

A city skyline at dusk with a fountain in the foreground, framed by a blue border. The sky is a mix of purple, pink, and blue. The buildings are lit up, and the fountain is illuminated with green and red lights. The water in the foreground reflects the lights and the sky.

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 more than 860,000 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	8	The Qualified Consumers We Deliver
PRODUCTS	10	A Wide Array of Multimedia Solutions to Reach Your Goals

OUR UNIQUE POSITION

TRIBUNE
PUBLISHING

20.2M
UV's/mo

AWARD-WINNING JOURNALISM

Our Pulitzer Prize-winning brands inform, protect, inspire and engage audiences with 8.0M readers weekly.

Orlando Sentinel
MEDIA GROUP

No. 1
Local Media

TRUSTED LOCAL CONNECTION

We create and distribute content connecting consumers and businesses.

STUDIO
1847

KPI
& ROI Focus

STRATEGIC MARKETING ARM

We develop and execute comprehensive marketing programs.

LEVERAGING OUR REACH,
QUALITY AND SCALE TO
DELIVER BETTER RESULTS



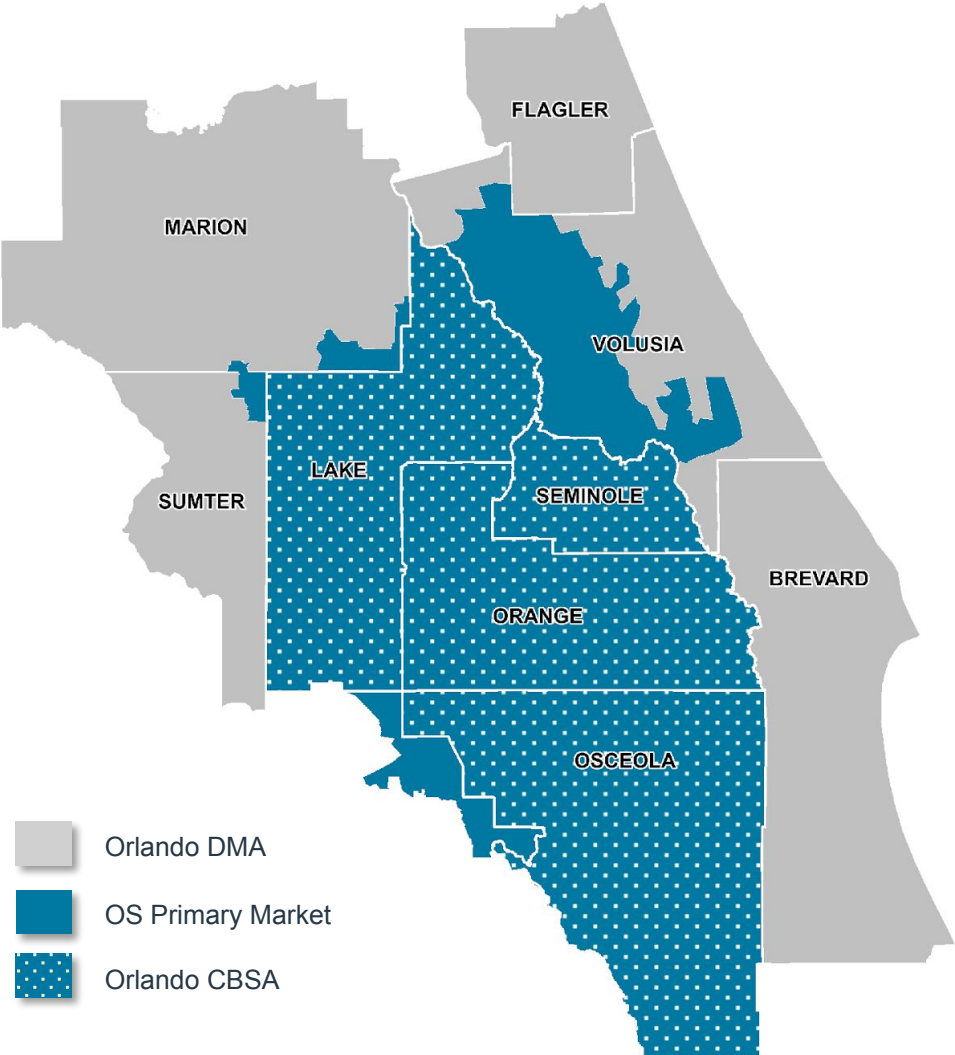
NO. 1 MEDIA COMPANY
IN 5 OF 7 MARKETS

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

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

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

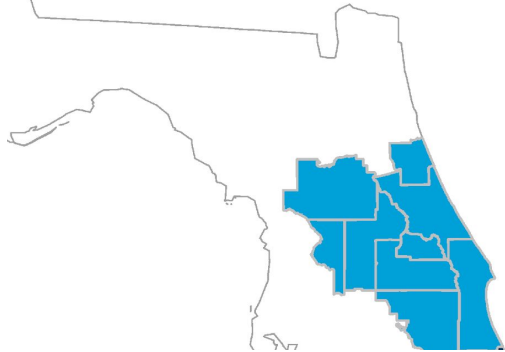
ORLANDO IS BOOMING

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

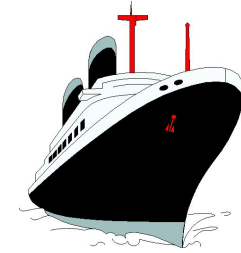


#1 Largest Public University in the U.S. (based on enrollment)

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

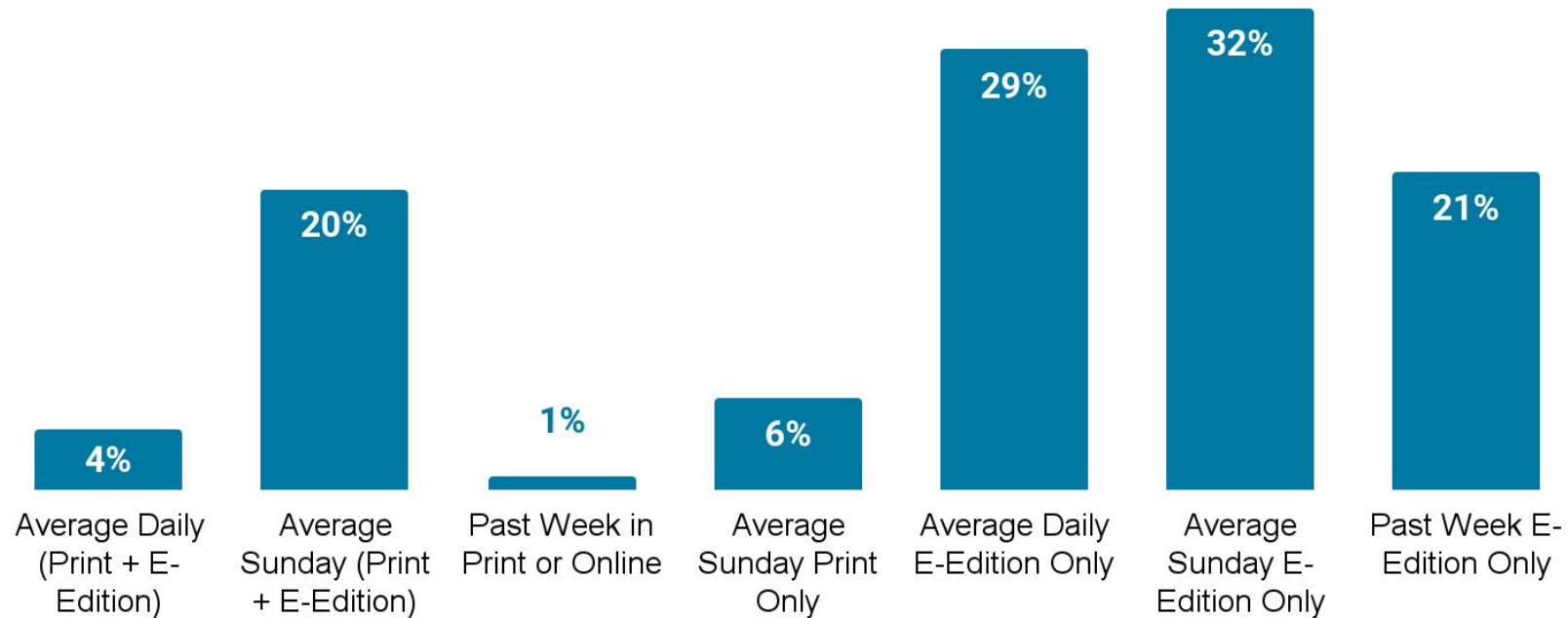
ORLANDO SENTINEL IS THE 3RD LARGEST CIRCULATED NEWSPAPER IN FLORIDA

Rank By Sunday Circulation	Media Property	Parent Company	City	Sunday (Print + E-Edition)	Weekday (Print + E-Edition)
1	Tampa Bay Times*	Times Publishing Company	St. Petersburg	129,978	122,114
2	Sun Sentinel	Tribune Publishing Company	Deerfield Beach	90,638	80,351
3	Orlando Sentinel	Tribune Publishing Company	Orlando	77,860	63,391
4	Villages Daily Sun	The Villages Operating Company	The Villages	53,931	53,947
5	The Miami Herald	McClatchy Company	Miami	53,059	52,301
6	The Palm Beach Post	Gannett Co., Inc.	West Palm Beach	27,131	22,863
7	Sarasota Herald-Tribune	Gannett Co., Inc.	Sarasota	26,359	24,371
8	Naples Daily News	Gannett Co., Inc.	Naples	19,093	16,836
9	Florida Times-Union	Gannett Co., Inc.	Jacksonville	17,174	13,995
10	News-Press	Gannett Co., Inc.	Fort Myers	14,799	11,975

READERSHIP GROWTH

ORLANDO SENTINEL SHOWED SIGNIFICANT GROWTH OVER THE PAST YEAR, MOSTLY DRIVEN BY THE INCREASED POPULARITY OF THE E-EDITION

ORLANDO SENTINEL READERSHIP ORLANDO DMA 2023 – 2024 % change



LOCAL MASS REACH

MORE THAN **860K**

WEEKLY READERS IN PRINT/ONLINE



NO.1

LOCAL DAILY NEWSPAPER & NEWS SITE IN METRO ORLANDO

26%

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

\$98,700

avg. household income
(\$11,500 Higher Than Mkt. Avg.)

47

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

69%

employed
(Index 118)

48%

white collar occupations
(Index 116)

37%

college graduate or more
(Index 128)

32%

net worth \$500,000+
(Index 105)

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

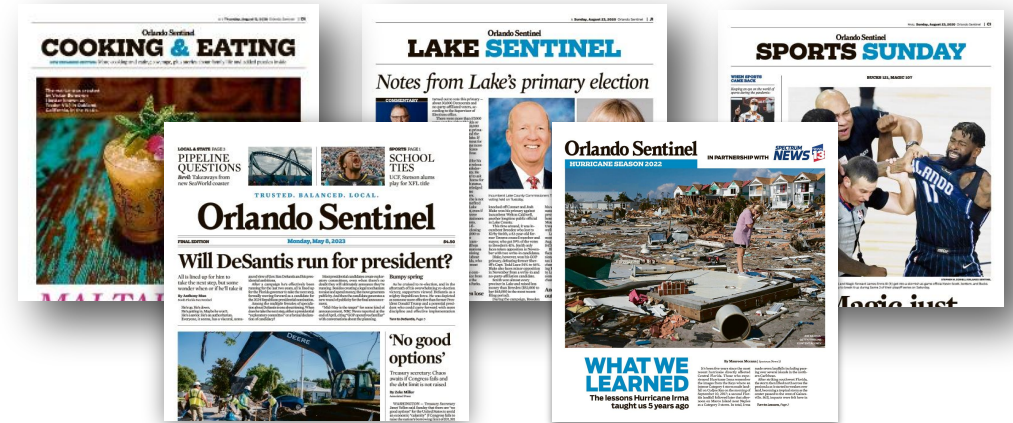


INSERTS
HIGH IMPACT
SPECIAL SECTIONS
TARGETING

ORLANDO SENTINEL PRINT READERS

214K
Daily Readers
(includes print & e-edition)

338K
Sunday Readers
(includes print & e-edition)



NO. 1 LOCAL NEWSPAPER IN ORLANDO
238% MORE READERS THAN CLOSEST COMPETITOR

Source: Scarborough 2024, 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

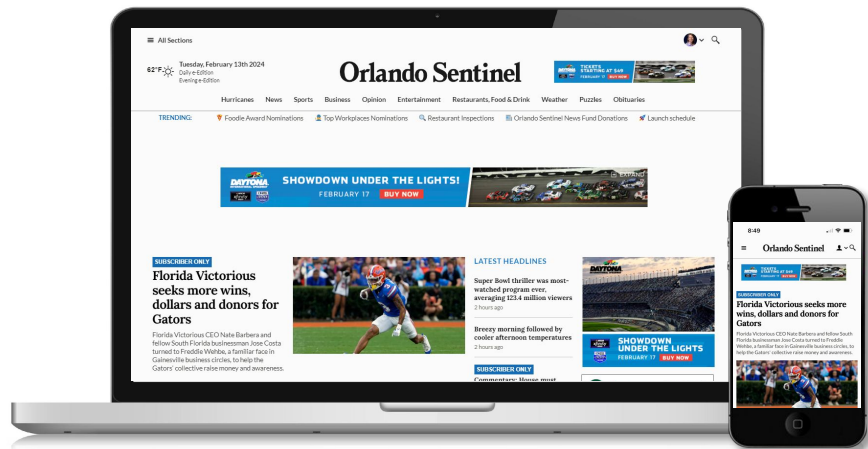
Coda Ventures Triad Newspaper Ad Effectiveness Service. (Based on 300,000 newspaper readers from 2016 – 2018).



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.

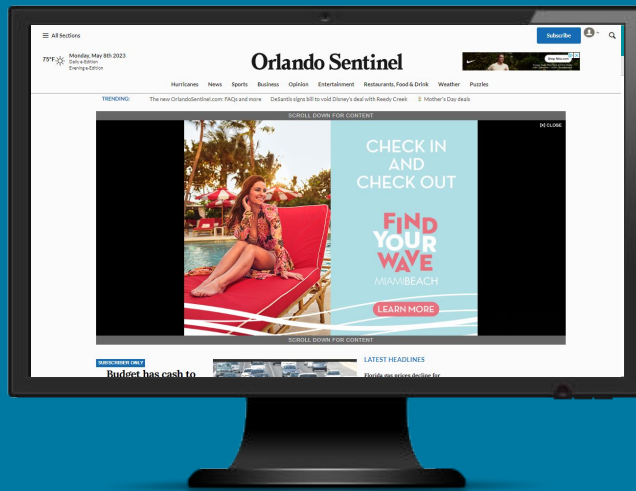
- E-EDITION
- APPS
- EMAIL
- NEWSLETTERS
- PODCASTS
- RICH MEDIA
- PAID POSTS
- SWEEPSTAKES
- CONTESTS

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



HIGH IMPACT RICH MEDIA

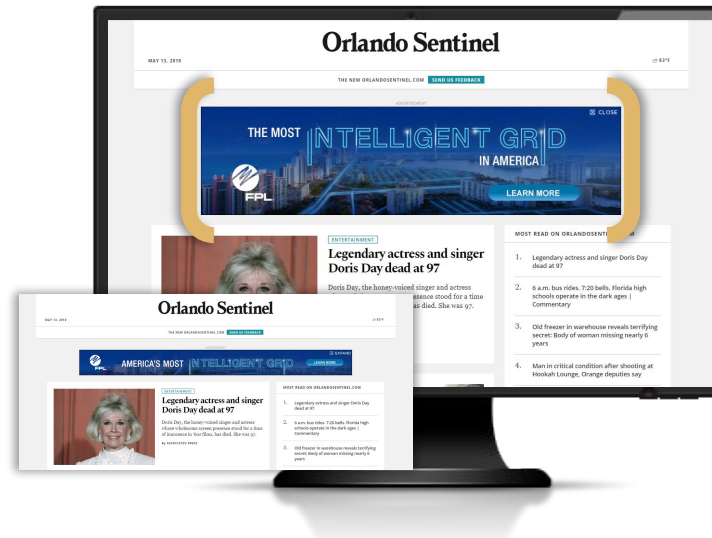
LIGHTHOUSE
ROS



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

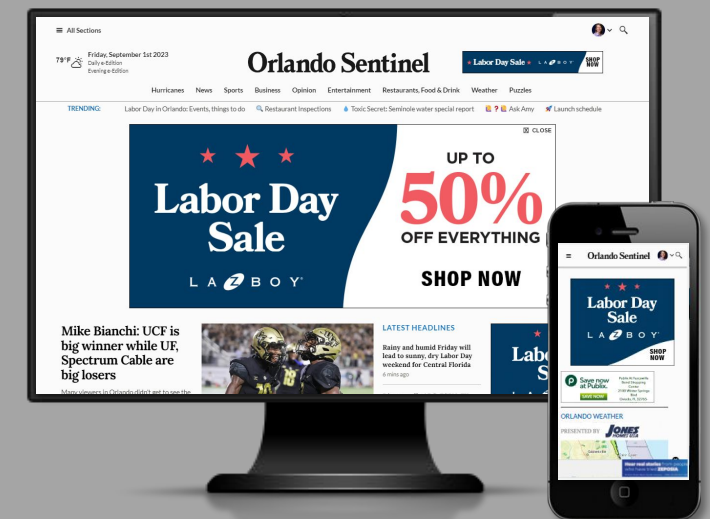
Source: Google Analytics, 2023.

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

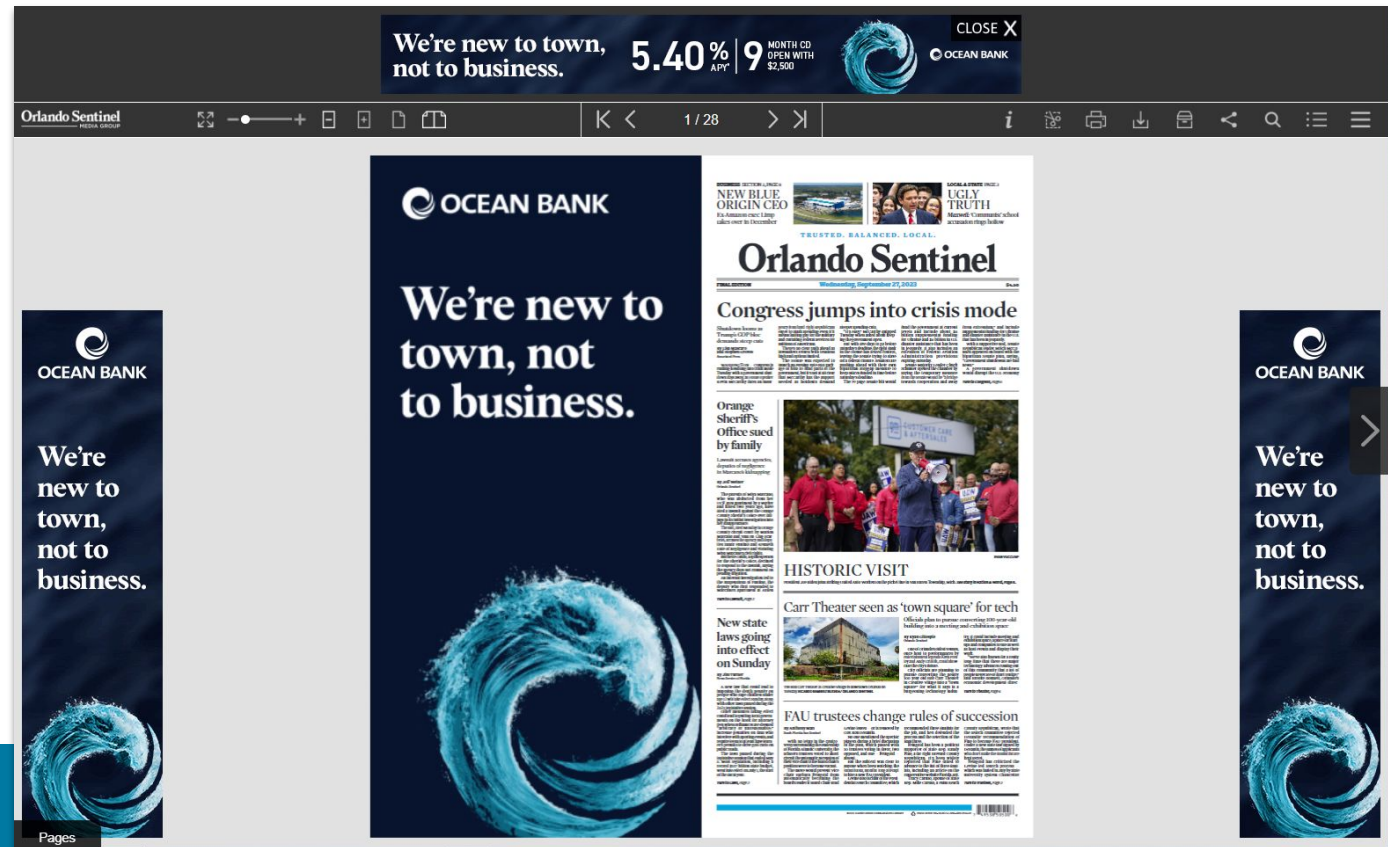


E-EDITION

REACH SOME OF OUR MOST LOYAL & ENGAGED READERS

Orlando Sentinel E-Edition

LOCAL READERSHIP UP **21%** YOY



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 OF VIEWS ON **72%** OF VIEWS ON **TABLET/DESKTOP**

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](https://www.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: 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



New

EVENING UPDATE

(Monday - Sunday)

Stay up to date on the most important Central Florida news and information of the day.

Subscribers: 6,200

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

Orlando Sentinel

The Health Report

Tuesday, November 7, 2023

Because Your Health Matters

Primary care for Medicare patients

WELCOMING NEW PATIENTS

WELLMED

Optum

IT'S ALL HERE

Powered by

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

WELLMED

Optum

IT'S ALL HERE

Powered by

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.

881K Central Florida adults
watched, listened or downloaded a podcast
in the past 30 days.



**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 social media icons. The main content area features a sports article titled 'GATORS PODCAST: SEC in catbird's seat, Billy Napier hot seat lunacy, epic rally in men's golf (Ep. 166)'. Below the article is a large photo of two men in suits. 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 page also includes social media sharing icons and a small 'Orlando Sentinel' logo in the bottom right corner.

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



2023 BEST BUSINESS/
FINANCE WEBSITE

SUBSCRIBERS UP **20%** YOY

GROWTHSPOTTER.COM

Average Monthly Traffic

95,400

Page views

E-NEWSLETTER

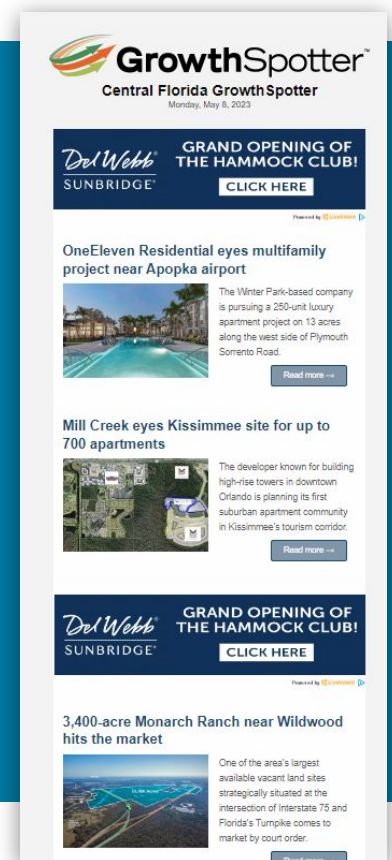
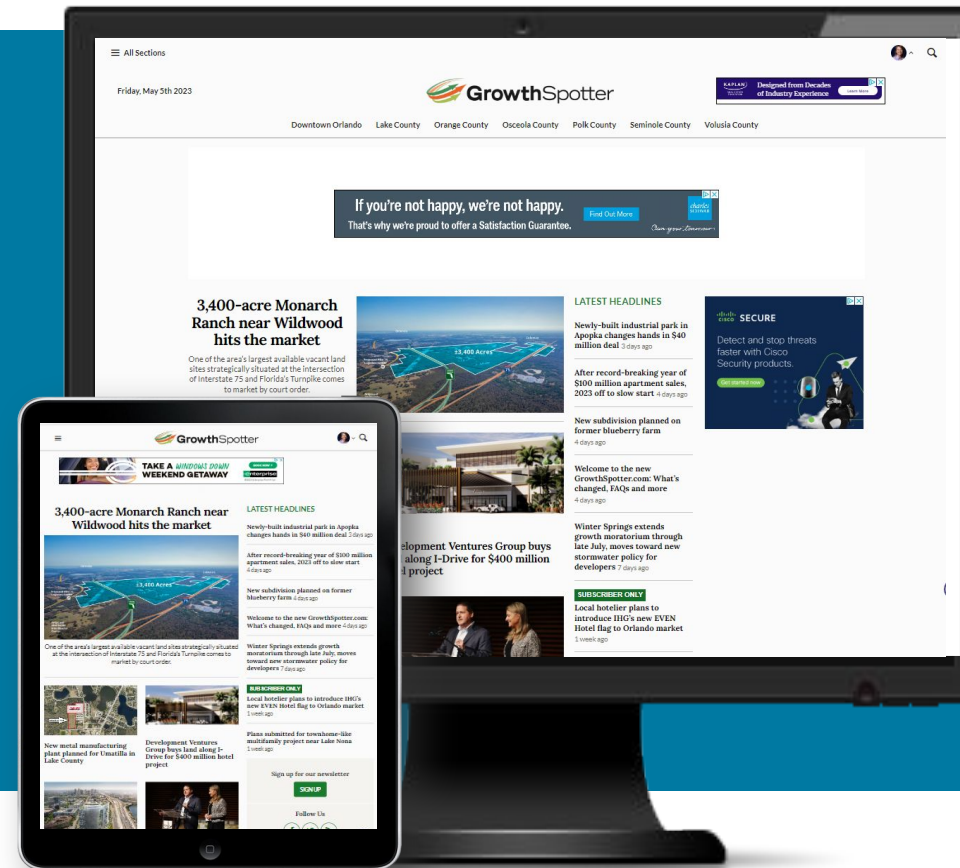
Monday - Friday

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