

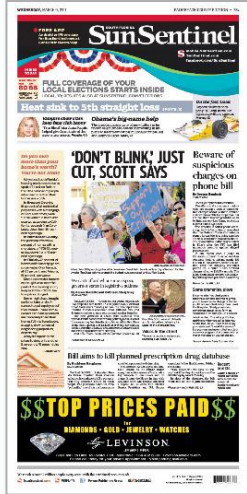
SunSentinel

South Florida, FL – #16 DMA

Reach 1.6+ million consumers each week, 34% market coverage

- South Florida DMA includes Miami/Ft. Lauderdale and West Palm Beach/Fort Pierce
- Sun Sentinel targets the most sought after demographics in the DMA

PRINT



Newspaper: Sun Sentinel

Circ - Daily: 165,974; Sunday: 245,869
Aud - Daily: 472,329; Sunday: 807,155



Hispanic: El Sentinel

Saturday: 126,400



Magazine: City & Shore

Sunday: 46,200



Quick Read: City Link

Bi-Monthly: 30,000



Teen Pub: Teenlink

Weekly: 68,900



Niche Pub: Jewish Journal

Wed or Thurs: 148,160

DIGITAL



sunsentinel.com

UVs: 1.8MM/6 month average

PVs: 35.9 MM/6 month average



mobile.sunsentinel.com

UVs: 156,191/6 month average

PVs: 2.0 MM/6 month average

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

BROADCAST

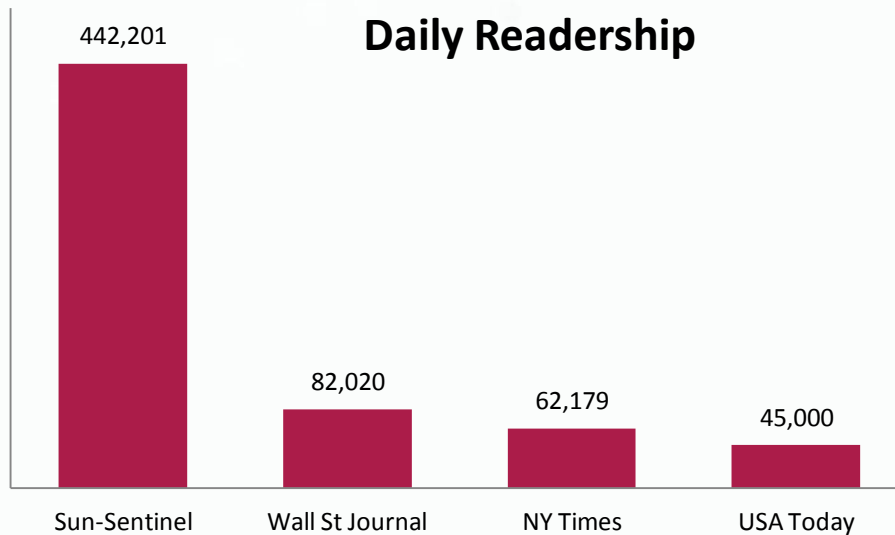


EVENTS

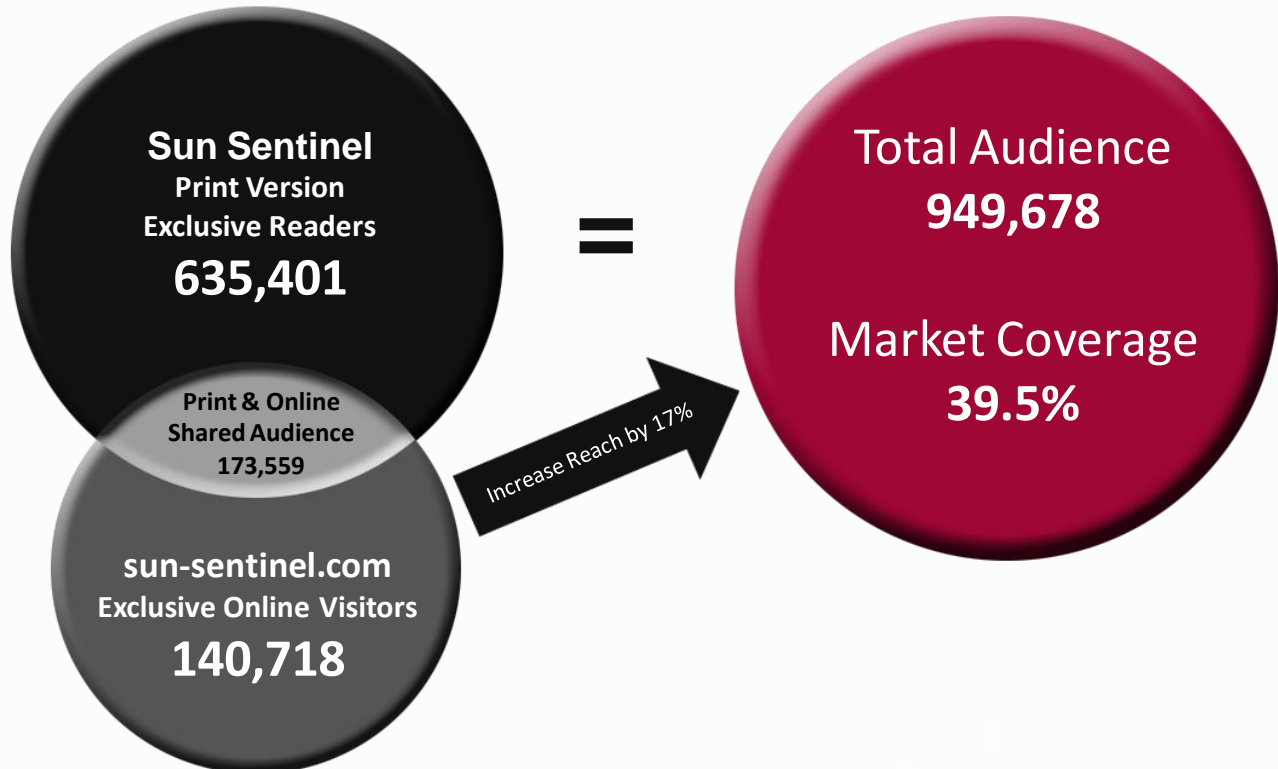
12+ annual events
Over 25,500 attendees



The Dominant Voice of the South Florida DMA



Extend Your Reach with sun-sentinel.com



Market Profile:

#15 DMA in America – 4.4 million people

Population 18+	2,401,630
Median Age	48.9
Median HHI	\$54,968

College Education	59%
Employed	58%
Own Home	71%

Demographics:

Sun Sentinel Profile: Daily/Sunday	% Composition	% Coverage	Index
Male/Female	48/52	34/34	100/100
College Educated	60	34	102
Own Their Home	79	37	110
HHI \$100K+	24	38	113
Professional/Managerial	21	31	91
<i>Median HHI – \$60,664; Median Age – 55.3</i>			

sun-sentinel.com Profile: Visited Site in Past 7 Days	% Composition	% Coverage	Index
Male/Female	55/45	15/11	115/87
College Educated	77	17	131
Own Their Home	77	14	108
HHI \$100K+	29	18	138
Professional/Managerial	42	24	182
<i>Median HHI – \$78,731; Median Age – 43.8</i>			

Content and Media Opportunities

	SU	MO	TU	WE	TH	FR	SA
Main News	•	•	•	•	•	•	•
Local	•	•	•	•	•	•	•
Sports	•	•	•	•	•	•	•
Your Money	•	•	•	•	•	•	•
Food					•		
Lifestyle	•						
Travel	•						
Showtime						•	
Outlook	•						
On TV	•						
Com. News Zones	•						

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

- 36 blogs and 6 newsletters
- Behavioral and geo-targeting
- Data capturing

Other Advertising Opportunities



2011 Hurricane Guide

Features:

Sun-Sentinel's Hurricane Survival Guide is the ultimate source for reaching over 871,700 Sun-Sentinel readers in the Broward/Palm Beach area.

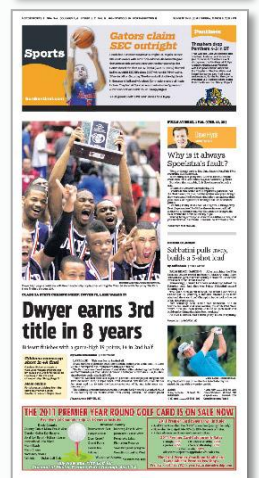
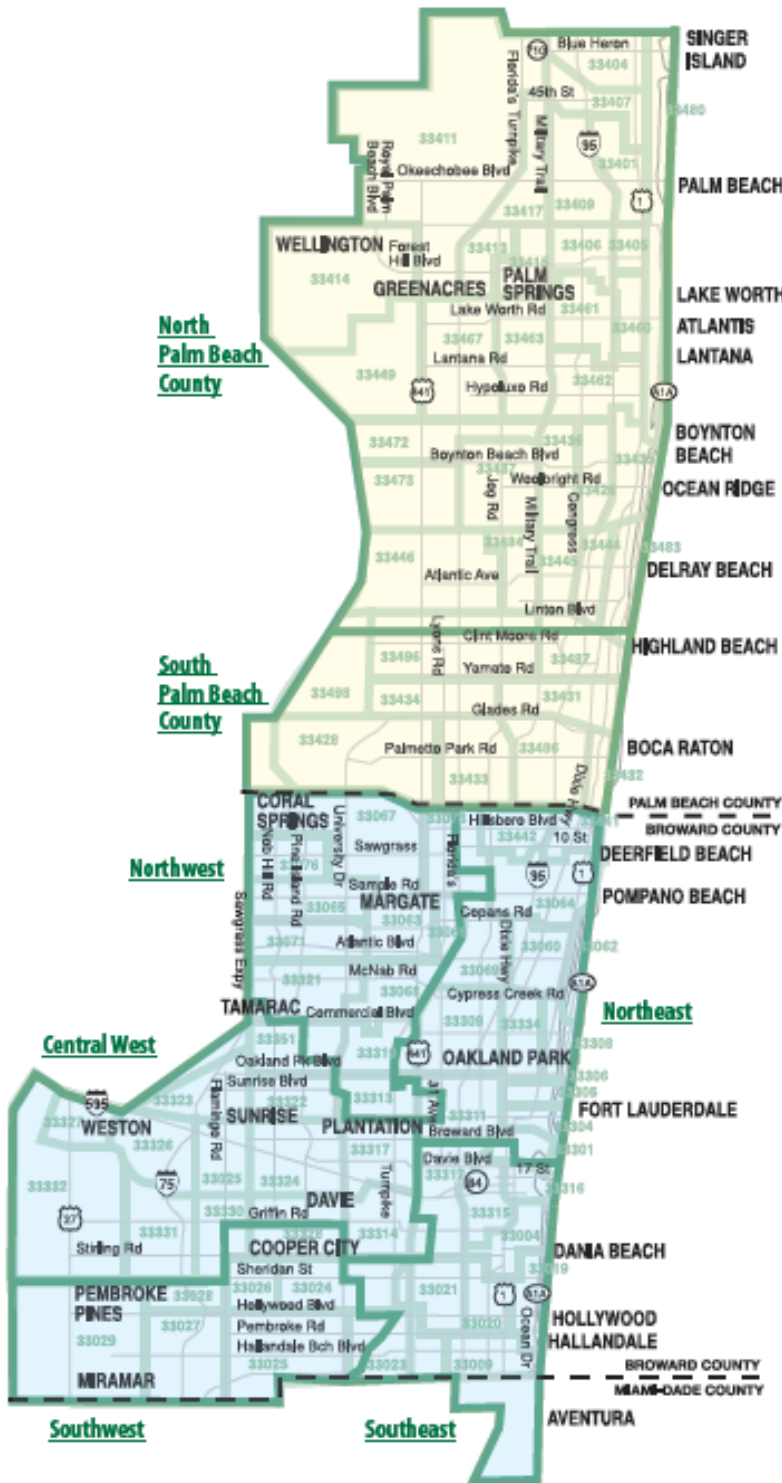
Survival Tips:

- Storm preparation
- Insurance policies and coverage
- Hurricane shutter installations
- Evacuations zones and shelters

Extend the potential of your ad with the Hurricane Guide's six month shelf-life.

Distribution Map:

Sun Sentinel Circulation – Sunday: 245,869 – Daily: 165,974












Source: ABC Fas-Fax, March 2012

SunSentinel

Preprint Capabilities:

Increase market penetration by adding a preprint option to your buy

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
						
Sun-Sentinel Full ZIP Code 199,000 Distribution <i>(advance notice required)</i>	Sun-Sentinel Full ZIP Code 199,000 Distribution <i>(advance notice required)</i>	Sun-Sentinel Full ZIP Code 199,000 Distribution	Sun-Sentinel Full ZIP Code 202,000 Distribution	Sun-Sentinel Full ZIP Code 206,000 Distribution		Sun-Sentinel (Sunday)* Full ZIP Code 305,000 Distribution *Multi-day subscribers receive insert packet Saturday. Sunday ONLY subscribers & S/C inserts remain on Sunday
<p>Community Newspaper preprint distribution available on various weekdays – 513,000 total</p>					 Special Delivery (TMC) Full ZIP Code 482,000 Distribution	 Deals Delivered <i>Sunday Select</i> Full Zip Code 70,000 Distribution
				 el Sentinel Full ZIP Code 128,000 Distribution <i>(25k min & advance notice)</i>		

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 measureable 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

