

 $\overline{\mathbb{C}}$ times total media

Reach 1.1 million potential customers

Every week the *Times*, tbt* and tampabay.com combined, with no duplication, reach 1.1 million people in Tampa Bay.



Local weekly audience

Daily Tampa Bay Times readers	401,200*
Sunday Tampa Bay Times readers	507,600
tampabay.com visitors (local)	593,200
tbt* readers	146,200

All brands combined - no duplication

Tampa Bay Times









*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

Gender	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>
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%

Source: 2021 Nielsen Scarborough Report (r1), DMA

${\rm \widetilde{C}}$ TIMES TOTAL MEDIA

WE DELIVER YOUR TARGET CUSTOMERS

Marital Status	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>	tbt Reader
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 cume print and av	orago o Nowspapor, Sunday Timos includos	avorage print and a Newspaper			

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

Source: 2021 Nielsen Scarborough Report (r1), DMA

${\rm \widetilde{C}}$ TIMES TOTAL MEDIA



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



$\widetilde{\mathbb{C}}$ TIMES TOTAL MEDIA

TESTIMONIALS



SHORT MOVES

"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



"I have been with Castnet Media since I started my business. They helped me to grow my business much faster than I could have on my own. They made my website exactly the way I wanted. They also allow me to edit and update my website anytime. We would recommend Castnet Media to anyone."

- Jessie Calahan, Laundry Day Delivery



"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

(U) TIMES TOTAL MEDIA

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!



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.





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



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



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



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





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.



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

TAMPA BAY

5 shows a year



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



• 4 shows a year -

2 market wide,

2 regional

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

Tons of gifts and decorating ideas









FOR EVENT DATES VISIT tampabayexpos.com

$\overline{\mathbb{C}}$ TIMES TOTAL MEDIA



 ${\rm \widetilde{C}}$ times total media

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



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

THE TAMPA BAY TIMES IS THE LARGEST NEWSPAPER IN FLORIDA

213,189

Total average Sunday print and digital replica circulation

Tampa Bay Times		
Orlando Sentinel		134,472
South Florida Sun-Se	entinel	114,225
Miami Herald	89,776	5
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	5,362	







2021 PULITZER PRIZE WINNER

LOCAL REPORTING



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PHOTOS BY DOUGLAS R. CLIFFORD

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

Publix.

















Peltz Shoes a perfect fit















