



REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

DELIVERING

ORLANDO



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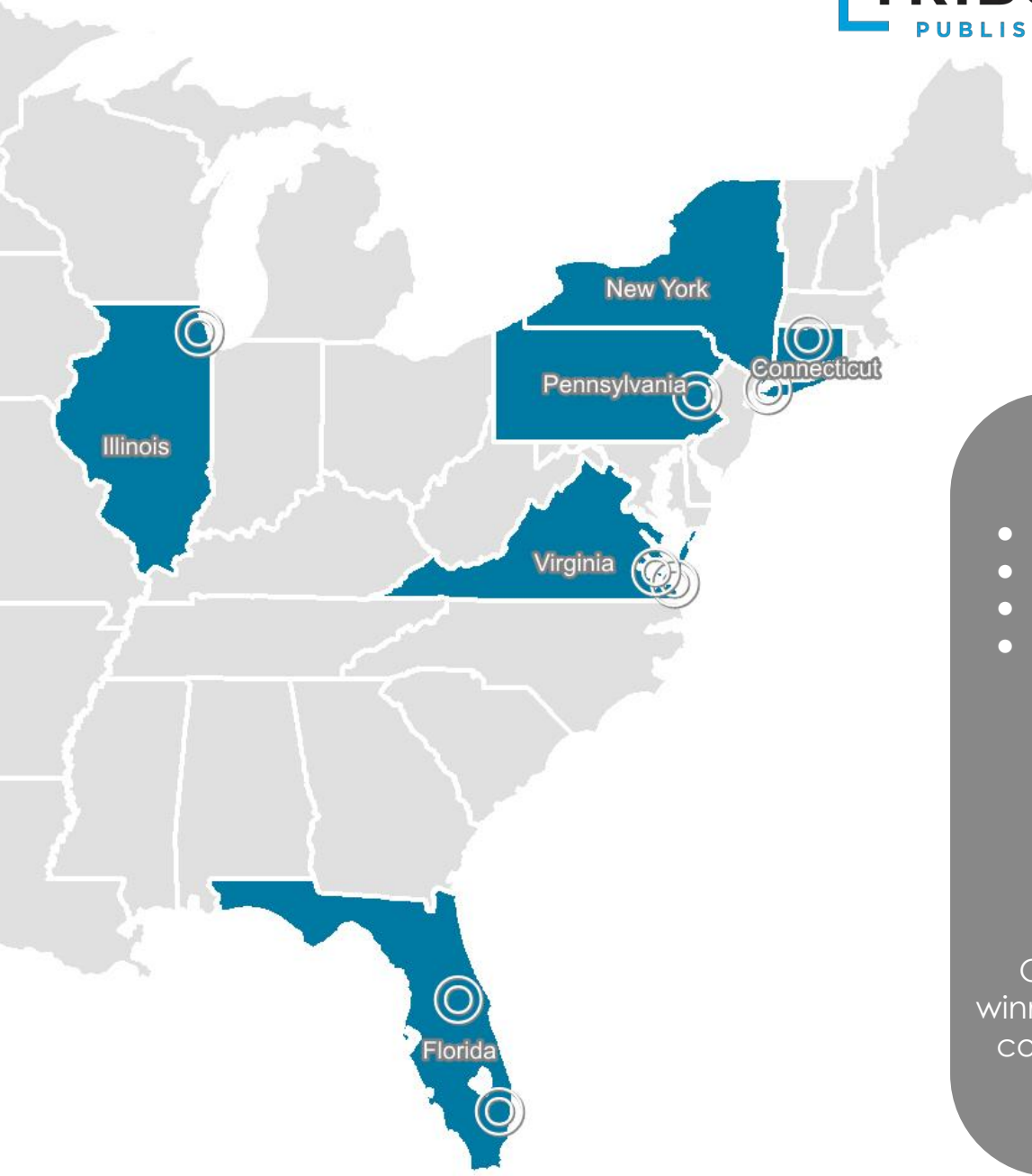
For nearly **150 years** the Orlando Sentinel has been the leading credible news, information and advertising source for our communities.

We have the resources & scale to reach your desired audience – anyone, anytime, anywhere.



COMPANY PROFILE

Tribune Publishing provides high-quality journalism that **informs, inspires and engages our local communities**. Our brands create and distribute content across our media portfolio, offering integrated marketing, media and business services to consumers and advertisers.



REACH

- 7 Markets
- 8 Local Media Publishers
- 7.2 Million Readers Weekly
- 11.1 Million Unique Visitors/Mo

RESOURCES

STUDIO
1847

Our award-winning branded content studio

adtaxi

Our full-service digital marketing agency

Source: Scarborough 2025, R1; Google Analytics, Monthly Average, January - December 2025.

TRUSTED BRANDS

Orlando Sentinel
MEDIA GROUP
Orlando, FL

SunSentinel
MEDIA GROUP
Ft. Lauderdale, FL

Chicago Tribune
Chicago, IL

THE MORNING CALL
Allentown, PA

DAILY NEWS
New York, NY

Hartford Courant
Hartford, CT

Daily Press
Newport News, VA

The Virginian-Pilot
Norfolk, VA

CELEBRATING 150 YEARS



Orlando Sentinel 150th Anniversary

Click Here to View Our
Anniversary Video



Proudly Serving Central Florida
Since 1876

2026 marks a milestone year for Orlando Sentinel as we celebrate **150 years of serving Central Florida** – delivering trusted news, information, and advertising as a proud partner in the community since 1876.

We're actively planning our 150th anniversary celebration – and we want you to be part of it! Throughout 2026, we'll feature monthly editorial themes that explore the rich history of our community. How has Central Florida evolved over the past 150 years? And what does the future hold?

Topics include: Tourism • Sports • Arts/Culture • Weather • Education • Politics • Transportation, and much more!

Plus, we'll host several events and sweepstakes to engage with our readers, employees, local businesses and the Central Florida community.

Ask your account manager about unique sponsorship opportunities.



TOP 10 NEWSPAPERS IN FLORIDA

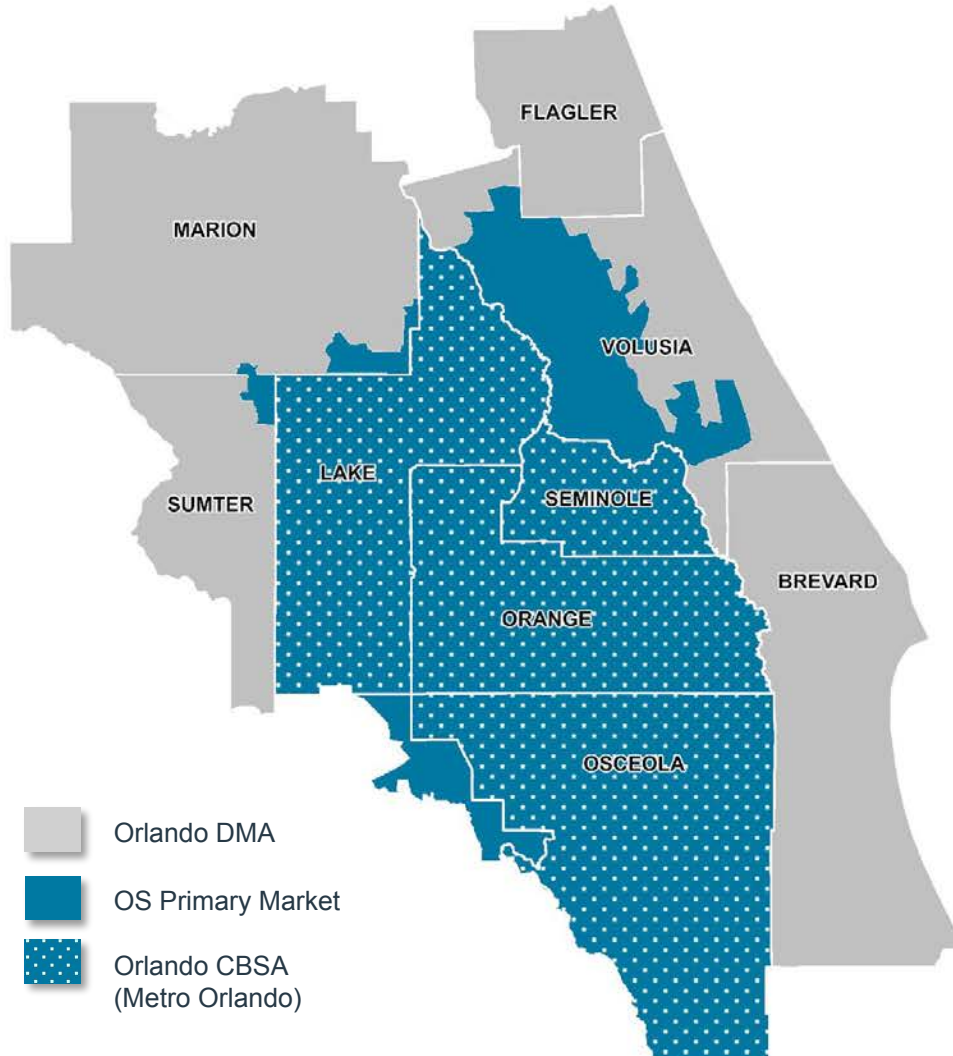
ORLANDO SENTINEL IS THE 3RD LARGEST
CIRCULATED NEWSPAPER IN FLORIDA

Media Property	City	Sunday (Print + E-Edition)	Weekday (Print + E-Edition)
Tampa Bay Times	St. Petersburg	124,714	117,025
Sun Sentinel	Deerfield Beach	86,957	77,067
Orlando Sentinel	Orlando	73,367	58,967
Villages Daily Sun	The Villages	54,465	54,011
The Palm Beach Post	West Palm Beach	23,241	19,788
Sarasota Herald-Tribune	Sarasota	22,284	20,235
Naples Daily News	Naples	18,887	17,293
Florida Times-Union	Jacksonville	13,932	11,744
News-Press	Ft. Myers	13,794	11,569
Florida Today	Melbourne	12,061	10,124

Source: AAM News Media Statements, 6 Months Ended March 31, 2025.

Note: Miami Herald is no longer measured by AAM (In March 2024 Sunday = 53,059, Weekday = 52,301).

COVERING KEY MARKETS



POPULOUS

- **5.1 Million** People in the DMA
- **14th Largest** DMA in the Country



GROWING

- **4th Fastest Growing** DMA in the U.S. by Total Population Change
- Central Florida added **625K+ New Residents** in the Past 6 Yrs.



DIVERSE

- **11th Largest** DMA for **Hispanics**
- **6th Fastest Growing** DMA by Total **Hispanic** Change

CENTRAL FLORIDA STANDS OUT

Central Florida's DMA is Larger than 26 States

Home to 10 of the World's Top Theme Parks

Recognized as the Modeling, Simulation & Training Capital of the World

75 Million Tourists Visit Annually

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

5 Pro Sports Teams

#2 Cruise Port in the World

LOCAL MASS REACH



MORE THAN **753K** WEEKLY
READERS IN PRINT/ONLINE

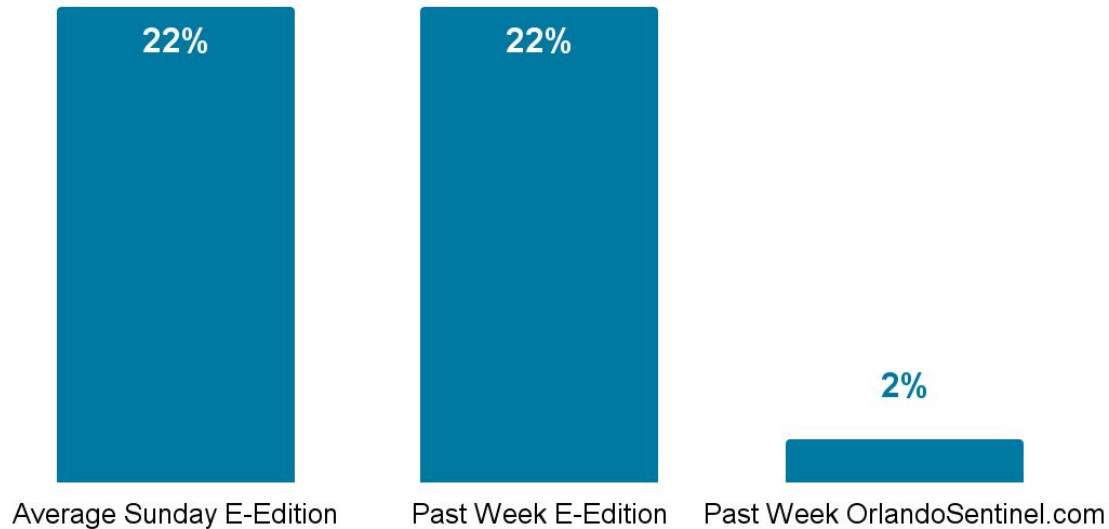
NO. 1 LOCAL DAILY
NEWSPAPER & NEWS SITE IN
METRO ORLANDO

24% WEEKLY REACH IN
PRINT/ONLINE IN METRO
ORLANDO

READERSHIP GROWTH

ORLANDO SENTINEL HAD A SIGNIFICANT INCREASE IN
E-EDITION READERS OVER THE PAST YEAR

**ORLANDO SENTINEL READERSHIP
METRO ORLANDO**
2024 – 2025 % change





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

\$109,500

avg. household income
(\$19,900 Higher Than Mkt. Avg.)

49

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

68%

employed
(Index 119)

50%

white collar occupations
(Index 127)

45%

college graduate or more
(Index 148)

38%

net worth \$500,000+
(Index 114)

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

217K

Daily Readers
(includes print & e-edition)

298K

Sunday Readers
(includes print & e-edition)



NO. 1 LOCAL NEWSPAPER IN ORLANDO
141% MORE READERS THAN CLOSEST COMPETITOR



ORLANDO SENTINEL

Thursdays & Sundays

INSERTS INSPIRE ACTION

27%

OF U.S. ADULTS SAID THAT AN
ADVERTISING CIRCULAR LED
THEM TO **TAKE ACTION**
– SUCH AS MAKING A PURCHASE
OR VISITING A WEBSITE – IN THE
LAST 30 DAYS

Source: AdMail, 2025.



ORLANDOSENTINEL.COM

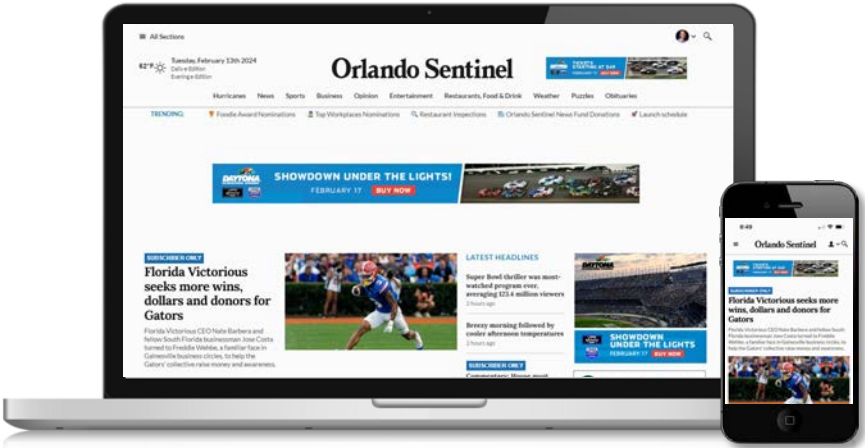
ONLINE READERS

2.5M

PAGE VIEWS/MO

1.1M

UNIQUE VISITORS/MO



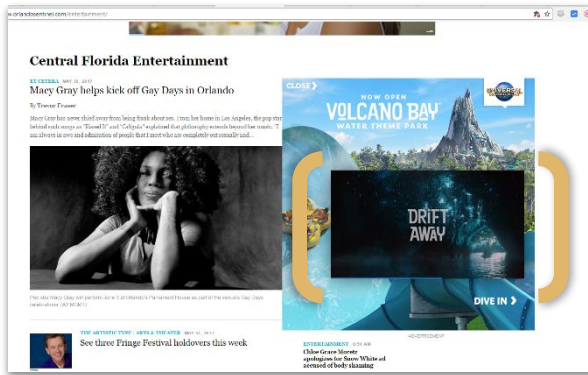
NO. 1 LOCAL NEWS SITE IN ORLANDO

Source: Google Analytics, January–December 2025, 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



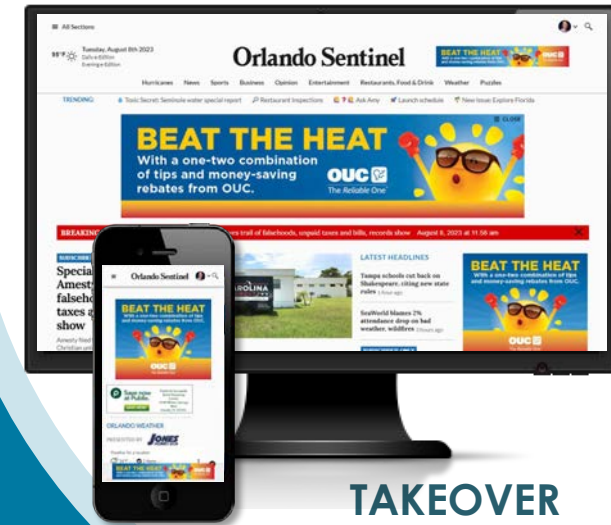


IN-UNIT VIDEO

(targeting available)

BILLBOARD

100% Share of Voice

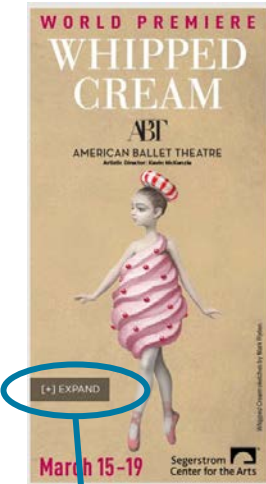


TAKEOVER

100% Share of Voice on all units above the scroll (+150K impressions)

DYNAMIC ADS

expand outside of the ad unit across the screen using animation
([click here for example](#))



RICH MEDIA

ON ORLANDOSENTINEL.COM

Stand out on Central Florida's leading local news website.
Take over the homepage, showcase your video, or let us create a dynamic ad that captures attention. Our high-impact ads are designed to turn heads and drive results for your business.



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
- Obituaries



E-EDITION

READERS ARE FLOCKING TO THE DAILY
DIGITAL REPLICA OF THE NEWSPAPER

LOYAL

12.0M

MONTHLY
PAGE VIEWS

61K

MONTHLY
UNIQUE VISITORS

LOCAL

48% OF PAGE VIEWS ARE
FROM THE **CENTRAL FLORIDA DMA**,
AND **66%** ARE FROM **FLORIDA**

ENGAGED

18

MINUTES
SPENT

78%

OF VIEWS ON
TABLET/DESKTOP

AD AVAILABILITY

PAGE 0: Prominently Positioned, Full Page Digital Ad
That Sits Opposite the Front Page

ROS: Bottom Banner and Reskin Ad Positions

ROADBLOCK: 100% SOV on the First Three Pages

Source: Google Analytics, 2025.

Orlando Sentinel E-Edition



E-NEWSLETTERS

Connect with a digital audience of engaged readers who have asked to receive updates on topics that interest them most. Your message is served in the form of highly visible marquee ads and includes all ad positions in the newsletter.

OrlandoSentinel.com E-Newsletters

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: 113,800

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: 218,400

SENTINEL SPORTS FINAL (Monday - Sunday)

Every morning, get the late sports scores and stories from the night before.
Subscribers: 3,000

EVENING UPDATE (Monday - Sunday)

Stay up to date on the most important Central Florida news and information of the day.
Subscribers: 6,300

GROWTHSPOTTER (Monday - Friday)

By subscription only, covering property acquisition & new development.
Subscribers: 4,700

Orlando Sentinel

Theme Park Rangers
Wednesday, May 22, 2024



Guide to new parades, shows and rides | Horror Nights houses | DreamWorks Land 1st look

Theme parks: Your guide to new parades, shows, rides, summer 2024

Disney, Universal and SeaWorld bring out new and enhanced rides in the coming months.



Orlando Sentinel

News Alert



Orlando Sentinel

Sentinel Sports Final
Tuesday, September 5, 2023



UF's Billy Napier on Gators' losing ways: 'We're going to fix it' | UCF tweaking travel routine for long road trip to Boise State | 3 things learned from FSU's blowout win over LSU

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: 27,700 - No Boost

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

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

PRIME LIVING

Insights on health, wellness, finance, real estate, travel & more for the 50+ crowd.
Boosted with 100K+ Email Delivery

OBITUARIES

View the week's obituaries delivered directly to your inbox.
Boosted with 100K+ Email Delivery

ORLANDO SENTINEL FLASHBACKS **NEW!**

Take trips down memory lane in celebration of our 150th anniversary.
Boosted with 100K+ Email Delivery

Orlando Sentinel E-Newsletters have an **average open rate of 33%**

SOCIAL ADVERTORIAL PAID POST


A BLEND OF NATIVE CONTENT & SOCIAL

Advertorial Paid Posts allow you to publish advertorial content on OrlandoSentinel.com. We then utilize on-site native integration and social media to drive a targeted audience to your article. Highlight your grand opening, anniversary, special event, company history, or the features that make your product or service unique. This story is all about you!

76% of Central Florida adults accessed Facebook in the past 30 days.

Source: Scarborough 2025, R1. Orlando DMA adults.

SPONSORED CONTENT



Whether you're an art enthusiast or a motorcycle enthusiast, Daytona Beach is the place for you

By **DAYTONA BEACH** — Where the Central Florida coast meets the stunning Atlantic Ocean, you'll find 23 miles of sprawling sands known as the "World's Most Famous Beach." And while the shoreline itself and the nearby Daytona International Speedway may garner...

Native Story Promotion on OrlandoSentinel.com

 Orlando Sentinel with Daytona Beach Area Convention and Visitors Bureau.
Paid Partnership · March 6 at 11:06 AM ·

PAID POST: Whether you want to relax on the beach, soak in local culture or learn some Florida history, Daytona Beach has a little something for everyone to enjoy.



WWW.ORLANDOSENTINEL.COM/PAID-POST

[PAID POST] Make Daytona Beach your next vacation destination

Where the Central Florida coast meets the stunning Atlantic Ocean, you'll fin...



[Learn more](#)

Promoted Facebook Post Targeting Your Desired Audience

Orlando Sentinel

SPONSORED CONTENT

Whether you're an art enthusiast or a motorcycle enthusiast, Daytona Beach is the place for you



Paid Post for DAYTONA BEACH
February 22, 2024 at 5:00 PM





Photo provided by Daytona Beach

Where the Central Florida coast meets the stunning Atlantic Ocean, you'll find 23 miles of sprawling sands known as the "World's Most Famous Beach." And while the shoreline itself and the nearby Daytona International Speedway may garner much of the attention, you'll find the entire Daytona Beach area filled with ideal diversions for traveling families — like yours. You'll only have to drive an hour for a relaxing weekend beach getaway.


Hugging the Intracoastal Waterway, the Riverfront Esplanade is a premier gathering space and botanical garden in downtown Daytona Beach. Composed of more than a mile of waterfront running

Reel in some memories.



PLAN A TRIP
DAYTONA BEACH

Trade bored for a board.



RUN A TRIP
DAYTONA BEACH

Advertorial Story Published on OrlandoSentinel.com

GROWTH SPOTTER

REACH A PRIME AUDIENCE OF
LOCAL BUSINESS LEADERS

GrowthSpotter.com

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 2,613 subscribers made up of developers, contractors, architects, engineers, real estate brokers, CEOs and decision makers.

NEARLY **3,000** SUBSCRIBERS

GROWTHSPOTTER.COM

Average Monthly Traffic

88,100

Page views

E-NEWSLETTER

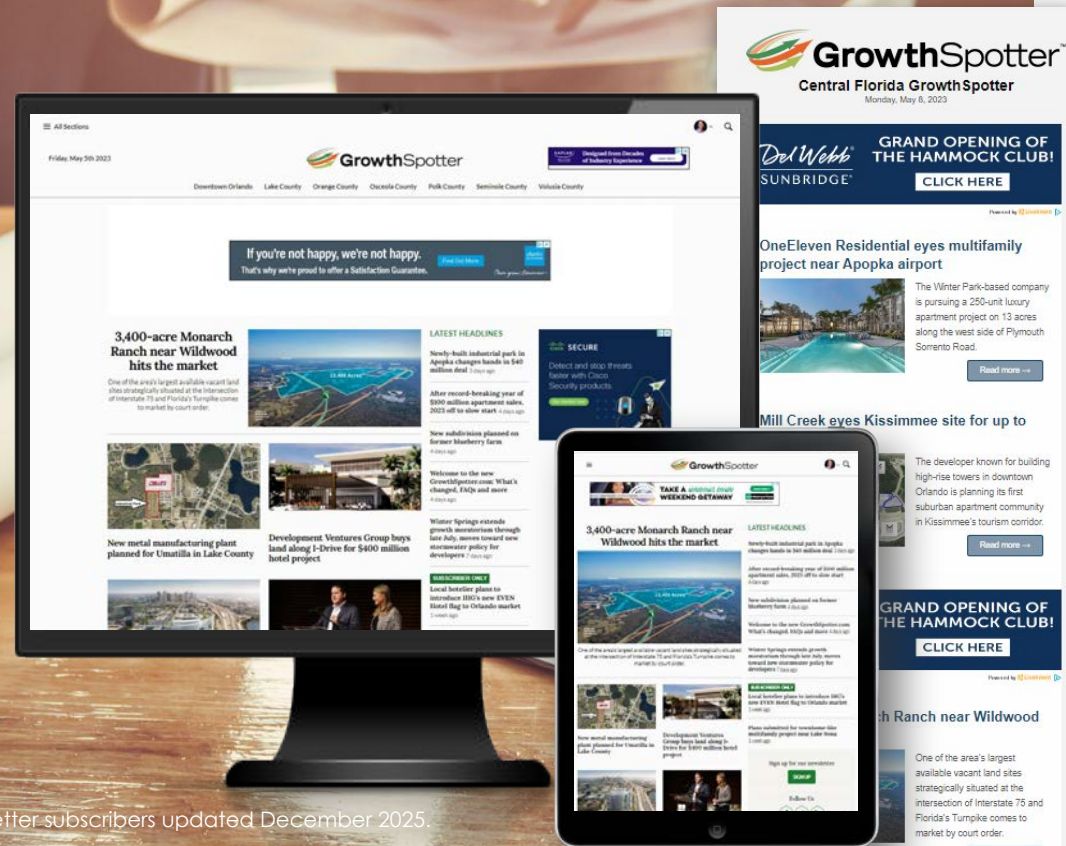
Monday - Friday

4,700

Subscribers

53%

Open Rate



ORLANDO SENTINEL TOP WORKPLACES 2026



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

SEPTEMBER 2026

[Orlando Sentinel Top Workplaces](#)

A man with curly hair and a beard, wearing sunglasses and a light-colored jacket, is laughing while driving a car. A woman with long hair, wearing a straw hat and sunglasses, is sitting in the passenger seat, also laughing. The car's interior, including the dashboard and steering wheel, is visible. The background shows palm trees and a bright, sunny day.

THANK YOU

WE LOOK FORWARD TO DELIVERING
RESULTS FOR YOUR BUSINESS

Orlando Sentinel
— MEDIA GROUP