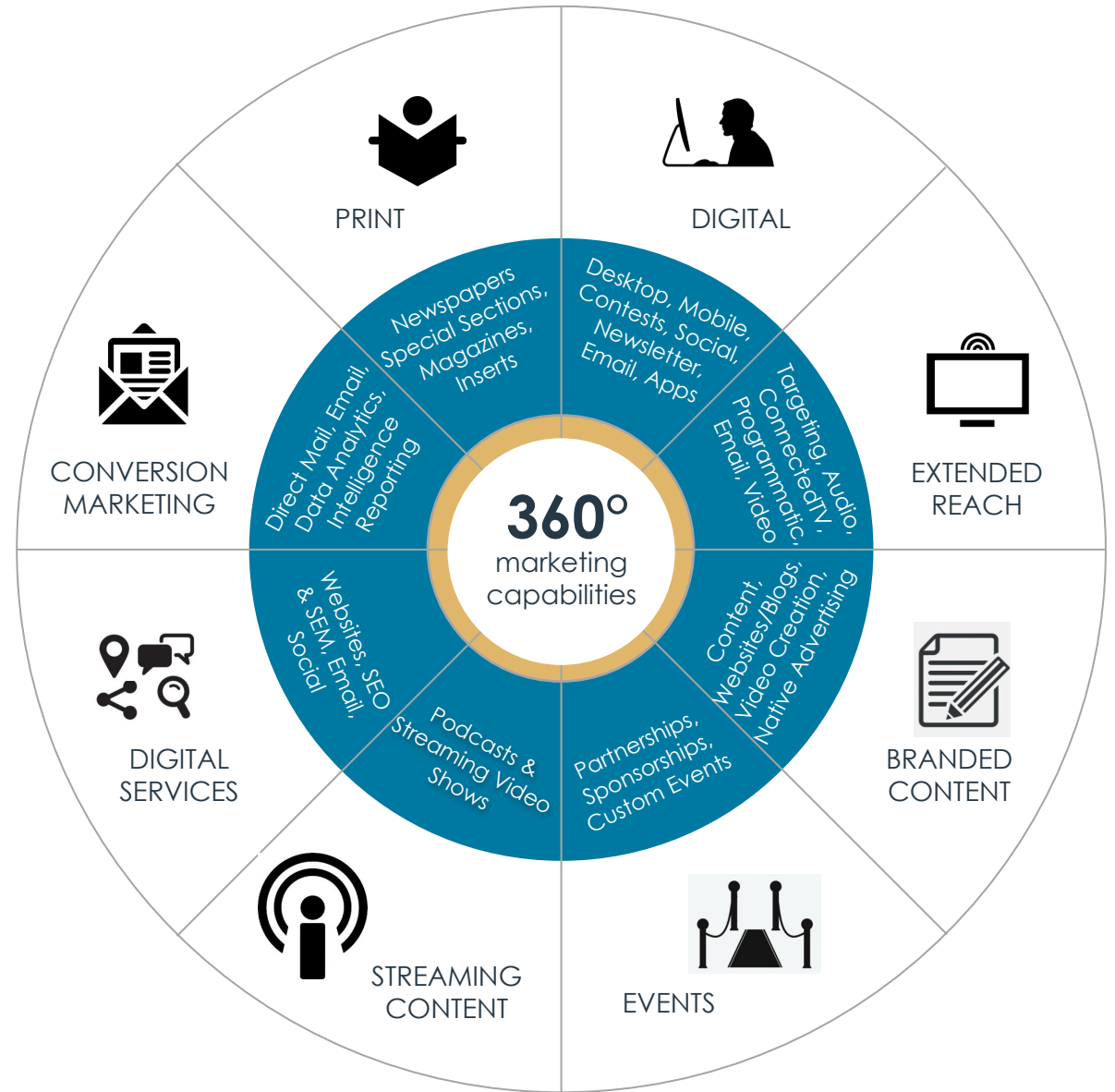
# MULTIMEDIA

## 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**

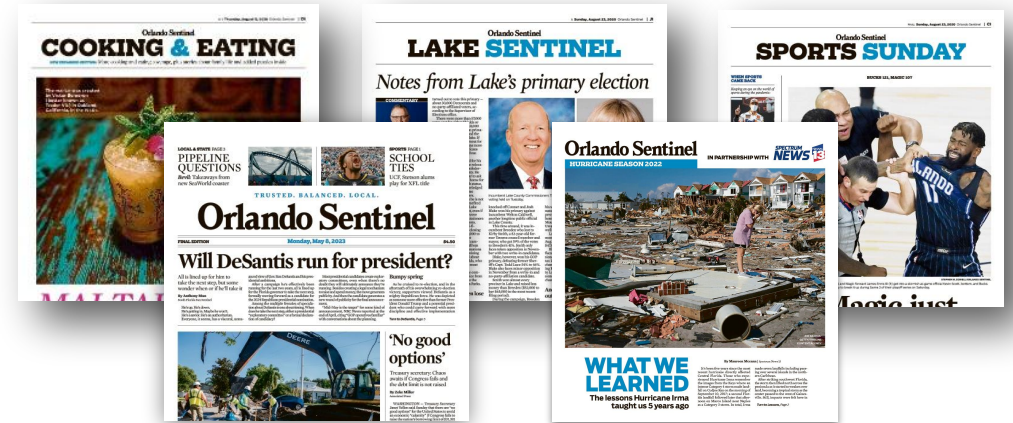


INSERTS  
HIGH IMPACT  
SPECIAL SECTIONS  
TARGETING

# 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.

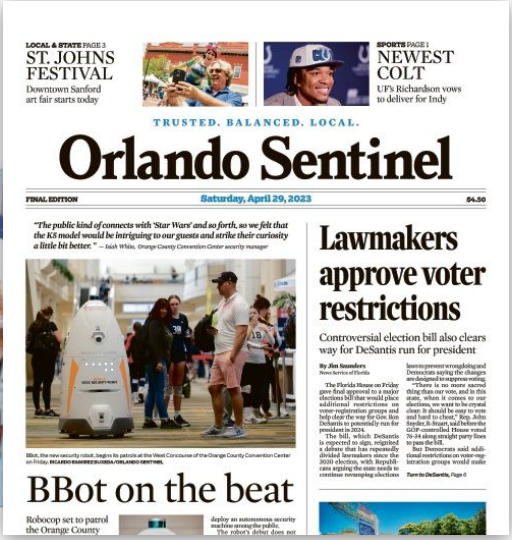


# INSERTS: A STEP ABOVE

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

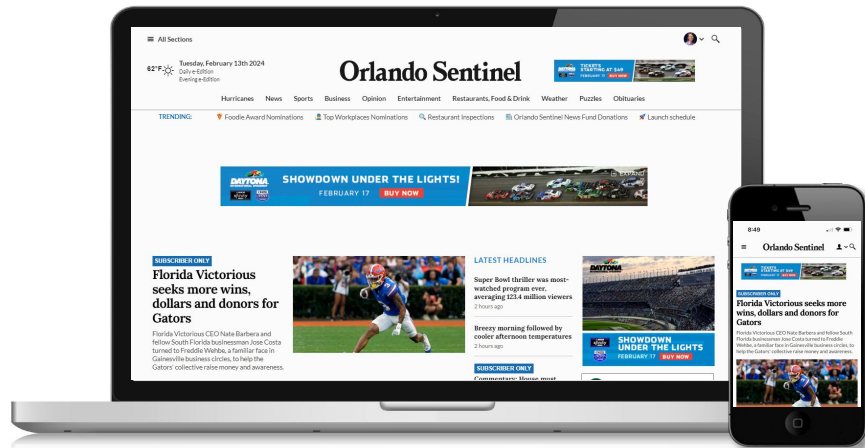
Coda Ventures Triad Newspaper Ad Effectiveness Service. (Based on 300,000 newspaper readers from 2016 – 2018).



# 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
- RICH MEDIA
- PAID POSTS
- SWEEPSTAKES
- CONTESTS

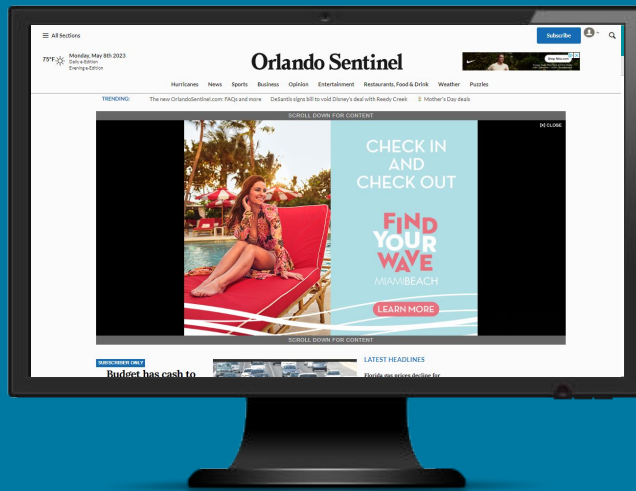
- TARGETING
- GEOGRAPHIC
- CONTEXTUAL
- DEMOGRAPHIC
- BEHAVIORAL
- DAYPARTING
- AUDIENCE





# HIGH IMPACT RICH MEDIA

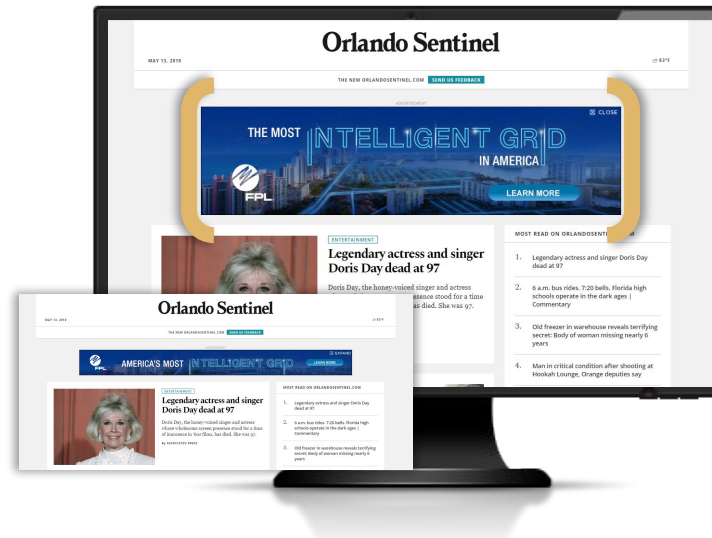
LIGHTHOUSE  
ROS



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

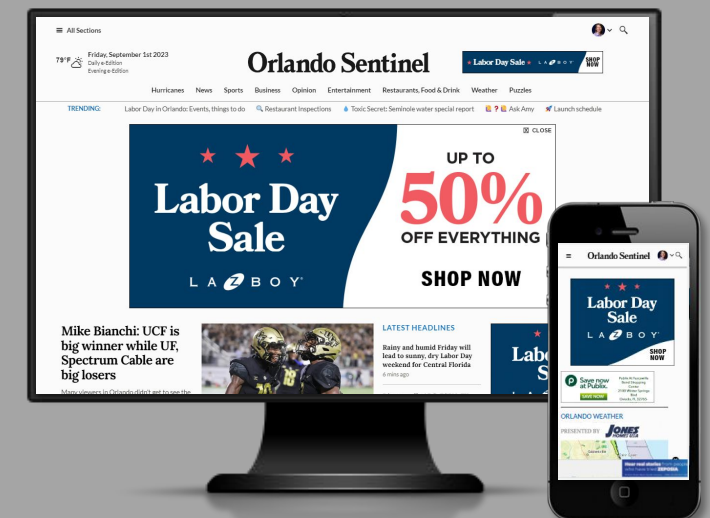
Source: Google Analytics, 2023.

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



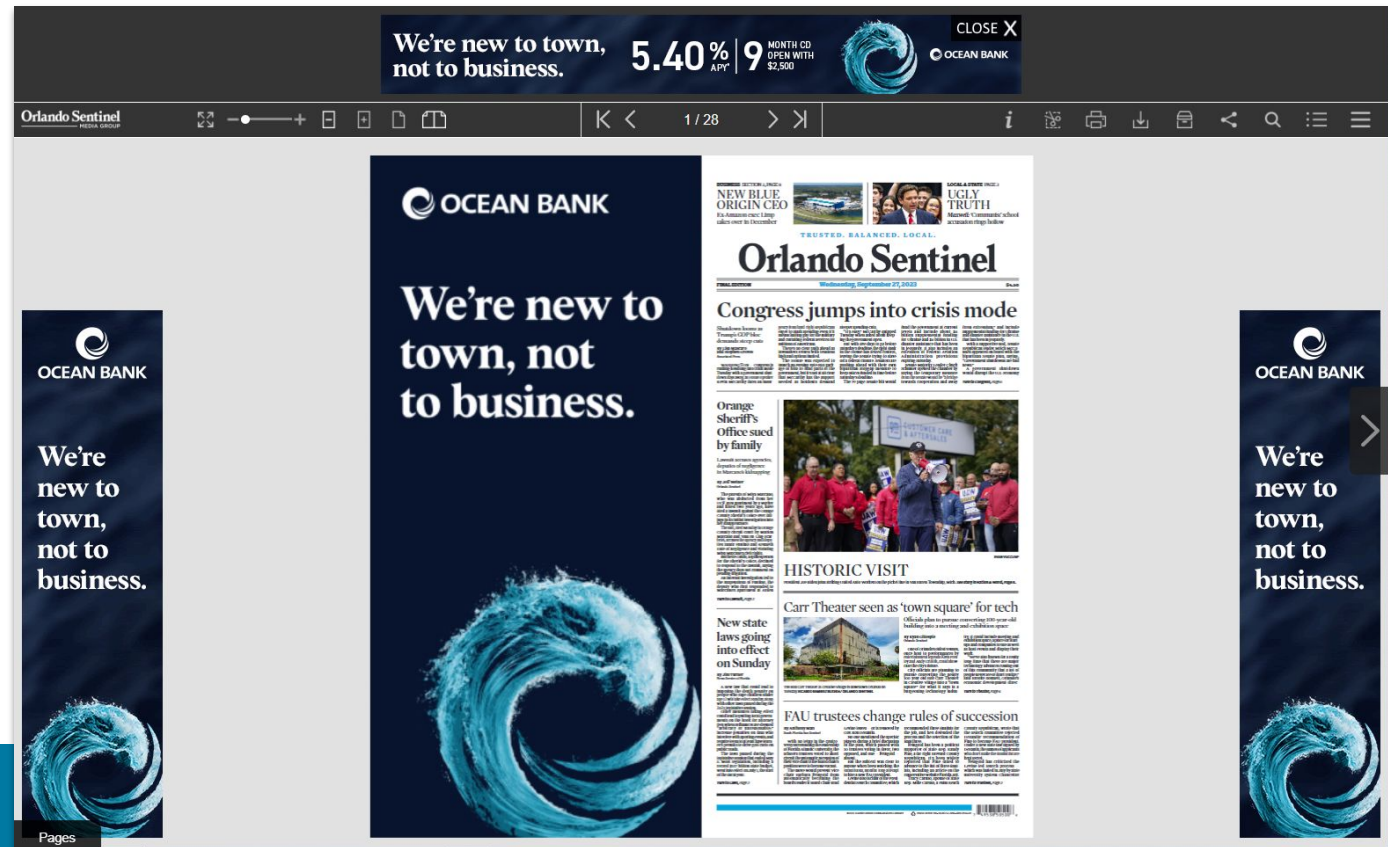


# E-EDITION

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**

Because Your Health Matters

Primary care for Medicare patients

WELCOMING NEW PATIENTS



LEARN MORE

Powered by Livestrong

Cancer rising in Central Florida | Orlando Sentinel Medicare guide | Blue Spring State Park accessibility

Cancer is rising in Central Florida's young adults, doctors warn



The Western diet, sedentary lifestyle, use of tobacco and alcohol and stress are driving up young and middle-aged adults' cancer rates.

Read more →

Compare Medicare drug and advantage plans with Orlando Sentinel 2024 Medicare Guide



The Orlando Sentinel Medicare Guide will help you compare plans in your county and see the key benefits of each. You can find out how costs have changed, what's new in the Medicare landscape, and more. Read the digital e-edition version of our Medicare Guide here.

Read more →

Because Your Health Matters

Primary care for Medicare patients

WELCOMING NEW PATIENTS



LEARN MORE

Powered by Livestrong

# 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: 23,800**

### 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: 82,400**

### 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: 4,800**

## 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: 28,800 - 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**



# 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

A screenshot of the Orlando Sentinel website. The top navigation bar includes the 'Orlando Sentinel' logo and the article title 'GATORS PODCAST: SEC in catbird's seat, Billy Napier hot seat lunacy, epic rally in men's golf (Ep. 166)'. Below the title are social media icons for Twitter, Facebook, and a share icon. The main content area features a large photo of two men in suits, one of whom is Billy Napier. To the right of the photo is a vertical advertisement for 'NFL Sunday Ticket' with a '\$100 off' offer and a 'GET IT NOW' button. The ad also includes the NFL logo and a 'YouTube' icon.

# 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 2,770 subscribers made up of developers, contractors, architects, engineers, real estate brokers, CEOs and decision makers.

[GrowthSpotter.com](https://www.growthspotter.com)

EDITOR & PUBLISHER  
**EPPY**  
2023 Awards

2023 BEST BUSINESS/  
FINANCE WEBSITE

SUBSCRIBERS UP **20%** YOY

**GROWTHSPOTTER.COM**

Average Monthly Traffic

**95,400**

Page views

**E-NEWSLETTER**

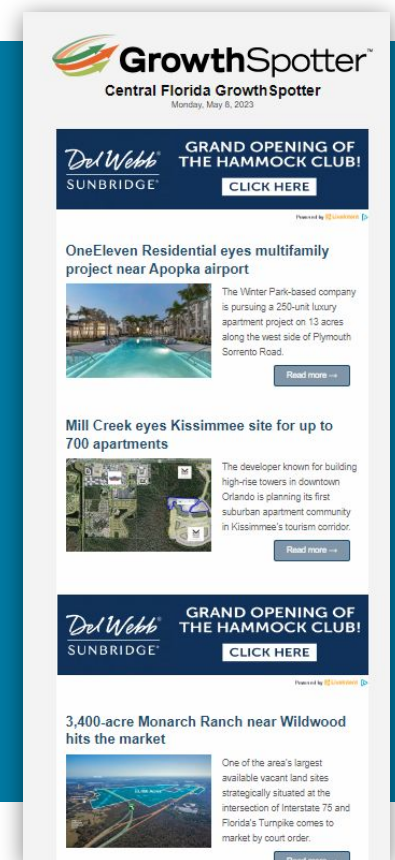
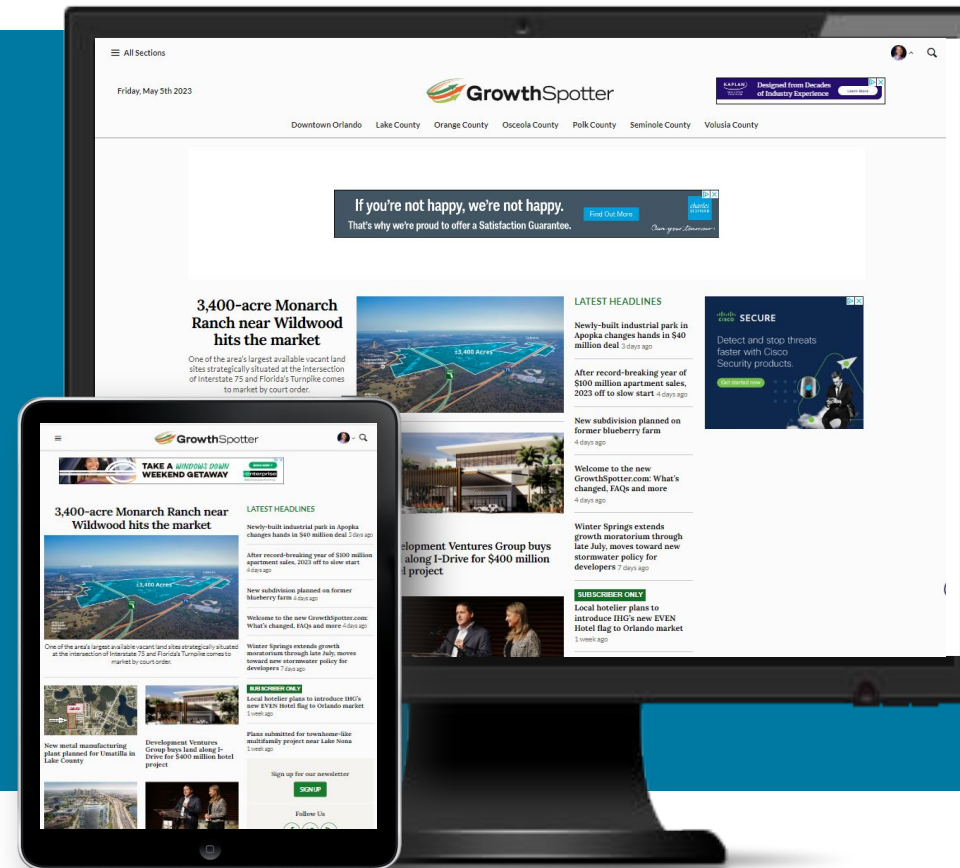
Monday - Friday

**4,800**

Subscribers

**54%**

Open Rate





# ORLANDO SENTINEL 2024 EVENTS

**TOP  
WORK  
PLACES  
2024**

**Orlando Sentinel**

**SEPTEMBER 26, 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

Orlando Sentinel  
**PRIME**  
OF YOUR LIFE  
**EXPO**  
AGE WITH CONFIDENCE

**OCTOBER 19, 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