



REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

DELIVERING

ORLANDO



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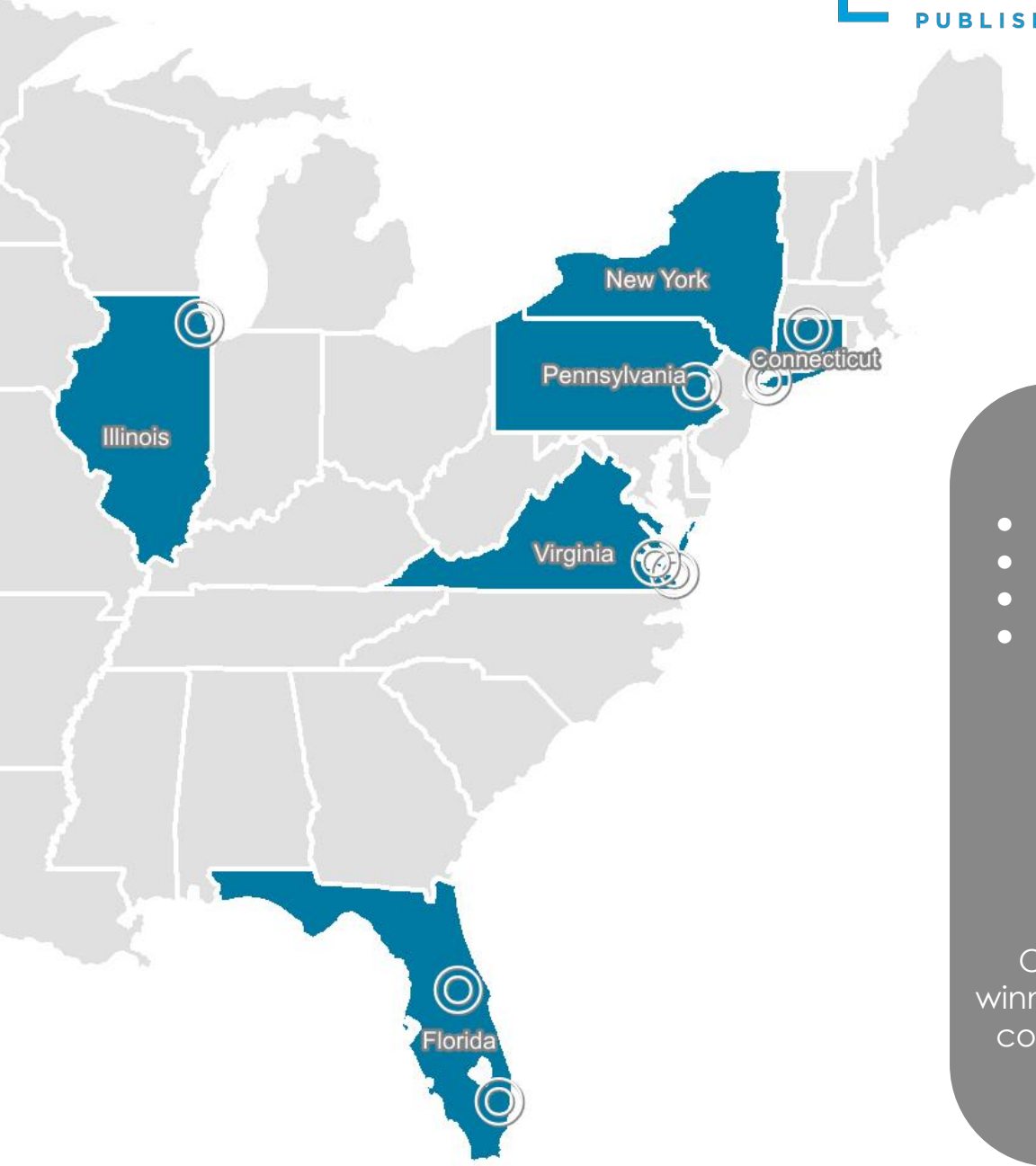
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For nearly **150 years** the Orlando Sentinel has been the leading credible news, information and advertising source for our communities.

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

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.

The celebration has started, but you can still be a 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.

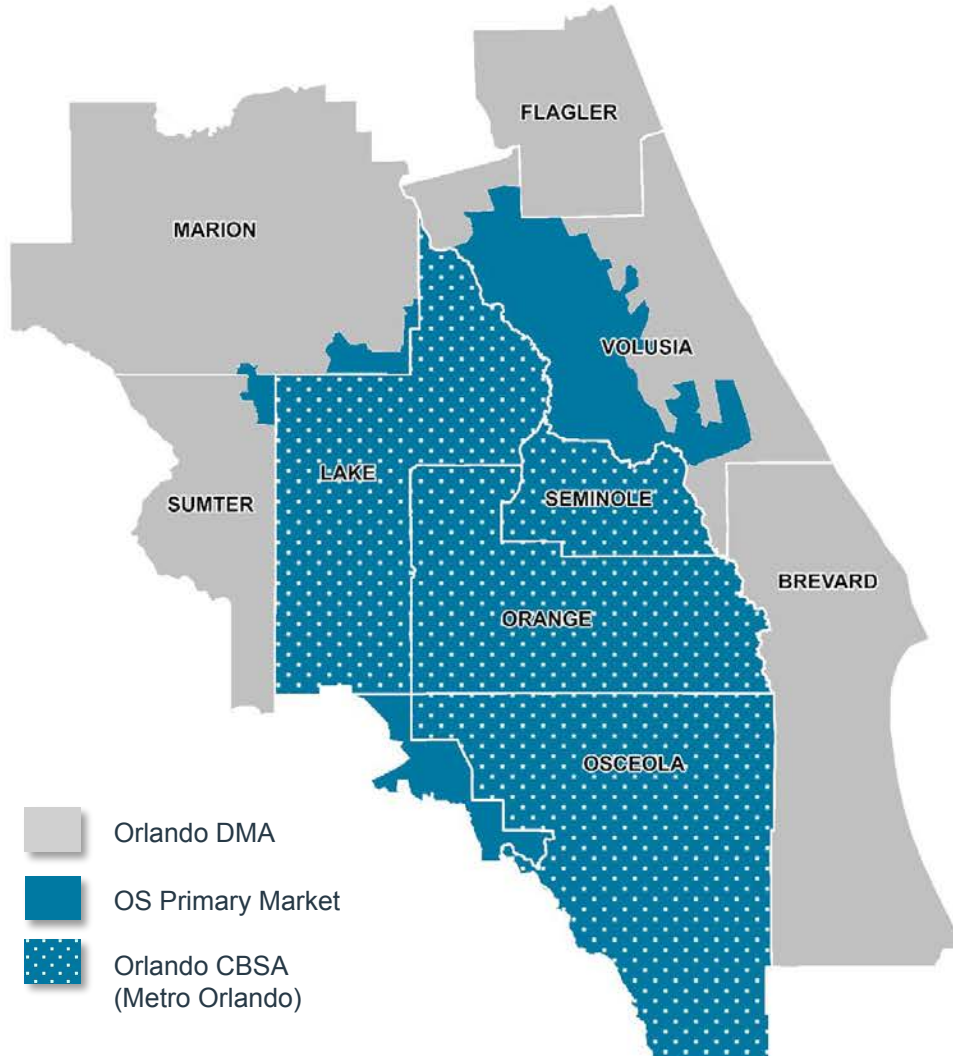


TOP 10 NEWSPAPERS IN FLORIDA

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	107,787	104,768
Sun Sentinel	Deerfield Beach	81,632	73,844
Orlando Sentinel	Orlando	66,303	55,899
Villages Daily Sun	The Villages	54,709	54,942
The Palm Beach Post	West Palm Beach	19,373	17,938
Sarasota Herald-Tribune	Sarasota	18,379	16,877
Naples Daily News	Naples	15,512	14,184
Florida Times-Union	Jacksonville	11,434	10,037
News-Press	Ft. Myers	10,893	9,382
Florida Today	Melbourne	9,276	8,146

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

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

7 Pro Sports Teams

#1 Cruise Port in the World

LOCAL MASS REACH



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

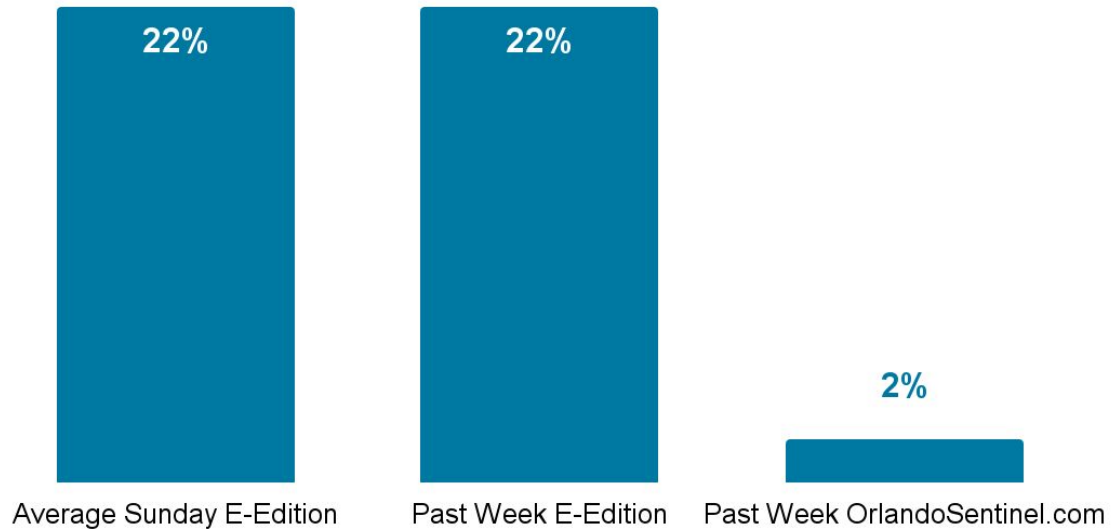
NO. 1 LOCAL DAILY NEWSPAPER & NEWS SITE IN METRO ORLANDO

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*)

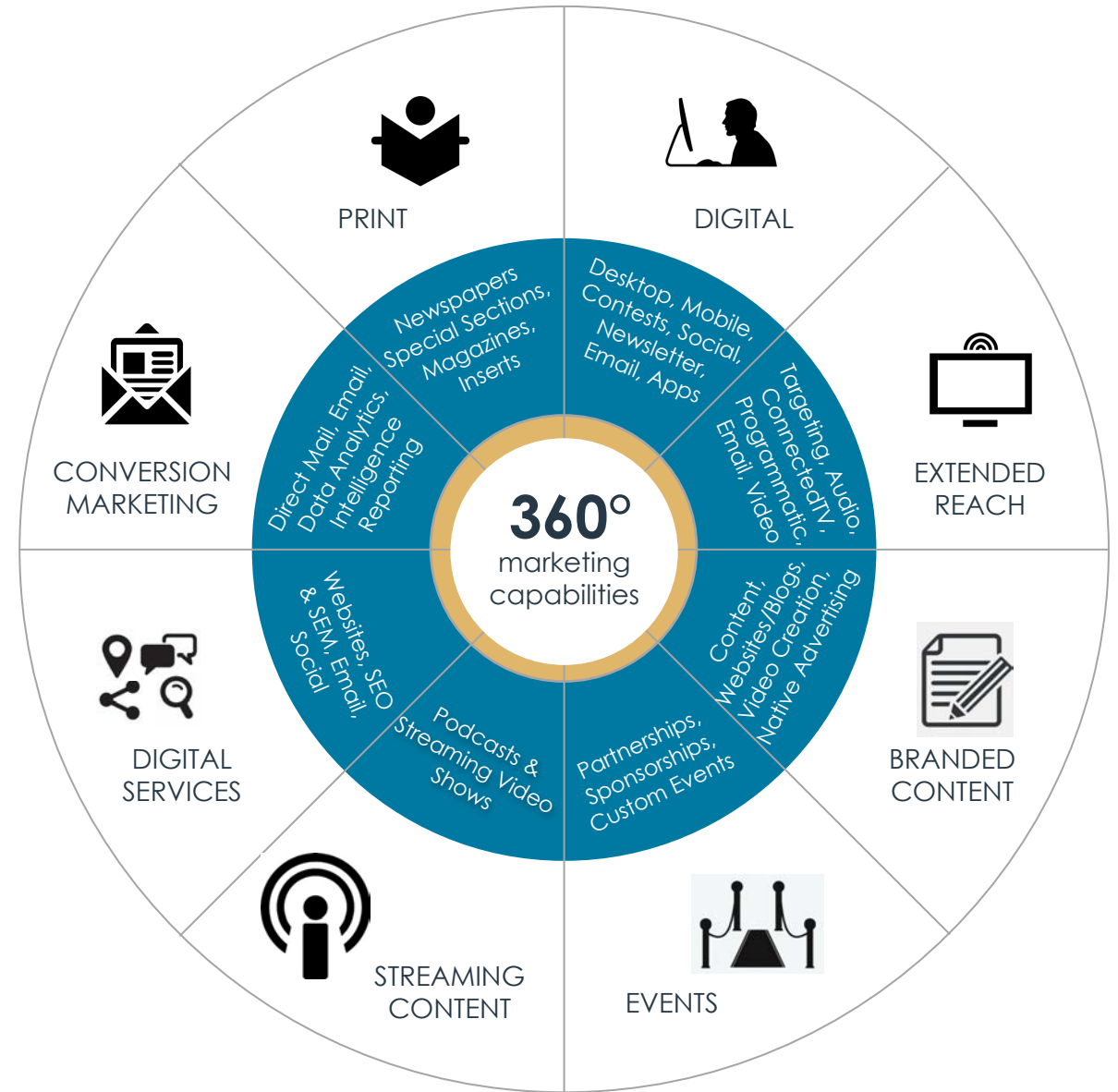
MULTIMEDIA

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

Source: Scarborough 2025, R1. Daily and Sunday Readers include e-edition.
Note: Print readership includes Orlando and Tampa DMAs.



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

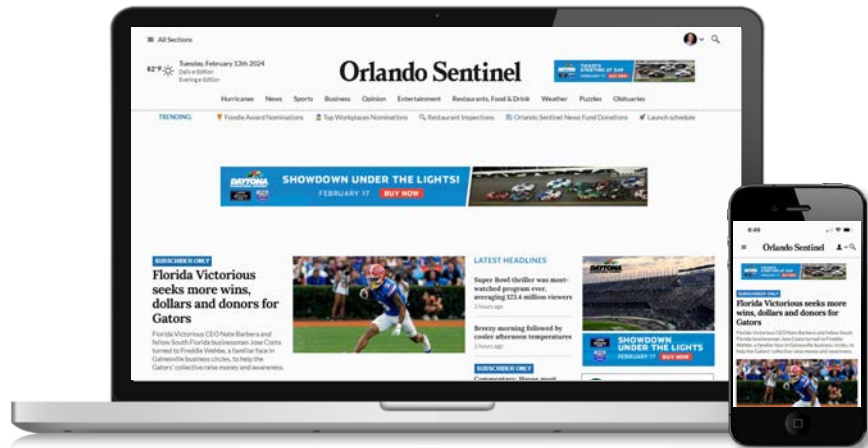
Source: AdMall, 2025.



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

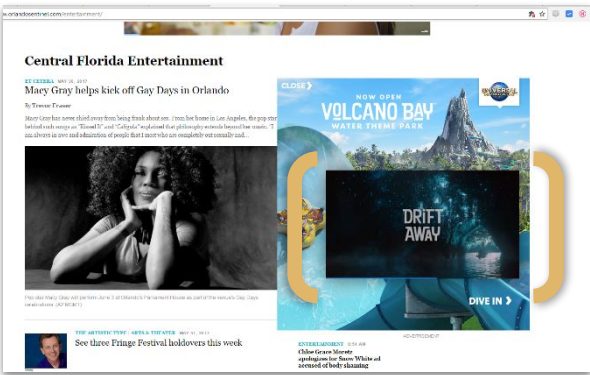
DEMOGRAPHIC

BEHAVIORAL

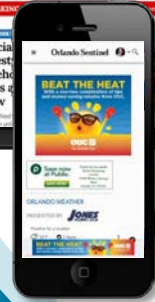
DAYPARTING

AUDIENCE





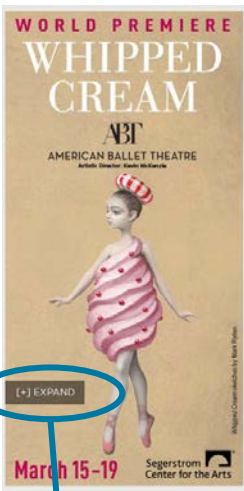
IN-UNIT VIDEO
(targeting available)



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



BILLBOARD
100% Share of Voice



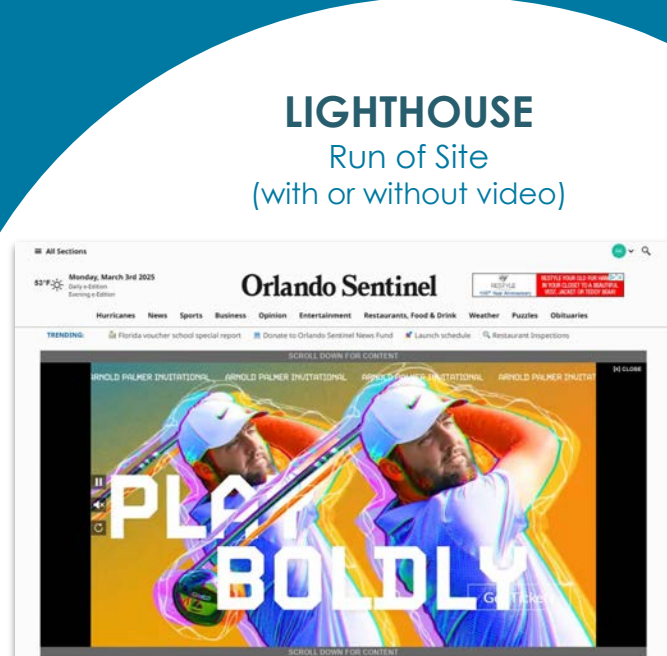
DYNAMIC ADS
expand outside of the ad unit across the screen using animation
([click here for example](#))



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.



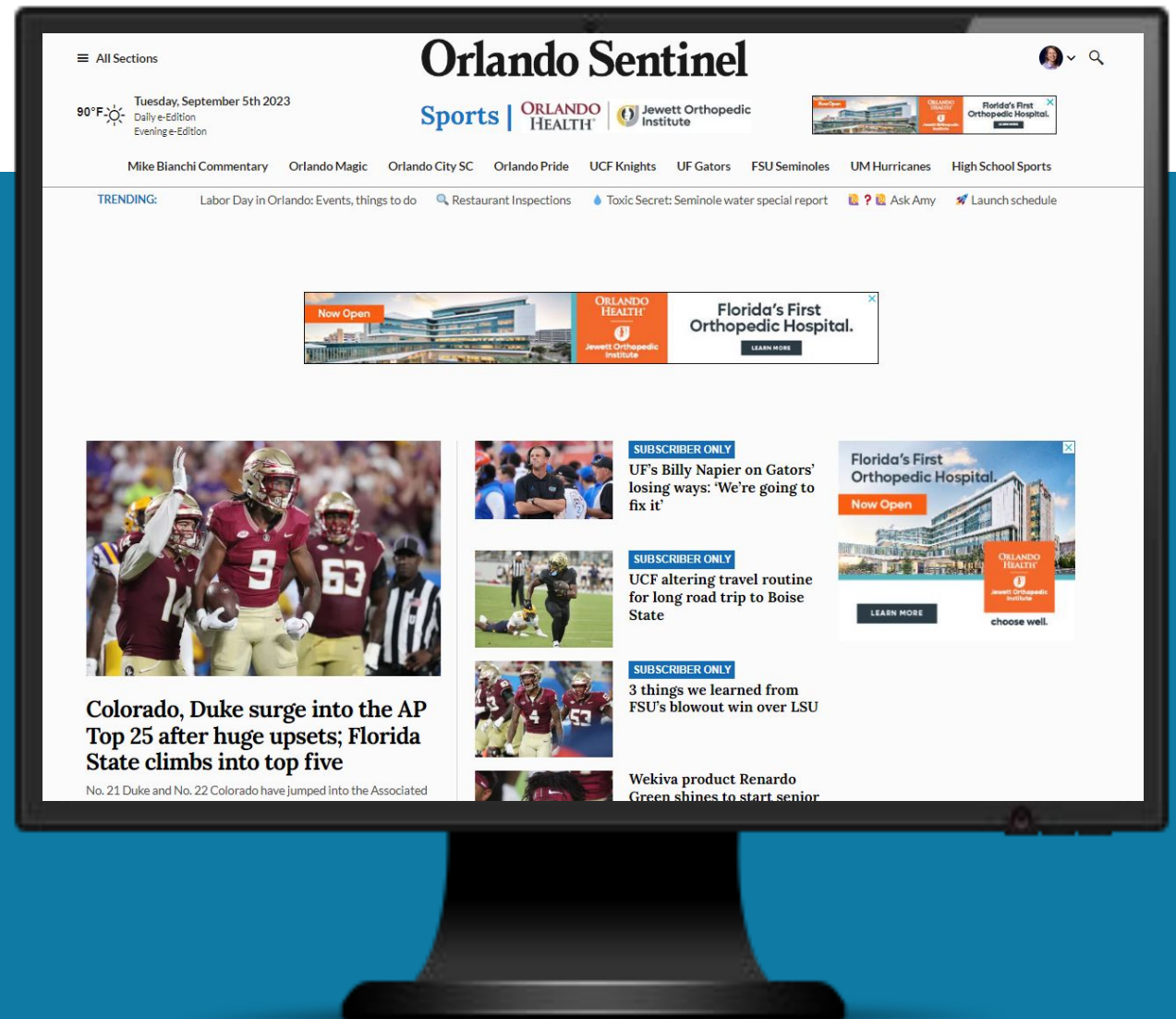
LIGHTHOUSE
Run of Site
(with or without video)

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 REPLICATION 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

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



Orlando Sentinel

Sentinel Sports Final

Tuesday, September 5, 2023



The fat ethics his ex-releas

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



OS 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 [Learn more](#)
 Where the Central Florida coast meets the stunning Atlantic Ocean, you'll fin...

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...

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

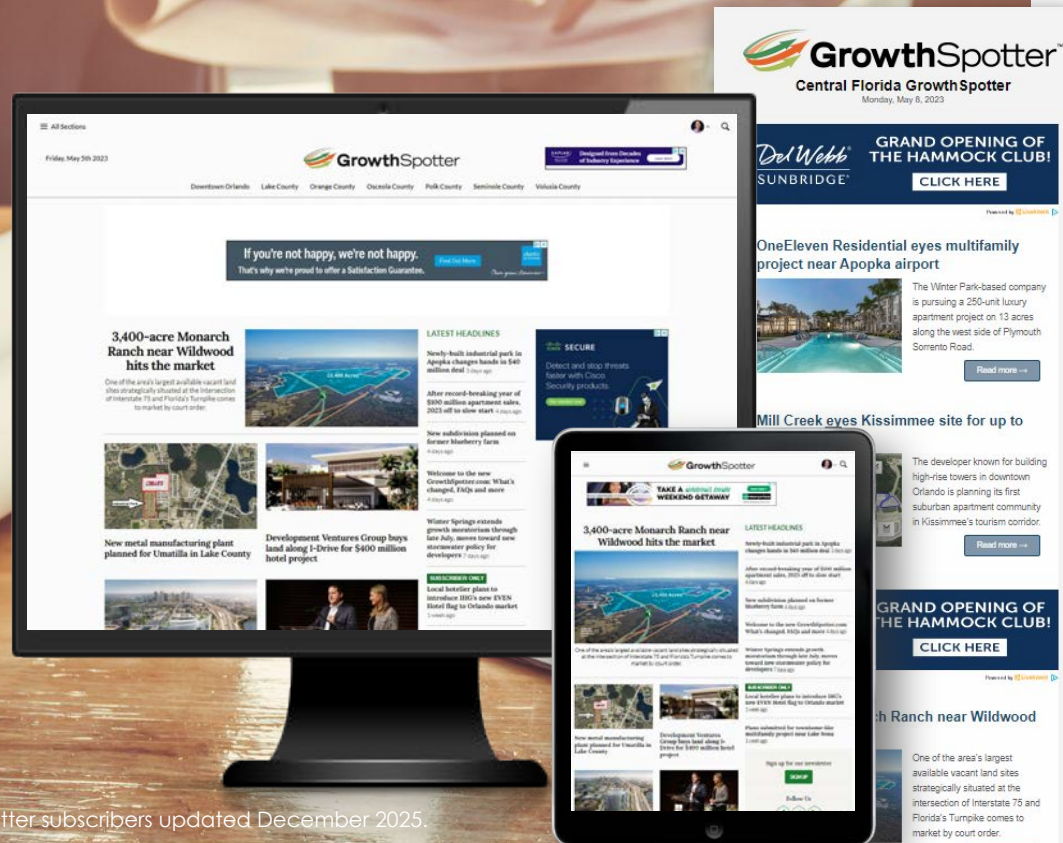
GROWTHSPOTTER.COM
Average Monthly Traffic

88,100
Page views

E-NEWSLETTER
Monday - Friday

4,700
Subscribers

53%
Open Rate



Source: Google Analytics, January – December 2025. E-newsletter subscribers updated December 2025.

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

OCTOBER 2, 2026

[Orlando Sentinel Top Workplaces](#)

A photograph of a man and a woman sitting in the front seats of a car, laughing and looking at each other. The man has long curly hair and a beard, wearing sunglasses and a light-colored jacket. The woman is wearing a straw hat, sunglasses, and a light blue denim shirt. 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