

REACHING YOUR TARGETS WITH MULTIMEDIA SOLUTIONS

CONNECTING YOU

TO ORLANDO FOR 150 YEARS





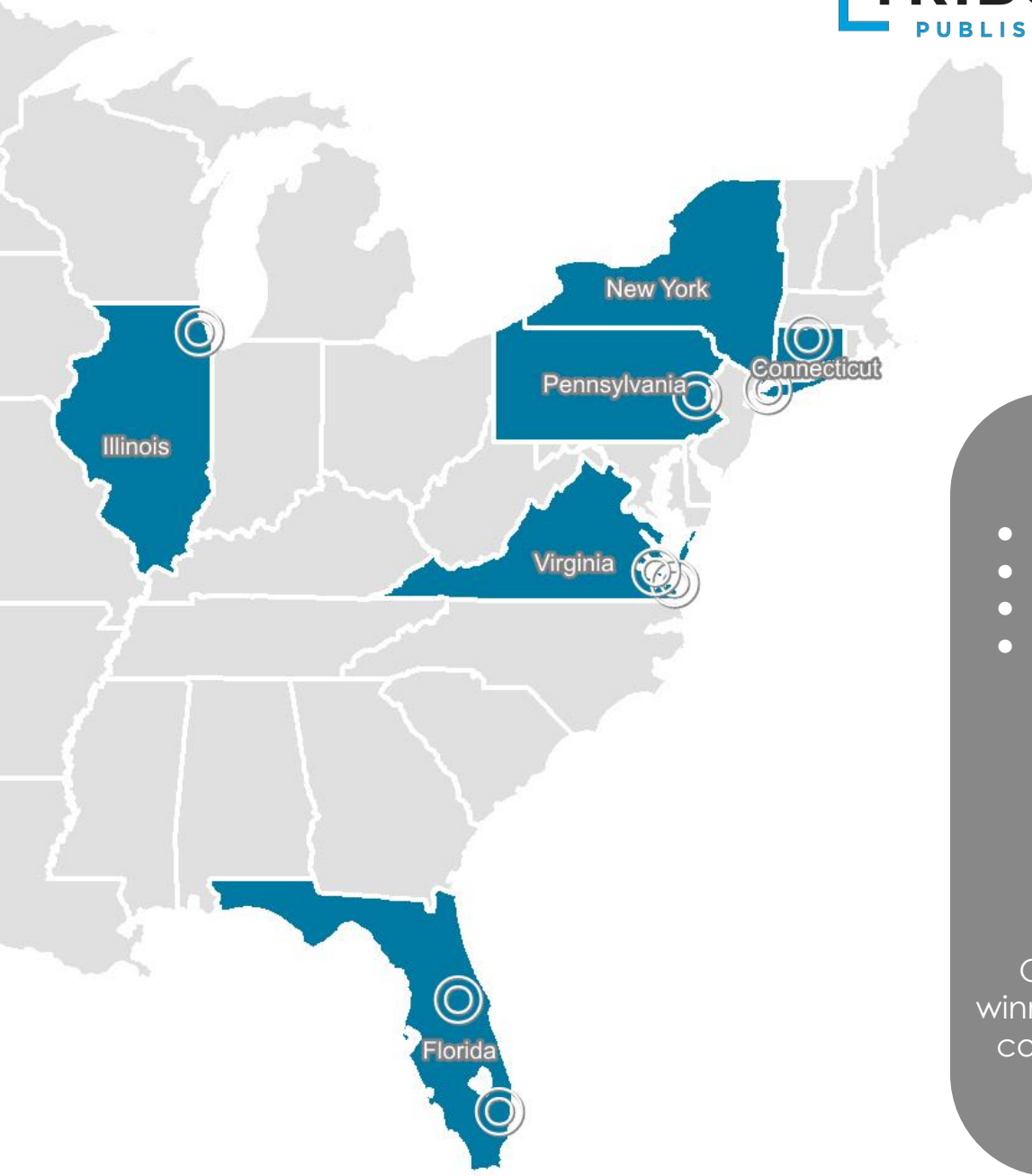
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For **150 years** the Orlando Sentinel has been the leading credible news, information and advertising source for our communities. We have the resources & scale to reach your desired audience – anyone, anytime, anywhere.

TRIBUNE PUBLISHING 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 2026, 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



Ask your account manager about unique sponsorship opportunities

150 YEARS OF TRUST.

2026 marks a milestone year. For a century and a half, the Orlando Sentinel has been the definitive voice of Central Florida—delivering credible news, vital information, and advertising as a proud partner in the community since 1876.

A Year of Celebration

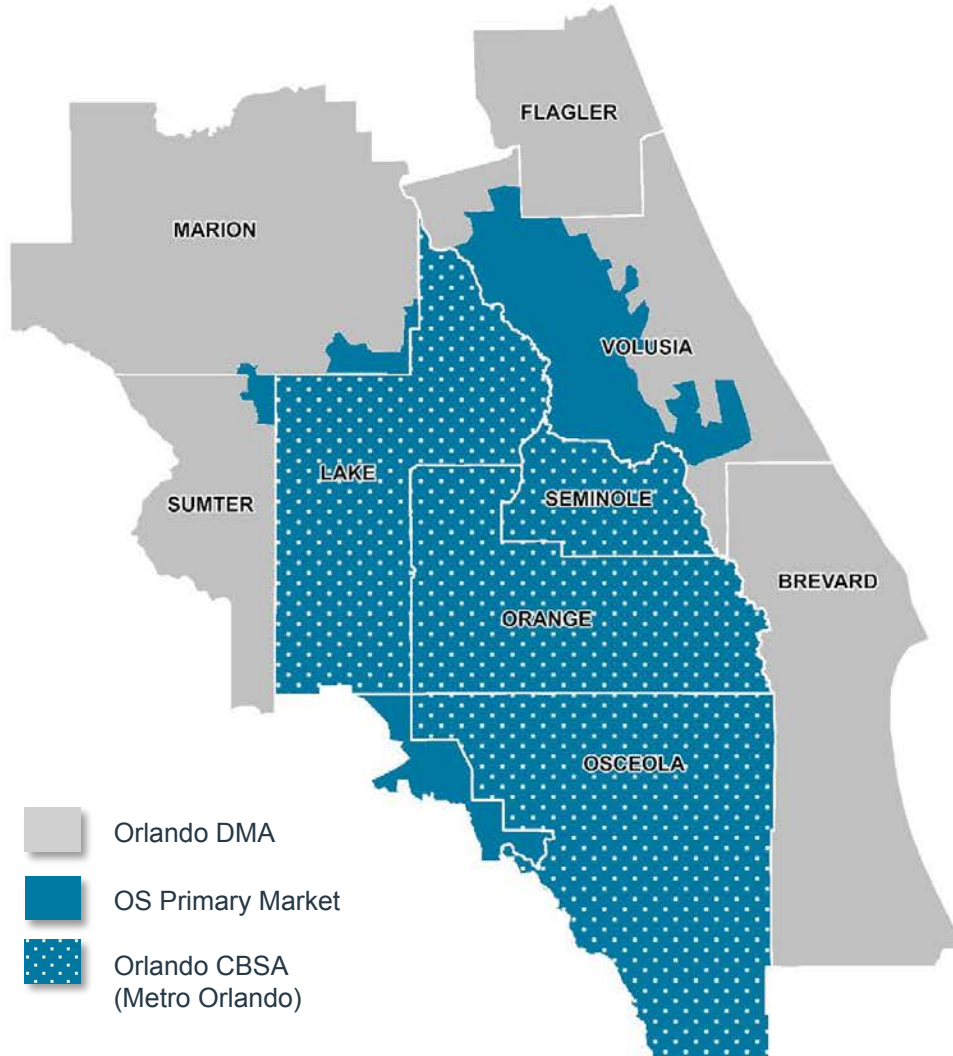
Featuring monthly editorial themes—Tourism, Sports, Arts/Culture, Weather, Education, Politics—and unique sponsorship opportunities for deep brand integration.

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	112,228	110,363
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



**LARGER THAN
26 STATES**

Central Florida DMA size



**10 TOP
THEME PARKS**

Home to the world's best



**CAPITAL OF
THE WORLD MS&T**

Modeling, Simulation & Training hub



**76M+
TOURISTS**

Annual visitors



**#2 PUBLIC
UNIVERSITY**

UCF, based on enrollment



**#1 CRUISE PORT &
7 PRO SPORTS TEAMS**

Global leisure and competitive hub

LOCAL MASS REACH



NEARLY
809K
WEEKLY
READERS
IN PRINT/
ONLINE

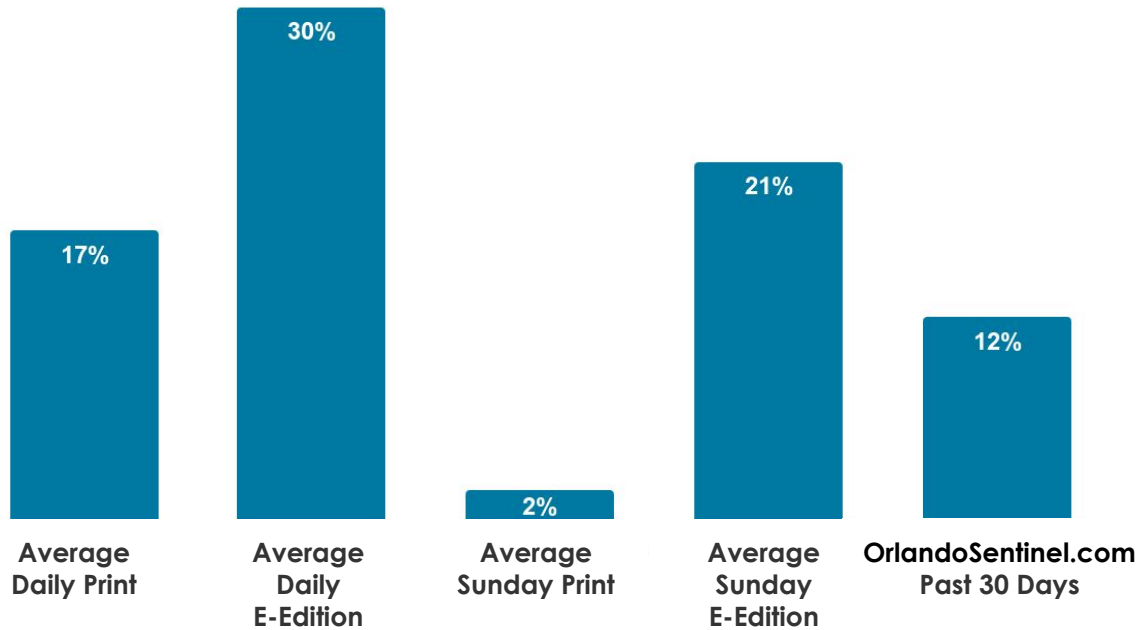
NO. 1
LOCAL
DAILY
NEWSPAPER
& NEWS SITE
IN METRO
ORLANDO

24%
WEEKLY
REACH IN
PRINT/
ONLINE IN
METRO
ORLANDO

READERSHIP GROWTH

ORLANDO SENTINEL'S READERSHIP HAS GROWN OVER THE PAST YEAR ACROSS ALL PLATFORMS

ORLANDO SENTINEL DMA READERSHIP 2025 – 2026 % change





WE REACH A QUALIFIED AUDIENCE OF
UPSCALE, EDUCATED ADULTS

OUR AUDIENCE

ORLANDO SENTINEL DEMOGRAPHICS

READ IN PRINT OR ONLINE IN THE PAST 7 DAYS

\$103,100

avg. household income
(*\$6,800 Higher Than Mkt. Avg.*)

66%

employed
(*Index 117*)

55%

white collar ccupation
(*Index 138*)

48

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

25%

hh with children
under age 18
(*Index 107*)

46%

college
graduate
(*Index 145*)

28%

market value of owned
home \$500,000+
(*Index 164*)

35%

net worth
\$500,000+
(*Index 112*)

* Past year.

Source: Scarborough 2026, R1; Based on Orlando DMA adults who visited
OrlandoSentinel.com in the past 30 days vs. total Orlando DMA adults.



CONNECTING YOU TO MULTIMEDIA INTEGRATED SOLUTIONS



PRINT

Newspapers, Special Sections, Magazines, Inserts



DIGITAL

Desktop, Mobile, Newsletters, Apps, Podcasts



EXTENDED REACH

Video, Connected TV, Programmatic, Streaming Audio, Geo-Fencing, Hyperlocal Mobile



BRANDED CONTENT

Articles, Infographics, Sweepstakes, Blogs
Video Creation, Native Advertising, Social Sharing



EVENTS

Partnerships, Sponsorships, Custom Events



DIGITAL SERVICES

Social, Websites, SEO, SEM



CONVERSION MARKETING

Direct Mail, Data Analytics, Intelligence Reporting



INSERTS
HIGH IMPACT
SPECIAL SECTIONS
TARGETING

ORLANDO SENTINEL

PRINT READERS

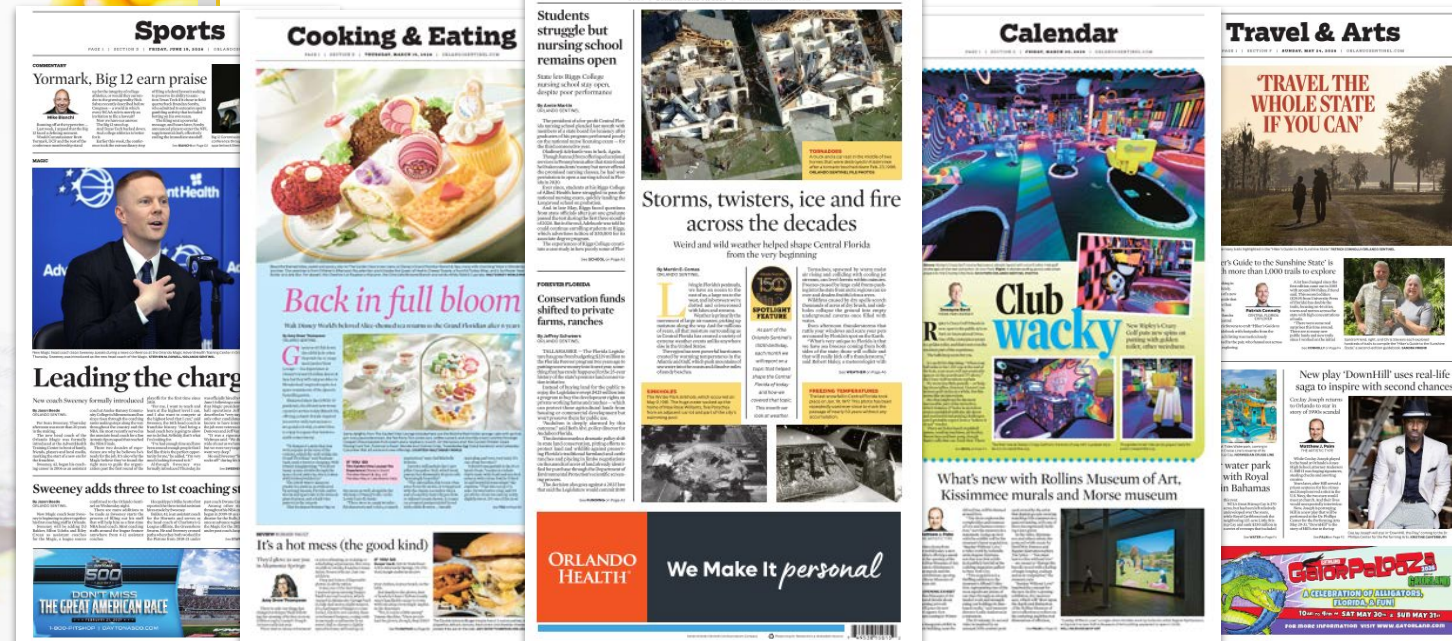
TOP LOCAL NEWSPAPER IN ORLANDO

272K

Daily Readers
(includes print & e-edition)

307K

Sunday Readers
(includes print & e-edition)



Source: Scarborough 2026, 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: AdMail, 2025.



ORLANDOSENTINEL.COM **ONLINE READERS**

TOP LOCAL NEWS SITE IN METRO ORLANDO

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

TARGETING
GEOGRAPHIC
CONTEXTUAL
DEMOGRAPHIC
BEHAVIORAL
DAYPARTING
AUDIENCE



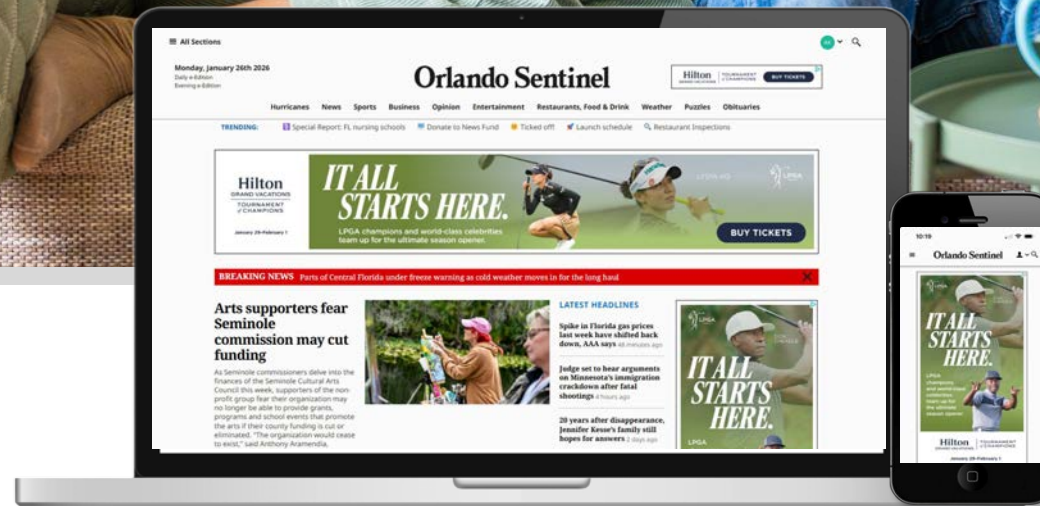
2.5M

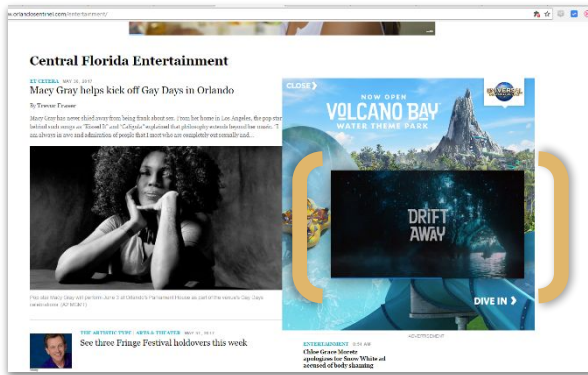
PAGE VIEWS/MO

1.1M

UNIQUE VISITORS/MO

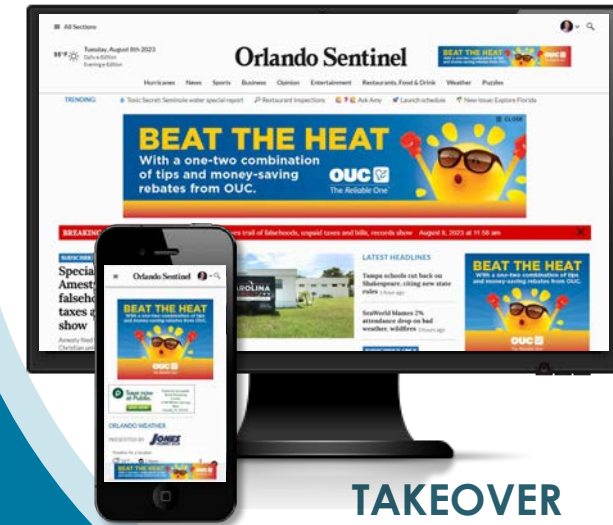
Source: Google Analytics, January–December 2025, Monthly Average:
OrlandoSentinel.com only. Does not include Apps, E-edition or GrowthSpotter.





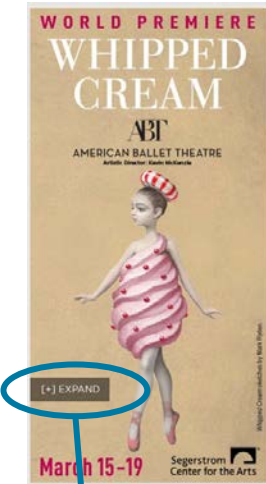
IN-UNIT VIDEO (targeting available)

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



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!

75% of Central Florida adults accessed Facebook in the past 30 days.

Source: Scarborough 2026, R1. Orlando DMA adults.

SPONSORED CONTENT



Lady of the Lakes Renaissance Fair Returns

The Lady of the Lakes Renaissance Faire returns to Shrewsbury, a fictional shire in an enchanted forest in Tavares. The annual festival, which draws tens of thousands of patrons from across Central Florida and beyond, will celebrate its 22nd season Nov. 3, 4, 5, 11, and 12.

Native Story Promotion on OrlandoSentinel.com

Orlando Sentinel's Post

OS

Orlando Sentinel with Lady of the Lakes Renaissance Faire

Paid partnership · October 18, 2023 ·

Paid Post: The annual festival held in Central Florida will celebrate its 22nd season Nov. 3-5 and Nov. 11-12. Advance tickets are available online, or you can purchase them at the gate.

ORLANDOSENTINEL.COM/PAID-POSTS

[PAID POST] Lady of the Lakes Renaissance Faire returns in November

Learn more

Orlando Sentinel

Hurricanes

News

Sports

Business

Opinion

Entertainment

Restaurants, Food & Drink

Weather

Puzzles

Obituaries

BestReviews

TRENDING:

Campaign Finance Tracker

Donate to News Fund

Gift idea: Sentinel's 150th book

Launch schedule

Ticked off!

Hear Ye!

Nov 3-5, 11-12

Rain or Shine!

GET TICKETS

Lady of the Lakes Renaissance Faire

SPONSORED CONTENT

Lady of the Lakes Renaissance Faire returns in November

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x

m

Paid Post for EDUCATION FOUNDATION OF LAKE COUNTY

October 17, 2023 at 4:11 PM

Image provided by Education Foundation of Lake County

The Lady of the Lakes Renaissance Faire returns to Shrewsbury, a fictional shire in an enchanted forest in Tavares.

The annual festival, which draws tens of thousands of patrons from across Central Florida and beyond, will celebrate its 22nd season Nov. 3, 4, 5, 11, and 12.

Visitors include families, history buffs and partygoers who look forward to immersing themselves in history at this outdoor festival.

Fairgoers can expect to see popular performers, vendors and merchants, many of whom don authentic 17th-century costumes as they interact with and entertain patrons.

These performers are a huge draw to the Lady of the Lakes Renaissance Faire, an established member of the National Renaissance Faire circuit. Returning entertainers include Johnny Phoenix, Washing Well Wenches, Medieval Madams and Black Velvet Band to name a few. Equestrian Chaos, an all-female mounted archery stunt show that will thrill you with their extreme riding as they share the loust field with the award winning Noble Cause Jousters.

HEAR YE! HEAR YE!

NOV 3-5, 11-12

Rain or Shine!

GET TICKETS

HEAR YE! HEAR YE!

NOV 3-5, 11-12

Rain or Shine!

GET TICKETS

Promoted Facebook Post Targeting Your Desired Audience

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.

GROWTHSPOTTER WEBSITE
(Paid Subscription Only)

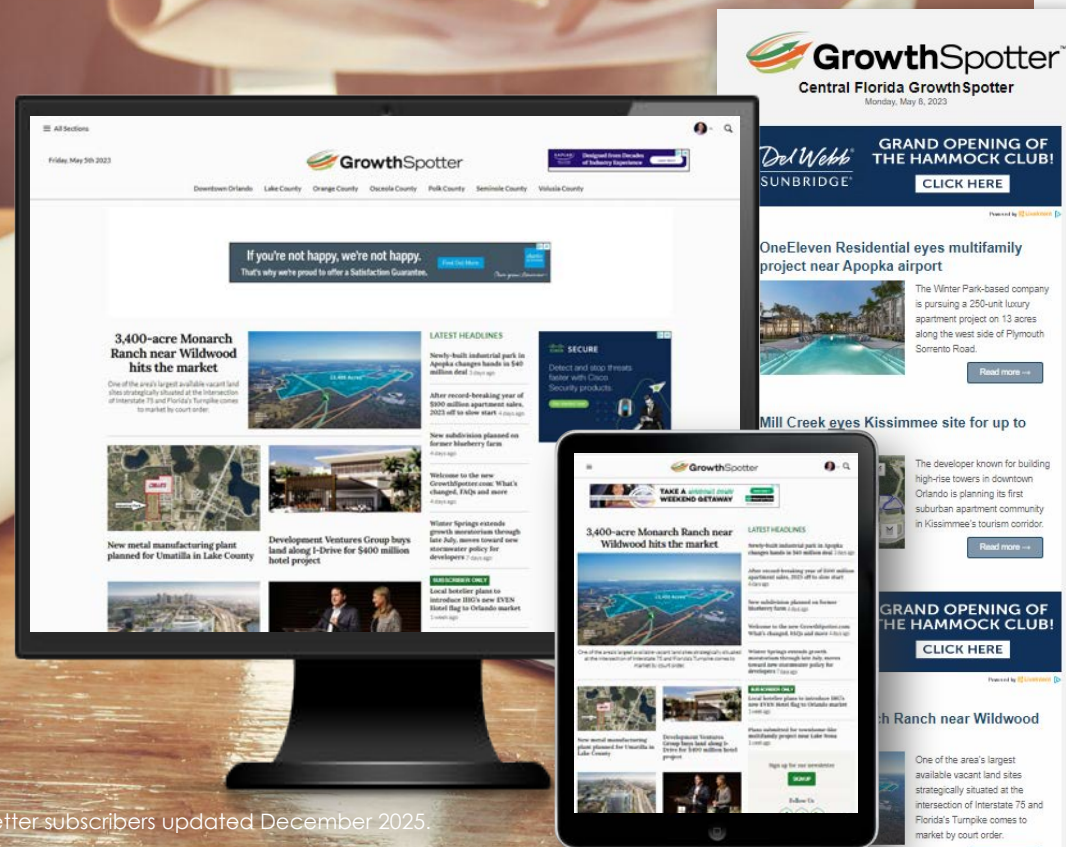
2,613
Subscribers

88,100
Page views

E-NEWSLETTER
Monday - Friday

4,700
Subscribers

53%
Open Rate





Orlando Sentinel

ORLANDO SENTINEL TOP WORKPLACES 2026

October 2, 2026

[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

THANK YOU

WE LOOK FORWARD TO CONNECTING YOU TO ORLANDO

