WE DELIVER YOUR TARGET AUDIENCE

THE SUNDAY TIMES REACHES

164,500
Families

232,400
Millennials & GenXers

294,800
Boomers

Local weekly audience

- Daily Tampa Bay Times readers 531,300*
- Sunday Tampa Bay Times 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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Past 30-day tampabay.com visitor</th>
<th>Tampa Bay Times Daily Reader*</th>
<th>Tampa Bay Times Sunday Reader*</th>
<th>Daily/Sunday e-Newspaper Reader</th>
<th>tbt Reader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>48%</td>
<td>52%</td>
<td>52%</td>
<td>45%</td>
<td>42%</td>
</tr>
<tr>
<td>Female</td>
<td>52%</td>
<td>48%</td>
<td>48%</td>
<td>55%</td>
<td>58%</td>
</tr>
</tbody>
</table>

### 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 cume 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

<table>
<thead>
<tr>
<th>Marital Status</th>
<th>Past 30-day tampabay.com visitor</th>
<th>Tampa Bay Times Daily Reader*</th>
<th>Tampa Bay Times Sunday Reader*</th>
<th>Daily/Sunday e-Newspaper Reader</th>
<th>tbt Reader</th>
</tr>
</thead>
<tbody>
<tr>
<td>Married</td>
<td>43%</td>
<td>52%</td>
<td>54%</td>
<td>67%</td>
<td>42%</td>
</tr>
<tr>
<td>Never married (single)</td>
<td>39%</td>
<td>19%</td>
<td>18%</td>
<td>13%</td>
<td>28%</td>
</tr>
<tr>
<td>Widowed</td>
<td>7%</td>
<td>13%</td>
<td>12%</td>
<td>6%</td>
<td>12%</td>
</tr>
<tr>
<td>Divorced or Separated</td>
<td>11%</td>
<td>16%</td>
<td>16%</td>
<td>14%</td>
<td>18%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Race</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White</td>
<td>86%</td>
<td>76%</td>
<td>88%</td>
<td>82%</td>
<td>81%</td>
</tr>
<tr>
<td>Black</td>
<td>9%</td>
<td>8%</td>
<td>9%</td>
<td>10%</td>
<td>14%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>2%</td>
<td>3%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Hispanic</td>
<td>18%</td>
<td>14%</td>
<td>12%</td>
<td>4%</td>
<td>29%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employment Status</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed</td>
<td>70%</td>
<td>38%</td>
<td>41%</td>
<td>52%</td>
<td>46%</td>
</tr>
<tr>
<td>Not employed</td>
<td>30%</td>
<td>62%</td>
<td>59%</td>
<td>48%</td>
<td>54%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupation</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Professional/Managerial</td>
<td>37%</td>
<td>16%</td>
<td>21%</td>
<td>43%</td>
<td>25%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Investors</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>77%</td>
<td>73%</td>
<td>68%</td>
<td>90%</td>
<td>61%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>No kids at home</td>
<td>50%</td>
<td>79%</td>
<td>69%</td>
<td>75%</td>
<td>64%</td>
</tr>
<tr>
<td>Kids (17 &amp; younger)</td>
<td>50%</td>
<td>21%</td>
<td>31%</td>
<td>25%</td>
<td>36%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Home Ownership</th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Own home</td>
<td>63%</td>
<td>70%</td>
<td>79%</td>
<td>80%</td>
<td>67%</td>
</tr>
<tr>
<td>Rent</td>
<td>33%</td>
<td>27%</td>
<td>20%</td>
<td>20%</td>
<td>25%</td>
</tr>
<tr>
<td>Other</td>
<td>4%</td>
<td>3%</td>
<td>1%</td>
<td>0%</td>
<td>8%</td>
</tr>
</tbody>
</table>

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

Source: 2021 Nielsen Scarborough Report (r1), DMA
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)
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

SOUTHPORT TRUCK GROUP
“We needed more traffic to our website and social platforms. The Castnet team had great ideas and the latest strategies to get real results!”
— Phil Landsman
Southport Truck Group
Pit Gills, MD, is a board-certified ophthalmologist specializing in cataract and refractive surgery. He completed his residency in ophthalmology at the University of South Florida in Tampa followed by a corneal fellowship at St. Luke’s.

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!

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

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

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

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
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. Wesley Chapel Weekly and Carrollwood Beacon readership is based on industry average.
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
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 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

TAMPA BAY SENIOR EXPO
- 4 shows a year - 2 market wide, 2 regional

TAMPA BAY JOB & CAREER FAIR
- 5 shows a year

TAMPA BAY HOLIDAY MARKET

TAMPA BAY WOMEN’S EXPO

Tons of gifts and decorating ideas

FOR EVENT DATES VISIT tampabayexpos.com
TAMPA BAY VIBRANT AND GROWING
The Tampa Bay market continues to be a vibrant, diverse community full of economic opportunity.

- The 13\textsuperscript{th}-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

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

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

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

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tampa Bay Times</td>
<td>213,189</td>
</tr>
<tr>
<td>Orlando Sentinel</td>
<td>134,472</td>
</tr>
<tr>
<td>South Florida Sun-Sentinel</td>
<td>114,225</td>
</tr>
<tr>
<td>Miami Herald</td>
<td>89,776</td>
</tr>
<tr>
<td>Palm Beach Post</td>
<td>65,854</td>
</tr>
</tbody>
</table>

### Total average daily print and digital replica circulation

<table>
<thead>
<tr>
<th>Newspaper</th>
<th>Circulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tampa Bay Times</td>
<td>170,730</td>
</tr>
<tr>
<td>Miami Herald</td>
<td>75,933</td>
</tr>
<tr>
<td>Orlando Sentinel</td>
<td>59,822</td>
</tr>
<tr>
<td>S. FL Sun-Sentinel</td>
<td>57,312</td>
</tr>
<tr>
<td>Palm Beach Post</td>
<td>45,362</td>
</tr>
</tbody>
</table>

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

STANLEY CUP PLAYOFFS | EAST FINAL: LIGHTNING VS. ISLANDERS GAME 1: 8 P.M. MONDAY TV: NBCSN

Romano: Tough love jolted Lightning out of early malaise. Sports, 1C

2021 PULITZER PRIZE WINNER
LOCAL REPORTING

Paseo's sheriff created a futuristic program to stop crime before it happens. It harasses families, and juvenile offenders are targeted...

BY KATHLEEN McGRORY AND NEIL BEDI
PHOTOS BY DOUGLAS K. CLIFFORD
Join these and many other successful businesses that advertise with Times Total Media

Proud Business Partners

- Publix
- Kane's Furniture
- Spa Manufacturers
- Audibel: American Hearing Excellence
- HPA
- The Ruth Eckerd Hall Experience
- The Da Museum
- Florida Cancer Specialists & Research Institute
- Overhead Garage Door Service
- Precision
- Famous Tate Appliance & Bedding Centers
- Morgan Exteriors, Inc.
- Old Northeast Jewelers
- Peltz Shoes: a perfect fit
- Storm Fitters
- Pasadena Eye Center
- International Diamond Center
- Oak Emporium
- RE/MAX
- Nancy Leslie
- REALTEC GROUP
- TIMES TOTAL MEDIA