

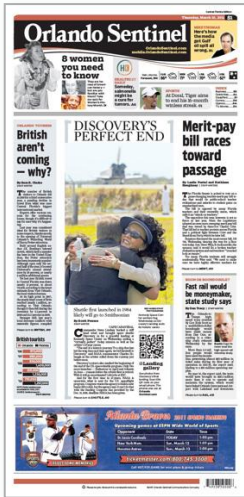
Orlando Sentinel

Orlando, FL – #20 DMA

Reach 1.1 million consumers each week, 38% market coverage

- Orlando Sentinel is the #1 newspaper in Orlando
- orlandosentinel.com is the #1 news & information website in the DMA

PRINT



Newspaper: Orlando Sentinel

Circulation - Daily: 173,576; Sunday: 288,328
Audience – Daily: 448,057; Sunday: 778,178



Hispanic: El Sentinel

Saturday: 100,000

DIGITAL



orlandosentinel.com	mobile.orlandosentinel.com
UVs: 2.7 MM/6 month average	UVs: 150,456/6 month average
PVs: 32.3 MM/6 month average	PVs: 1.5 MM/6 month average

Mobile apps are also available for iPad, iPhone, Android and Blackberry platforms.

EVENTS

10+ annual events
Over 200,000 attendees

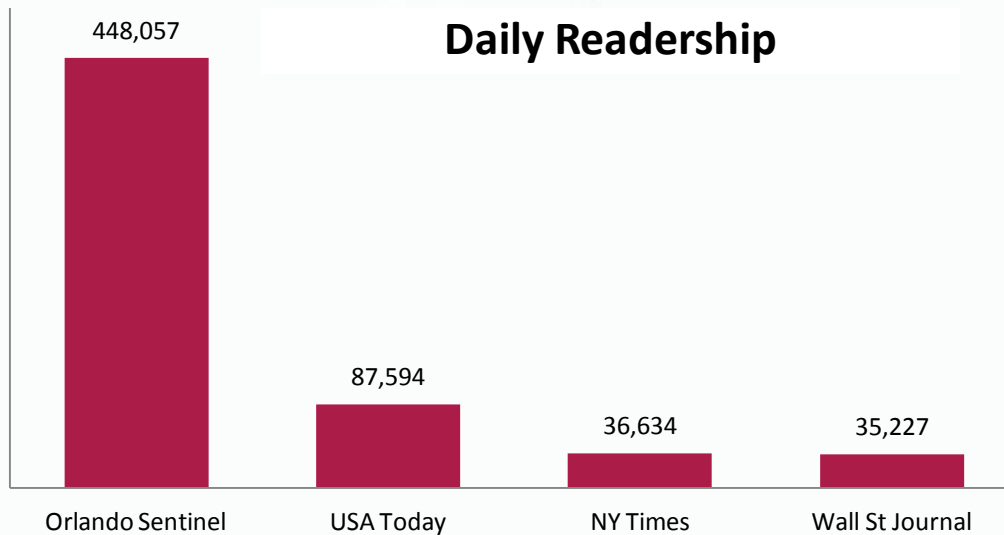
"Pretty in Pink"
MARTINI PARTY



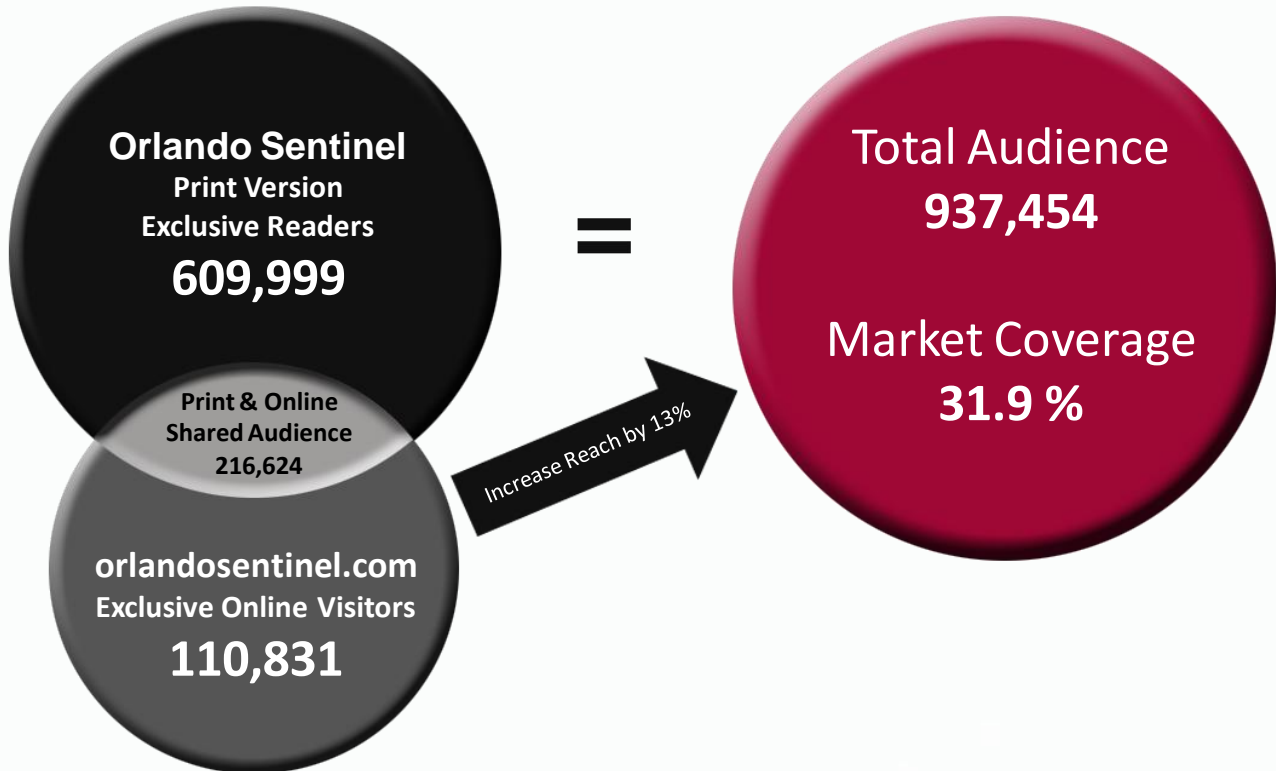
Source: ABC Fas-Fax, March 2012; comScore, Nov 2011 – April 2012; Omniture, Nov 2011 - April 2012; 2012 Scarborough Release 1

Orlando Sentinel

The Dominant Voice of the Orlando DMA



Extend Your Reach with orlandosentinel.com



Source: Scarborough 2012 Release 1. Note: Newspaper Audience = Orlando Sentinel average daily or average Sunday; Website Audience = visited orlandosentinel.com in past 7 days. Orlando DMA

Market Profile:

#20 DMA in America – 3.7 million people

Population 18+	2,937,133
Median Age	47.8
Median HHI	\$46,658

College Education	56%
Employed	53%
Own Home	68%

Demographics:

Orlando Sentinel Profile: Daily/Sunday	% Composition	% Coverage	Index
Male/Female	46/54	27/30	95/105
College Educated	70	35	123
Own Their Home	75	31	110
HHI \$100K+	22	43	152
Professional/Managerial	26	35	125
<i>Median HHI – \$59,746; Median Age – 52.1</i>			

orlandosentinel.com Profile: Visited Site in Past 7 Days	% Composition	% Coverage	Index
Male/Female	54/46	12/10	111/89
College Educated	77	15	136
Own Their Home	77	13	112
HHI \$100K+	31	24	219
Professional/Managerial	34	18	165
<i>Median HHI – \$79,935; Median Age – 41.6</i>			

Content and Media Opportunities

	SU	MO	TU	WE	TH	FR	SA
Main News	•	•	•	•	•	•	•
Sports	•	•	•	•	•	•	•
Travel & Arts	•						
Business			•	•	•	•	
Health & Fitness			•				
Cooking & Eating				•			
Family Life					•		
Real Estate Review						•	
Calendar						•	
Style & Fitness							•
Wheels							•

GENERAL DEADLINES

Space:

- Color: 5 days prior to pub date
- B&W: 4 days prior to pub date

Material:

- Color: 2 days prior to pub date
- B&W: 2 days prior to pub date

DIGITAL OPPORTUNITIES

- Be part of the conversation with Orlando Sentinel Blogs and Live Chat sponsorships
- Behavioral, geo-targeting and contextual targeting capabilities
- SEO opportunities

Other Advertising Opportunities

Hurricane Guide



- The ultimate source for reaching readers in the Orlando area
- The key to surviving storm season is being prepared

What's the Deal Orlando?



- Reach non-subscribers in the most valuable zip codes
- Filled with lifestyle content
- Delivered to 100,000 select HHs

Orlando Visitors Guide



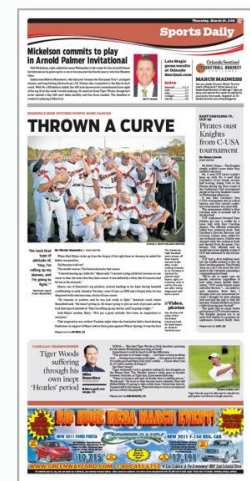
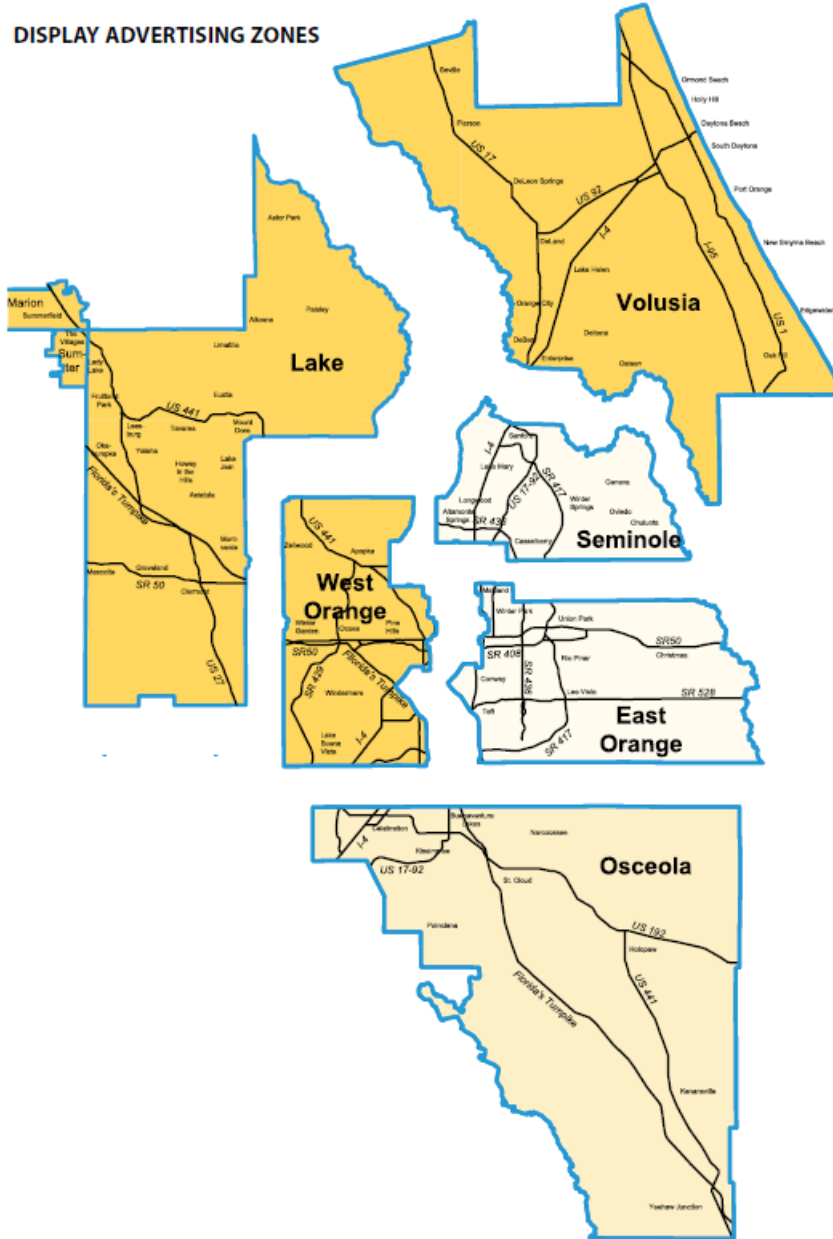
- Focus on tourists
- This Orlando Sentinel glossy, wrap and is delivered to 5,000 hotel rooms/day, 3x a week

Orlando Sentinel

Distribution Map:

Orlando Sentinel Circulation – Sunday: 288,328 – Daily: 173,576


DISPLAY ADVERTISING ZONES



Orlando Sentinel

Preprint Capabilities:

Increase market penetration by adding a preprint option to your buy

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						
Orlando Sentinel Sub-ZIP Capability 139,000 Distribution	Orlando Sentinel Sub-ZIP Capability 138,000 Distribution	Orlando Sentinel Sub-ZIP Capability 197,000 Distribution	Orlando Sentinel Sub-ZIP Capability 193,000 Distribution	Orlando Sentinel Sub-ZIP Capability 202,000 Distribution	Orlando Sentinel Sub-ZIP Code 191,000 Distribution	Orlando Sentinel Sub-ZIP Code 306,000 Distribution
<div style="border: 1px solid black; padding: 5px; text-align: center;"> Mon-Tues Orlando Sentinel Preprints available upon approval </div>				 What's the Deal (SMC) Sub-ZIP Code 132,000 Distribution	 el Sentinel Full ZIP Code 100,000 Distribution	 [cty name] Extra Sunday Select Sub-ZIP Code 70,000 Distribution
				 Sentinel Express (TMC) Sub-ZIP Capability 501,000 Distribution		

NOTE: Estimated distribution quantities are subject to change. Based on Q1 '12.

Data Solutions:



Preprint Optimization™

- Tribune365 merges a client's customer data with our subscriber and recipient data to yield the best combination of geographies and insert products to reach your most desirable households



Direct Delivery Plus™

- Campaign is targeted on the front end and fully measurable on the back end, with our recipient address file available for match back and backend analysis purposes
- Can be executed using "toppers/outserts" – delivered on top of/outside certain home-delivered print products
- Replacement for Direct Mail with up to 50% savings

