

Tampa Bay Times

YOUR CUSTOMERS



OUR AUDIENCE



WE DELIVER YOUR TARGET AUDIENCE



THE SUNDAY TIMES REACHES

164,500

Families



232,400

Millennials
& GenXers



294,800

Boomers

Local weekly audience

• Daily <i>Tampa Bay Times</i> readers	531,300*
• Sunday <i>Tampa Bay Times</i> readers	597,300
• tbt * readers	187,800
• tampabay.com (local)	666,700

All brands combined with no duplication

1.3 million

*5-day cumulative net audience. No duplication means each adult who reads one or more of the *Times* publications is counted only once.

WE DELIVER YOUR TARGET CUSTOMERS

	<u>Past 30-day tampabay.com visitor</u>	<u>Tampa Bay Times Daily Reader*</u>	<u>Tampa Bay Times Sunday Reader*</u>	<u>Daily/Sunday e-Newspaper Reader</u>	<u>tbt Reader</u>
Gender					
Male	48%	52%	52%	45%	42%
Female	52%	48%	48%	55%	58%
Age					
Median Age	40 yrs.	62 yrs.	62 yrs.	60 yrs.	53 yrs.
Age 18-34	40%	16%	15%	12%	24%
Age 35-44	18%	8%	8%	21%	16%
Age 45-54	16%	14%	15%	15%	11%
Age 55-64	11%	18%	21%	8%	23%
Age 65 and older	15%	44%	43%	44%	26%
Level of Education					
Less than high school	2%	6%	6%	0%	6%
High school graduate	30%	27%	27%	11%	35%
Some college	29%	34%	34%	15%	33%
College graduate	39%	33%	33%	74%	26%
Household Income					
Median income	\$69,400	\$63,300	\$63,300	\$87,600	\$57,000
Less than \$20,000	7%	6%	6%	1%	12%
\$20,000-\$49,999	28%	29%	29%	22%	33%
\$50,000-\$74,999	19%	28%	28%	16%	18%
\$75,000-\$99,999	17%	14%	14%	21%	15%
\$100,000 or more	29%	23%	23%	40%	22%

*Daily Times includes cum e print and average e-Newspaper, Sunday Times includes average print and e-Newspaper

Source: 2021 Nielsen Scarborough Report (r1), DMA

WE DELIVER YOUR TARGET CUSTOMERS

	Past 30-day <u>tampabay.com visitor</u>	Tampa Bay Times <u>Daily Reader*</u>	Tampa Bay Times <u>Sunday Reader*</u>	<u>Daily/Sunday</u> <u>e-Newspaper Reader</u>	<u>tbt Reader</u>
Marital Status					
Married	43%	52%	54%	67%	42%
Never married (single)	39%	19%	18%	13%	28%
Widowed	7%	13%	12%	6%	12%
Divorced or Separated	11%	16%	16%	14%	18%
Race					
White	86%	76%	88%	82%	81%
Black	9%	8%	9%	10%	14%
Other	5%	2%	3%	4%	5%
Hispanic	18%	14%	12%	4%	29%
Employment Status					
Employed	70%	38%	41%	52%	46%
Not employed	30%	62%	59%	48%	54%
Occupation					
Professional/Managerial	37%	16%	21%	43%	25%
Investors	77%	73%	68%	90%	61%
Children					
No kids at home	50%	79%	69%	75%	64%
Kids (17 & younger)	50%	21%	31%	25%	36%
Home Ownership					
Own home	63%	70%	79%	80%	67%
Rent	33%	27%	20%	20%	25%
Other	4%	3%	1%	0%	8%

*Daily Times includes cumc print and average e-Newspaper, Sunday Times includes average print and e-Newspaper

Source: 2021 Nielsen Scarborough Report (r1), DMA



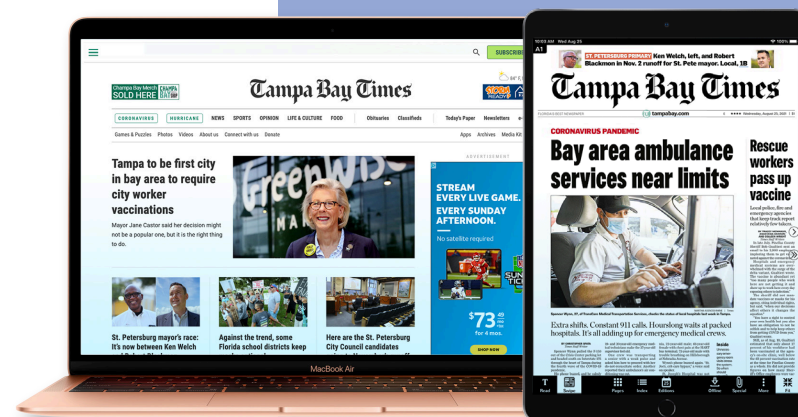
DIGITAL ADVERTISING

Position your brand alongside local and breaking news. Targeting opportunities are available on **tampabay.com** and on our extended reach network.

- Behavioral targeting
- Branded content
- Category targeting
- Demographic targeting
- Geofencing
- Key IP targeting
- Digital direct mail
- Keyword/Contextual targeting
- Retargeting
- e-Newspaper

TAMPABAY.COM
IS ONE OF THE
TOP NEWS WEBSITES
IN TAMPA BAY

- **5.1 million** unique visitors a month
- **10.6 million** page views



Source: Google Analytics 3-month average (May-June 2021)



DIGITAL AGENCY SERVICES

Catch customers in the digital sea

Managing your business AND marketing can be challenging. Castnet is here to help. Our experts meet with you to discuss your marketing needs, so you can focus on your customers.

DIGITAL SOLUTIONS OFFERED:

WEBSITE DESIGN

We can help design and develop a dynamic, SEO optimized, mobile-friendly website.

SOCIAL MEDIA

Let us set up and post for you!

SEARCH OPTIMIZATION

Target high page ranking on the popular search engines.

RETARGETING, EMAIL MARKETING AND MUCH MORE!



TESTIMONIALS



SHORT MOVES *Inc.*

"We heard that our customers were having a hard time finding us on the internet. Castnet broadened our reach and we experienced great results."

— **Steve Burns**
Short Moves



"We needed more traffic to our website and social platforms. The Castnet team had great ideas and the latest strategies to get real real results!"

— **Phil Landsman**
Southport Truck Group



TIMES PRODUCTS

Reach your customers throughout Tampa Bay or a select area

PUBLISHING SCHEDULE:

Wednesdays and Sundays – Print Edition of the *Tampa Bay Times*
Seven days a week – e-Newspaper, the look of the *Times* with ads that link to web sites.



"I've tried advertising numerous ways in the past. However, working with the Times has been essential to the success of our organization. Thank you, Tampa Bay Times!"

~ **Al Lovely**
 Owner, The Sod Father

86% of media consumers use newspaper inserts.

Source: NAA Newspaper Inserts Drive Consumers to Action.



Stand out with a Spadea

Three full pages with full color wrapping select award winning editorial sections!

HOT TUBS SWIM SPAS
HUGE INVENTORY SALE!
STARTS TODAY! Ends Saturday 6/7
HURRY IN FOR BEST SELECTION!

- HOT TUBS
- SWIM SPAS
- GAZEBOS
- PERGOLAS
- COVERS
- PARTS
- SERVICE

ALL OVER-STOCK HOT TUBS MUST GO!
WE HAVE HOT TUBS & SWIM SPAS IN STOCK!

Swim Spa
A POOL & SPA ALL IN ONE!

SWIM A MILE WITHOUT MOVING AND INCH!

TRADE-IN PROGRAM
Trade in your old hot tub and get a credit toward a new one! We'll give you \$1,000 off the purchase price of a new hot tub or swim spa!

FREE Chemicals
FREE Delivery/Set-Up
FREE Cover
With Purchase of a Brand New Hot Tub or Swim Spa!

COVERS
We have a variety of covers to choose from! Call today to see them all!

BEST PRICE GUARANTEE!
KEEPING JOBS IN AMERICA SINCE 1981!

SPA MANUFACTURERS, INC.
6060 Ulmerton Rd. Clearwater FL
200 YARDS EAST OF US 19
Pin. 727-530-9493 • Hills. 813-855-6379
Mon - Sat 8am-6pm Sun 11am-5pm
We accept all major credit cards

LOOK FOR THE BIG YELLOW DUCK!

Outside Gatefold
Page 1 - 3c (4.917") x 21"

HOT TUBS SWIM SPAS
GIANT HOT TUB TENT SALE!
Starts TODAY • Ends Saturday 7/24
WE HAVE HOT TUBS & SWIM SPAS IN STOCK!

- Hot Tubs
- Swim Spas
- Gazebos
- Covers
- Parts
- Service
- Chemicals

HURRY IN FOR BEST SELECTION!

TRADE-IN PROGRAM
Trade in your old hot tub and get a credit toward a new one! We'll give you \$1,000 off the purchase price of a new hot tub or swim spa!

FREE Chemicals
FREE Delivery/Set-Up
FREE Cover
With Purchase of a Brand New Hot Tub or Swim Spa!

NO REASONABLE OFFER REFUSED!

ALL OVERSTOCK HOT TUBS MUST GO!

Swim Spa!
A Pool & Spa in One!

WE ARE WORTH THE DRIVE TO CLEARWATER!

SPA MANUFACTURERS
6060 Ulmerton Rd. Clearwater
Pin: 727-530-9493
Hills: 813-855-6379

LOOK FOR THE BIG YELLOW DUCK!

Inside Gatefold
Page 2 - 3c (4.917") x 21"

HOT TUBS SWIM SPAS
GIANT HOT TUB TENT SALE!
STARTS TODAY! ENDS SATURDAY 7/24
YOUR LOCAL HOT TUB COMPANY

ALL AMERICAN MADE FLORIDA STRONG!

WE HAVE HOT TUBS & SWIM SPAS IN STOCK! HURRY FOR BEST SELECTION!

\$1,500 OFF
PURCHASE OF A NEW SWIM SPA!
EXPIRES 7/24/13

BEST PRICE GUARANTEE!
NO REASONABLE OFFER REFUSED!

FREE Chemicals
FREE Delivery/Set-Up
FREE Cover
With Purchase of a Brand New Hot Tub or Swim Spa!

WE OFFER MILITARY & FIRST RESPONDER DISCOUNTS!

KEEPING JOBS IN AMERICA SINCE 1981!

6060 Ulmerton Rd. Clearwater FL
200 YARDS EAST OF US 19
Pin. 727-530-9493 • Hills. 813-855-6379
Mon - Sat 8am-6pm Sun 11am-5pm
We accept all major credit cards

LOOK FOR THE BIG YELLOW DUCK!

Inside Back Page
Page 3 - 6c (10") x 21"

HOT TUBS SWIM SPAS
GIANT HOT TUB TENT SALE!
STARTS TODAY! ENDS SATURDAY 7/24
HURRY IN FOR BEST SELECTION!

BEST PRICE GUARANTEE!

WE HAVE HOT TUBS & SWIM SPAS IN STOCK!

SPECIAL Military and First Responders Discount!

NO REASONABLE OFFER REFUSED!

FREE Chemicals
FREE Delivery/Set-Up
FREE Cover
With Purchase of a Brand New Hot Tub or Swim Spa!

Swim Spa!
A pool & spa in one!

SPA MANUFACTURERS, INC.
Keeping Jobs Local Since 1981!

6060 ULMERTON RD. CLEARWATER FL
1/4 Mile E. of US19 N.
Pin. 727-530-9493 Hills. 813-855-6379
LOOK FOR THE BIG YELLOW DUCK!
Celebrating 39 years! Proudly made in America!

Back Page
Page 4 - 6c (10") x 21"

Spadeas now available on various sections!

Get noticed with a front page banner or front page note

[illegible]

Main News
Front Page Banner
6c (10") x .5" includes full color

LOCAL & STATE

WALTON'S
A REALITY SHOW
WALTON'S
A REALITY SHOW

FRIDAY, August 16, 2021 \$5

How do we handle this year's despair?

BY STEPHEN BROWN

Responding to a letter from a reader who asks how we can handle this year's despair, I thought I would share some thoughts on the subject. I am not a psychologist, but I have been thinking about this a lot lately. I have been thinking about the fact that we are living in a time of great despair. I have been thinking about the fact that we are living in a time of great despair. I have been thinking about the fact that we are living in a time of great despair.

Fred track drifts west

As tropical weather, it still has heavy rain ready to dump. Next up, Grace.

BY STEPHEN BROWN

The tropical storm, Fred, has been moving westward and is now over the Gulf of Mexico. It is expected to make landfall in the Gulf of Mexico on Friday, August 13, and is expected to bring heavy rain and strong winds to the Gulf Coast. The National Hurricane Center is tracking Fred and expects it to be a significant threat to the Gulf Coast.

COVID-19: A new normal

As the world adjusts to the new normal, many are looking for ways to stay safe and healthy. This includes wearing masks, social distancing, and getting vaccinated. It is important to stay informed about the latest news and to take the necessary precautions to protect yourself and others.

Surge greets area students

Close to 1,000 new students are expected to arrive in the area this fall. The surge is expected to bring a mix of students from local and out-of-state schools. The area is preparing to welcome the new students and is looking for ways to make the transition as smooth as possible.

Meanest the next generation of Black activism

As the next generation of Black activists grows up, they are bringing a new level of activism to the table. They are more organized, more vocal, and more determined than ever before. They are using social media and other tools to organize and spread their message. They are also working to build a strong community and to support each other in their activism.

Savings So Real You can almost touch them.

GEICO MOTORCYCLE
getinsure@geico 1-800-468-4753 Local Office

Section
Front Page Banner
6c (10") x 3" includes full color

B21 SINCE 1948
\$7 OFF

R.J. KIELY
 PLUMBING • HEATING • COOLING
\$23 OFF

LABOR DAY SALE!
\$10 OFF

On a \$70-or-more purchase of WINE, BEER or SPIRITS.*
 * must present coupon

OPEN 365 Days
 Sun 11am-2am
 Mon-Sat 8am-2am

UNIVERSAL
 FINE WINE • SPIRITS

1542 US Hwy 19 N • Holiday
727-937-8330 • universalfw.com

Front Page Note



OUR FREE WEEKLY PRODUCTS

Extend your reach in Tampa Bay with our non-paid print publications. These products offer advertisers the ability to layer publications to target a specific area or audience.

tbt*

- **75,000 copies, distributed every Wednesday**
- 2,000 locations throughout Hillsborough, Pinellas and Pasco counties
- Less than 5% duplication in the *Times*
- Digital replica and App reaches people on the go
- ROP, preprints and sticky note opportunities

SMC Midweek

- **300,000 copies, distributed midweek to non-subscribers** in Pinellas, Pasco, Hillsborough and Hernando counties
- Editorial content
- ROP and preprint opportunities

Centro

- **50,000 copies, distributed every Wednesday** to select households in Tampa's Hispanic neighborhoods
- Award-winning publication written entirely in Spanish
- ROP and preprint opportunities

MacDill Thunderbolt

- **8,500 copies, distributed on base every Thursday**
- Published in partnership with MacDill Air Force Base in Tampa
- Digital replica reaches readers off base on tampabaytimes.com
- ROP and preprint options

Wesley Chapel Weekly

- **13,000 copies, distributed every Wednesday**
- Delivered to select households in zip codes 33543, 33545 and 33544
- 26,000 readers
- Digital replica on tampabaytimes.com
- ROP and preprint opportunities
- An advertising publication

Carrollwood Beacon

- **18,000 copies, distributed every Wednesday**
- Delivered to select households in zip codes 33624 and 33618
- 41,400 readers
- Features local news, things to do, school news
- ROP and preprint opportunities



Source: Distribution from Tampa Bay Times estimates; 2021 Nielsen Scarborough Report (r1). Wesley Chapel Weekly and Carrollwood Beacon readership is based on industry average.



BAY MAGAZINE

Reach Tampa Bay's affluent residents with Bay.

- Bay is a luxury magazine published and delivered 8 times annually
- 50,000 copies are distributed each publish date to Tampa Bay residents with the market's highest disposable income and spending power
- A digital replica is also available on tampabay.com
- Distribution is carefully selected to maximize reach of high-income professionals

Regular topics include:

- Food
- Fashion
- Profile
- Social Scene





TAMPA BAY EXPOS

Capture new customers, generate sales leads, and set future appointments at our 22 annual shows. Showcase your products/services to consumers who are ready to buy.

TAMPA BAY HOME SHOW

- 3 shows a year
- Everything for your home, inside and out
- Tampa Bay's Largest Home Show

TAMPA BAY JOB & CAREER FAIR

5 shows a year

TAMPA BAY Boat SHOW

- 3 shows a year
- 3-day sales event
- Boat dealers, exhibitors and seminar series

TAMPA BAY BRIDAL SHOW

- 3 shows a year
- Market's largest bridal event

Tons of gifts and decorating ideas

TAMPA BAY HOLIDAY MARKET

TAMPA BAY Women's EXPO

TAMPA BAY SENIOR EXPO

- 4 shows a year -
2 market wide,
2 regional

TAMPA BAY EXPOS

Presented by Tampa Bay Times



FOR EVENT DATES VISIT
tampabayexpos.com

TAMPA BAY VIBRANT AND GROWING



A MARKET ON THE MOVE

The Tampa Bay market continues to be a vibrant, diverse community full of economic opportunity.

- **The 13TH-largest DMA market**

Source: 2021 Nielsen TV Market Rankings

- **The third-most populous state in the country**

Source: U.S. Census Bureau

- **Tampa Bay leads the way as one of the nation's 10 biggest gainers in the number of people moving here.**

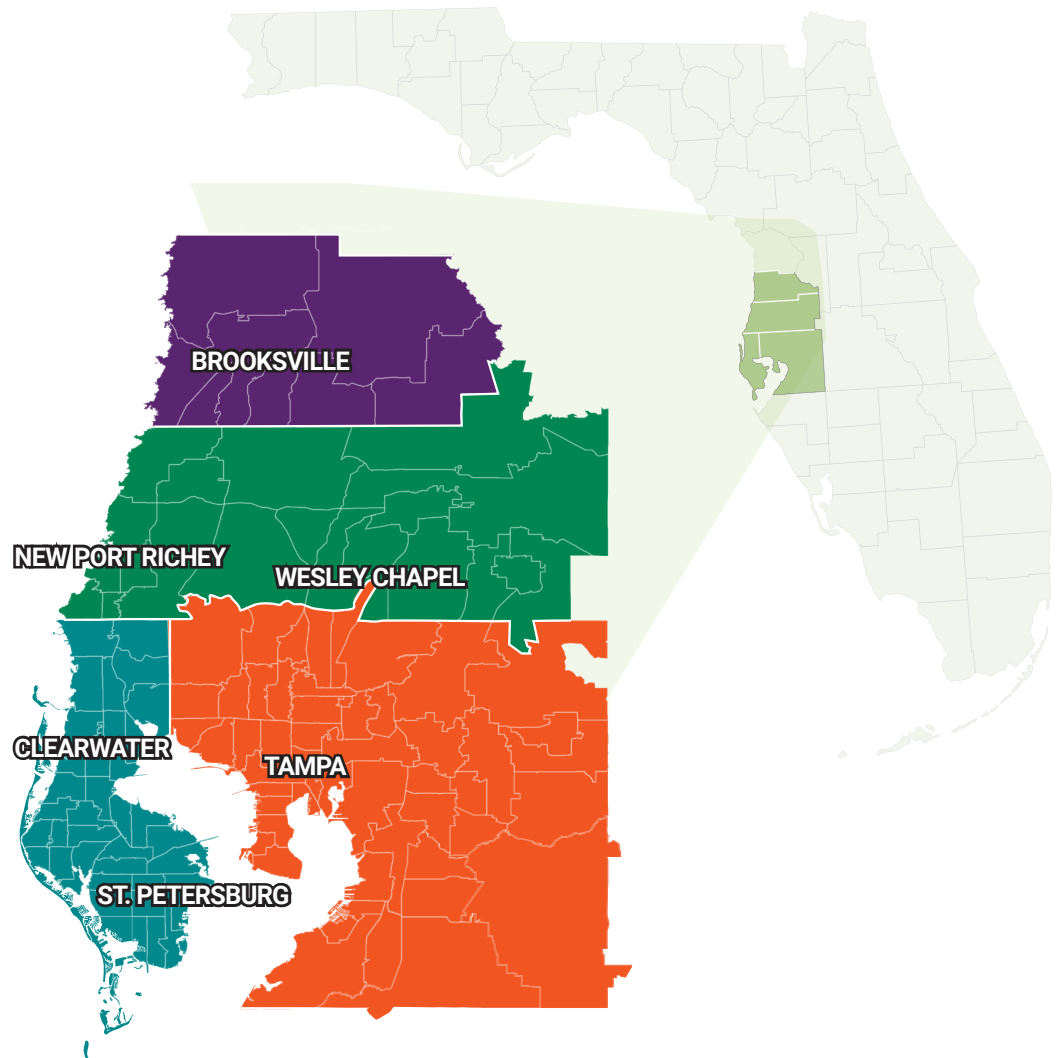
The Tampa Bay area population is projected to grow from 3.1 million in 2019 to 3.2 in 2020. The Tampa Bay area population will increase by almost 7% to 3.4 million over the next five years.

Source: Bureau of Economic and Business Research, Volume 53, Bulletin 186, April 2020

- **Fortune 500 companies based or located in Tampa Bay:**

- Bloomin' Brands
- Jabil
- Raymond James Financial
- Roper Technologies
- Tech Data
- WellCare Health Plans

Source: 2019 Tampa Bay Business Journal



THE TAMPA BAY DMA RANKS HIGH NATIONALLY IN NEWSPAPER READERSHIP

Top 15 Markets based on adult population

#9 on Sunday!

MARKET	ADULTS %	TOTAL SUNDAY READERSHIP
Cleveland	29%	588,200
Minneapolis	28%	1,064,700
Chicago	27%	2,005,700
Boston	27%	1,466,100
New York	26%	4,410,100
Philadelphia	26%	1,679,300
San Francisco/Oakland/San Jose	26%	1,542,100
Washington, D.C.	26%	1,416,400
Tampa/St. Petersburg/Sarasota	24%	984,000
Orlando	24%	852,400
Seattle/Tacoma	23%	983,200
Detroit	22%	850,000
Los Angeles	20%	2,956,500
Denver	20%	720,500
Miami/Ft. Lauderdale	19%	737,100

#14 Daily!

MARKET	ADULTS %	TOTAL DAILY READERSHIP
San Francisco/Oakland/San Jose	29%	1,736,000
Cleveland	29%	597,400
Boston	28%	1,539,000
Washington, D.C.	28%	1,525,600
New York	28%	4,522,400
Minneapolis	27%	1,004,100
Philadelphia	24%	1,515,500
Chicago	23%	1,733,000
Seattle/Tacoma	22%	970,300
Los Angeles	20%	2,878,800
Orlando	20%	694,100
Detroit	19%	713,300
Denver	19%	682,700
Tampa/St. Petersburg/Sarasota	18%	746,900
Sacramento	17%	597,400

Source: Nielsen Scarborough 2017 (r2) multi-market study.

THE TAMPA BAY TIMES IS THE LARGEST NEWSPAPER IN FLORIDA

Total average Sunday print and digital replica circulation

Tampa Bay Times 213,189

Orlando Sentinel 134,472

South Florida Sun-Sentinel 114,225

Miami Herald 89,776

Palm Beach Post 65,854

Total average daily print and digital replica circulation

Tampa Bay Times 170,730

Miami Herald 75,933

Orlando Sentinel 59,822

S. FL Sun-Sentinel 57,312

Palm Beach Post 45,362



Source: 2017 AAM Quarterly Reports, includes print and digital replica, excludes branded editions.

DEDICATED TO QUALITY



2021 PULITZER PRIZE WINNER

LOCAL REPORTING



PROUD BUSINESS PARTNERS

Join these and many other successful
businesses that advertise with Times Total Media

Publix

 **FLORIDA CANCER**
SPECIALISTS
& Research Institute

FAMOUS TATE
APPLIANCE & BEDDING CENTERS

kane's
FURNITURE


a neighborly company


Morgan
Exteriors, Inc.

 **Spa Manufacturers**


AUDIBEL[®]
American. Hearing. Excellence.

Peltz Shoes
a perfect fit

 **OLD NORTHEAST JEWELERS**
FINE JEWELRY & WATCHES | BUYING & SELLING SINCE 1984

BUYING & SELLING SINCE 1984
 **HESS FINE ART**
ART | JEWELRY | WATCHES | ANTIQUES



 **STORM FITTERS**

Nancy Leslie  **RE/MAX**
REALTEC GROUP

 **THE RUTH ECKERD HALL**
EXPERIENCE

Pasadena
EYE CENTER

THE DA MUSEUM

 **INTERNATIONAL**
DIAMOND CENTER


Since 1986
OAK EMPORIUM
FURNITURE BUILT FOR LIFE!