

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 Florida's biggest gainers in the number of people moving here.

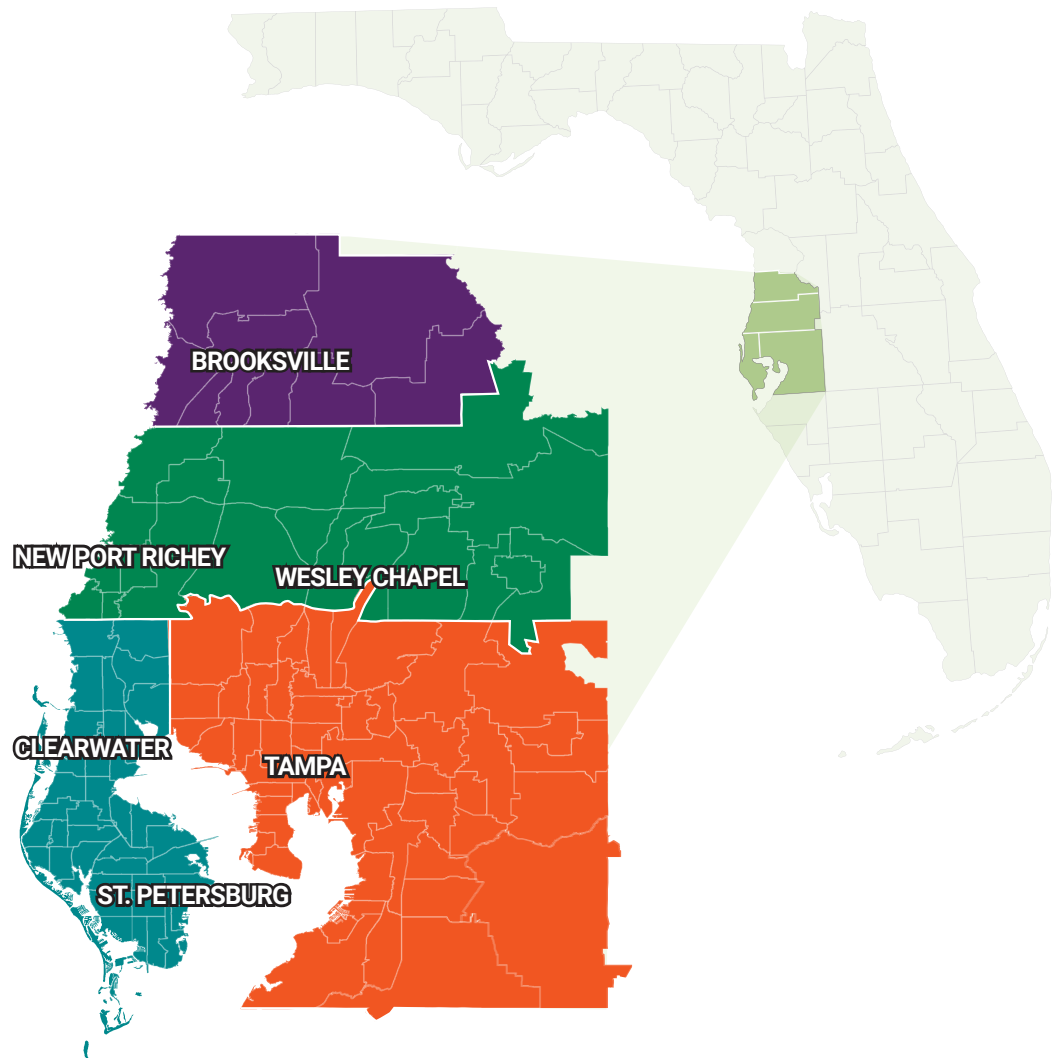
The Tampa Bay area population will increase by almost 6% to 3.4 million over the next five years.

Source: Bureau of Economic and Business Research, Volume 55, Bulletin 192, February 2022

- Fortune 500 companies based or located in Tampa Bay:

- Jabil
- Raymond James Financial
- Roper Technologies
- Mosaic

Source: 2022 Fortune 500



THE TAMPA BAY TIMES IS THE LARGEST NEWSPAPER IN FLORIDA

Total average Sunday print and digital replica readership

Tampa Bay Times 503,300

Orlando Sentinel 363,500

Miami Herald 329,500

South Florida Sun-Sentinel 239,500

Palm Beach Post 193,800

Total average daily print and digital replica readership

Tampa Bay Times 373,300

Miami Herald 233,100

Orlando Sentinel 231,500

Palm Beach Post 148,800

S. FL Sun-Sentinel 142,800



Source: 2022 Nielsen Scarborough Report (r1), includes print and digital replica, excludes branded editions.

Tampa Bay Times

YOUR CUSTOMERS



OUR AUDIENCE



PR100656_APRIL 11, 2022

 **TIMES TOTAL MEDIA**

WE DELIVER YOUR TARGET AUDIENCE

Reach 1 million potential customers

Every week the *Times*, tbt* and tampabay.com combined, with no duplication, reach 1 million people in Tampa Bay.

Local weekly audience

Daily <i>Tampa Bay Times</i> readers	373,300*
Sunday <i>Tampa Bay Times</i> readers	503,300
tampabay.com visitors (local)	564,500
tbt* readers	128,500



*5-day cumulative net audience. No duplication means each adult who reads one or more of the *Times* publications is counted only once. 2021 Nielsen Scarborough Report r2.

TIMES TOTAL MEDIA DELIVERS YOUR TARGET CUSTOMERS (DMA)

	<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>	<u>Past 30-day tampabay.com visitor</u>
Gender					
Male	53%	42%	51%	47%	50%
Female	47%	58%	49%	53%	50%
Age					
Median Age	62 yrs.	61 yrs.	57 yrs.	54 yrs.	43 yrs.
Age 18-34	14%	12%	10%	15%	33%
Age 35-44	7%	11%	14%	18%	23%
Age 45-54	15%	18%	24%	20%	19%
Age 55-64	21%	17%	14%	12%	10%
Age 65 and older	43%	42%	38%	35%	15%
Level of Education					
Less than high school	4%	10%	0%	6%	4%
High school graduate	29%	28%	13%	21%	27%
Some college	29%	30%	37%	36%	30%
College graduate	38%	32%	50%	37%	39%
Household Income					
Median income	\$59,400	\$55,500	\$84,200	\$60,900	\$72,900
Less than \$20,000	8%	7%	2%	4%	3%
\$20,000-\$49,999	36%	39%	16%	38%	25%
\$50,000-\$74,999	17%	20%	24%	18%	24%
\$75,000-\$99,999	16%	14%	22%	12%	14%
\$100,000 or more	23%	20%	36%	28%	34%

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

Source: 2022 Nielsen Scarborough Report (r1), DMA

TIMES TOTAL MEDIA DELIVERS YOUR TARGET CUSTOMERS (DMA)

	<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>	<u>Past 30-day tampabay.com visitor</u>
Marital Status					
Married	50%	52%	65%	54%	45%
Never married (single)	22%	22%	17%	20%	37%
Widowed	12%	11%	6%	11%	4%
Divorced or Separated	16%	15%	12%	15%	14%
Race					
White	87%	85%	91%	75%	80%
Black	6%	11%	5%	17%	13%
Other	4%	**0%	1%	2%	3%
Hispanic	3%	4%	3%	6%	4%
Employment Status					
Employed	45%	39%	49%	56%	69%
Not employed	55%	61%	51%	44%	31%
Occupation					
Professional/Managerial	23%	16%	30%	33%	33%
Investors	64%	63%	74%	73%	74%
Children					
No kids at home	86%	81%	89%	75%	63%
Kids (17 & younger)	14%	19%	11%	25%	37%
Home Ownership					
Own home	73%	72%	87%	64%	68%
Rent	25%	20%	13%	35%	31%
Other	2%	8%	0%	1%	1%

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

** Less than one-half of one percent.

2022 Nielsen Scarborough Report (r1)



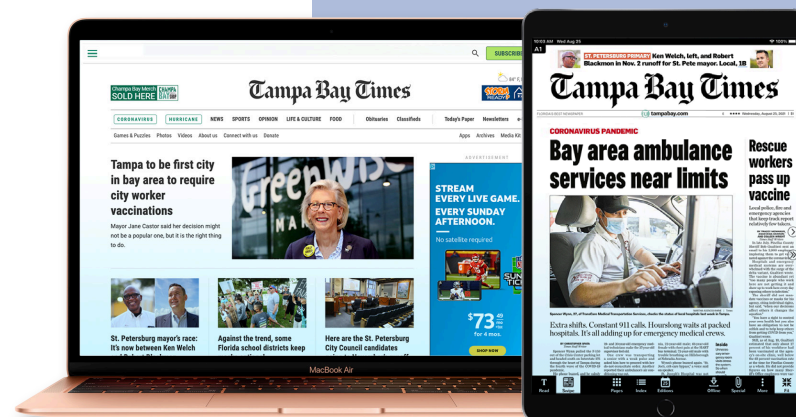
DIGITAL ADVERTISING

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

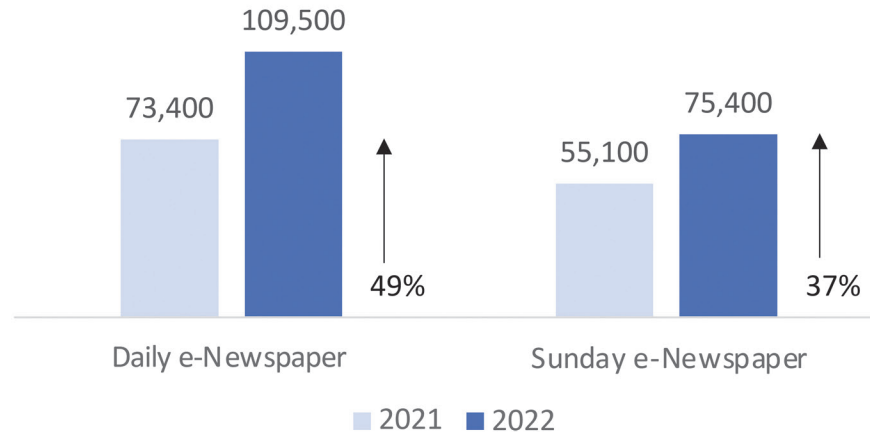
- **4.3 million** monthly unique visitors
- **8.9 million** monthly page views



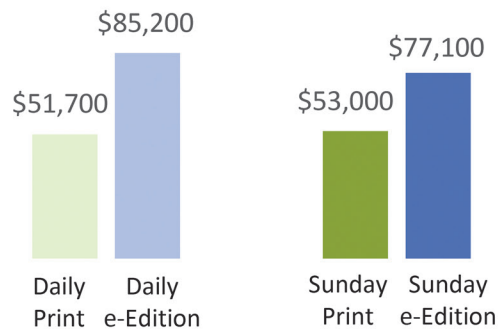
Source is Google Analytics 3-month average March - May 2022

E-NEWSPAPER READERSHIP IS GROWING, DELIVERING A VALUABLE AUDIENCE

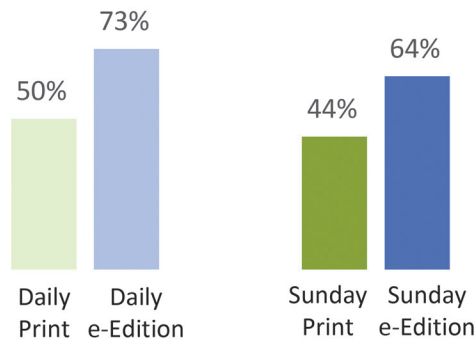
e-Newspaper Readership



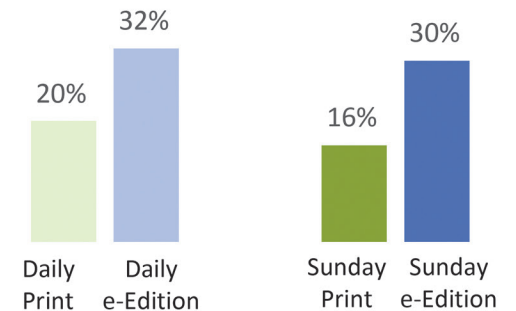
Household Income



College Graduates



Professional/Managerial



Sources: 2021 and 2022 Nielsen Scarborough Reports; print readership is based on average issue except for Sunday and come for daily to account for our current distribution.



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!



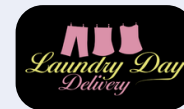
TESTIMONIALS



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



"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



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.





TBT* WEEKEND

Want to reach potential customers looking for fun things to do?
The **tbt* Weekend** section will provide the definitive guide for fun!

- **75,000 copies distributed FREE** in 2,000 stand-alone racks, office and retail locations throughout Pinellas, Hillsborough and Pasco County
- **115,000 copies inside Wednesday's Tampa Bay Times**
- **414,600 readers every week**
- Less than 5% duplication between tbt* Readers and Times Readers
- ROP, preprint and sticky note opportunities
- Digital replica and App reaches people on the go

tbt*
weekend

Source: 2022 Nielsen Scarborough Report (r1)





BLANKET A NEIGHBORHOOD

Every week, readers dive into these free publications full of high school sports news, local entertainment options, coverage of local government and more. Inserted in the *Times* for home delivery subscribers, tossed on driveways or in free standing racks, these newsy publications are easy to find and fun to read!

Carrollwood Beacon

- Reach every household in the Carrollwood Zip Codes 33624 and 33618
- Publishes Wednesdays
- 17,500 copies distributed
- ROP and preprint options
- 40,300 Readers
- Features local news and things to do, school news

Citrus Park and Westchase Beacon

- Reach every household in the Citrus Park and Westchase zip codes of 33626 and 33625
- Publishes Wednesdays
- 16,500 copies distributed
- ROP and preprint options
- 38,000 Readers
- Features local news and things to do, school news

Wesley Chapel Weekly

- Reach select neighborhoods in Wesley Chapel zip codes 33543, 33544, 33545
- 25,000 readers every Wednesday
- ROP and preprint options
- Digital replica on tampabaytimesmedia.com
- Editorial by Times Total Media

YES! SMC Midweek

- Extend your reach beyond the *Times* home delivery subscribers with Yes! and our free weekly newspapers
- Reach non-subscribers in Pinellas, Pasco, Hernando and Hillsborough counties
- Nearly 300,000 copies distributed weekly
- Distributed midweek – Wednesday and Thursday
- Preprint opportunities.

Source: Tampa Bay Times internal distribution numbers. Readership based on industry average of 2.3 readers per copy.





TAMPA BAY'S #1 SPANISH LANGUAGE PUBLICATION

Reach readers in the predominantly Hispanic neighborhoods in Tampa with this award-winning publication written entirely in Spanish.

- **50,000 copies distributed FREE every Wednesday** to select households in Tampa's Hispanic neighborhoods
- **100,000+ readers every week**
- Available in racks at popular Hispanic retail locations
- Free ad translation services available
- ROP and preprint opportunities



Source: Based on industry average of 2.3 readers per copy





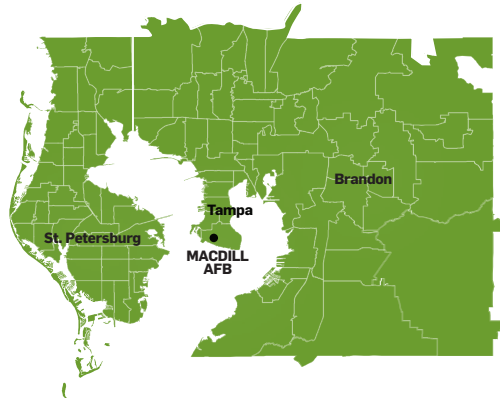
REACH MILITARY FAMILIES AND DECISION MAKERS

The MacDill Thunderbolt features news and photos of the latest happenings at MacDill Air Force Base located in South Tampa.

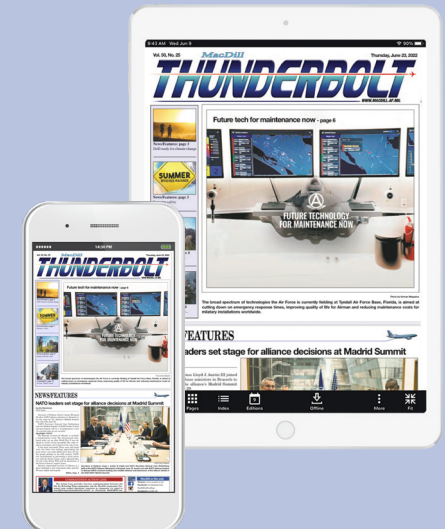
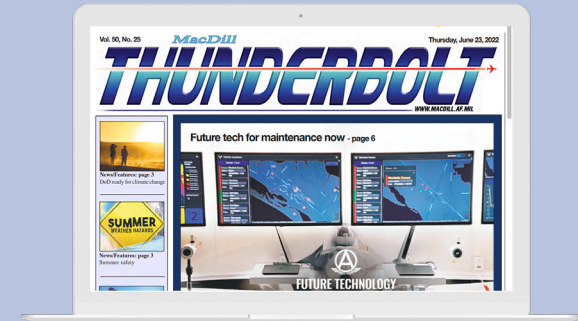
Each week, an email is sent by the Base to 20,000 select members of the MacDill Community.

The email features:

- A digital edition that looks like a print edition
- Ads that click through to your Web site
- Easy to print and share stories, photos and ads
- Available at macdillthunderbolt.com
- 12 month rolling archive



Official publication of MacDill Air Force Base



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! See Hot Tub or Swim Spa!

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

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! See Hot Tub or Swim Spa!

FREE Chemicals
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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 7/24/21

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!

WE OFFER MILITARY & FIRST RESPONDER DISCOUNTS!

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

Tampa Bay Times
 Wednesday, August 19, 2020
 www.tampabay.com

In cautious air, schools reopen

Students at all grade levels delight in the return to in-person classes, while skeptically but surely, a cloud called COVID hovers.



As the virus ebbs and flows, schools are cautiously reopening. Students are excited to return to in-person classes, but parents and educators are wary of the potential for a second wave. Schools are implementing strict safety protocols, including masks, social distancing, and enhanced cleaning routines. The return to school is a mix of joy and anxiety, as families hope for a normalcy that may never fully return.

Answers elusive in sea life deaths

Strangeness at ZooTampa and peninsula at the Florida Aquarium have died an uneasy death within weeks of each other.

At the Florida Aquarium, a series of mysterious deaths among sea turtles and other marine life has left scientists baffled. The deaths occurred over a short period, and the cause remains unknown. Scientists are conducting extensive testing, including necropsies and water quality analysis, to determine the cause of the deaths. The incident has raised concerns about the health of the marine ecosystem and the safety of visitors.

UNVACCINATED TEST PHILLAS
BUILDER WANTS FEWER HOMES
DISTRICT DEFIES DEBATE'S ORDER
CEVICH UNVEILS A NEW LOCATION
Tropical weekend
NEWS

OLD NORTHEAST JEWELERS **TOP DOLLAR PAID FOR FINE WATCHES & DIAMONDS**

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

LOCAL & STATE
 Sunday, August 16, 2020

Fred track drifts west

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

The tropical storm system that caused the flooding in the Tampa Bay area is now drifting westward. The system, known as Fred, is expected to bring heavy rain and strong winds to the Gulf Coast of Florida. Meteorologists are closely monitoring the storm's path and intensity, and are preparing for the possibility of a second wave of flooding. Residents in the affected areas are advised to stay alert and take necessary precautions.

Surge greets area students

Close to 1,000 cases reported in the first week of classes. Students already quarantined.

A surge in COVID-19 cases has been reported in the Tampa Bay area, with nearly 1,000 cases identified in the first week of school. Many students have already been quarantined, and schools are implementing strict safety measures to prevent further spread. Health officials are urging students and their families to continue to follow safety protocols, including wearing masks and practicing social distancing.

Meet the next generation of Black activism

At 19, Charles Bling has started a digital magazine and a service organization.

Charles Bling, a 19-year-old student, is making waves in the community with his digital magazine and service organization. Bling is a member of the Black Lives Matter movement and is dedicated to promoting social justice and equality. His work has inspired many young people to get involved in activism and to use their voices to make a difference.

SAVINGS SO REAL YOU CAN ALMOST TOUCH THEM.
GEICO MOTORCYCLE
 geico.com/motorcycle | 1-800-442-9221 | Local Office

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

B21 SINCE 1948
\$7 OFF

R.J. KIELTY
 PLUMBING • HEATING • COOLING
KEEP THIS! YOU WILL NEED IT!
\$23 OFF

LABOR DAY SALE!
\$10 OFF

UNIVERSAL
 FINE WINE • SPIRITS

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

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

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

Front Page
Note



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 households

Regular topics include:

- Food
- Fashion
- Homes
- 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 HOLIDAY MARKET

TAMPA BAY BRIDAL SHOW

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

TAMPA BAY Women's EXPO

TAMPA BAY SENIOR EXPO

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

Tons of gifts and decorating ideas

TAMPA BAY EXPOS

Presented by Tampa Bay Times



FOR EVENT DATES VISIT
tampabayexpos.com

DEDICATED TO QUALITY



2022 PULITZER PRIZE WINNER

INVESTIGATIVE 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



 **STORM FITTERS**

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

 **THE RUTH ECKERD HALL**
EXPERIENCE

Pasadena
EYE CENTER

Nancy Leslie  **RE/MAX**
REALTEC GROUP

THE DA MUSEUM

 **INTERNATIONAL**
DIAMOND CENTER


Since 1986
OAK EMPORIUM
FURNITURE BUILT FOR LIFE!