



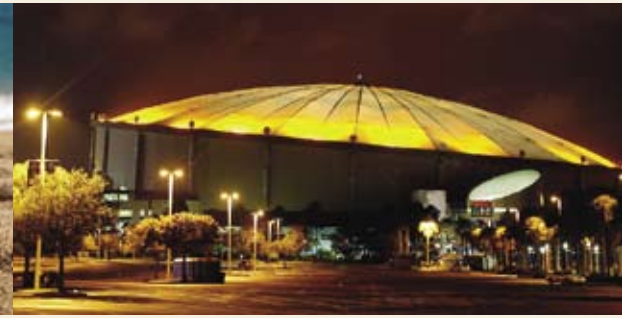
Your connection to
Tampa Bay.

Market Book

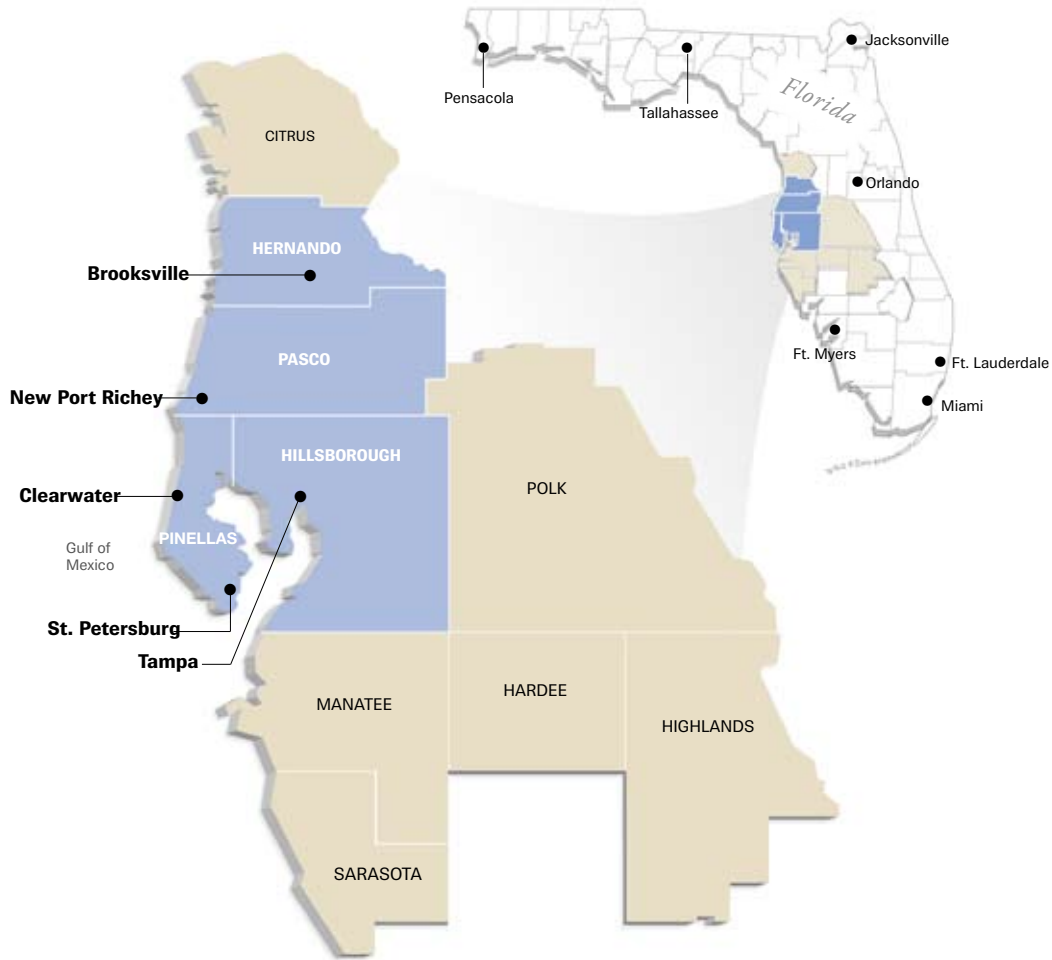


St. Petersburg Times

125
YEARS



The Tampa Bay market continues to be a vibrant and diverse community full of economic opportunity. And, as **TAMPA BAY'S LARGEST NEWSPAPER**, the St. Petersburg Times continues to lead the way as we evolve into a full-service media organization with a suite of products, including tbt* Tampa Bay Times and TampaBay.com. As the area's most trusted media source, **REACHING MORE THAN 1.5 MILLION** people every week, the St. Petersburg Times delivers comprehensive coverage of news, as well as powerful and meaningful advertising, to readers through print, digital, direct marketing and events.



TAMPA BAY DMA AREA RANKINGS

Tampa / St. Petersburg / Sarasota **DMA**

	METRO AREA	NATIONAL	SOUTHEAST	FLORIDA
Population	4,297,000	16	3	2
Households	1,807,500	14	2	1

Source: 2008 Demographics USA

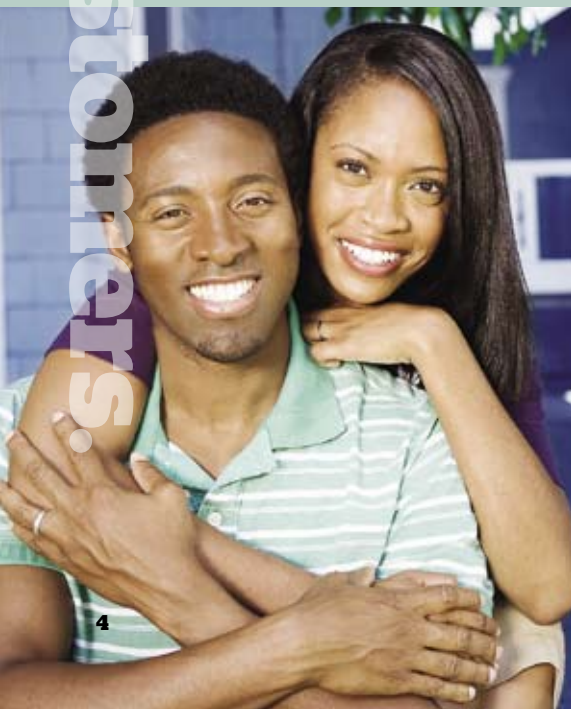
TAMPA / ST. PETERSBURG / CLEARWATER 2008 METRO AREA RANKINGS

Tampa / St. Petersburg / Clearwater **Metro Area**

	METRO AREA	NATIONAL	SOUTHEAST	FLORIDA
Population	2,747,000	19	3	2
Households	1,149,300	17	3	2
Effective Buying Income	\$ 59,659,976,000	20	3	2
Total Retail Sales	\$ 53,815,621,000	17	3	2
Food Store Sales	\$ 5,371,366,000	20	3	2
General Merchandise Store Sales	\$ 5,578,319,000	21	4	3
Department Store Sales	\$ 3,038,789,000	19	3	2
Food Services & Drinking Place Sales	\$ 4,654,391,000	22	4	3
Furniture/Home Furnishings/Electronics/ Appliance Store Sales	\$ 1,947,145,000	25	4	3

Source: 2008 Demographics USA

No matter what you're selling, the Times consistently delivers the readers who are ready to buy your products or services. And with the Times' suite of products, we can help reach people shopping for everything from car accessories to engagement rings – and everything in between.



**TAMPA / ST. PETERSBURG / CLEARWATER METRO-AREA
DEMOGRAPHICS BY COUNTY**

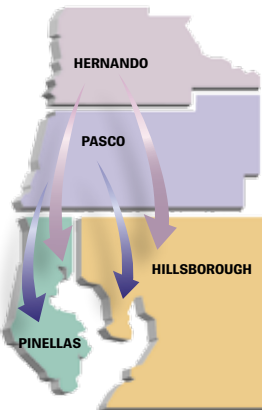
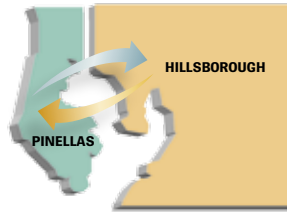
	AREA OF DOMINANCE				
	Pinellas	Pasco	Hernando	Hillsborough	Metro Area
Total Adults	752,000	369,100	139,000	903,400	2,163,500
Sex					
Male	46%	52%	41%	49%	48%
Female	54%	48%	59%	51%	52%
Age					
18 – 24	10%	9%	9%	12%	10%
25 – 34	11%	16%	19%	18%	15%
35 – 54	34%	34%	29%	39%	36%
55 – 64	16%	17%	16%	15%	16%
65 or older	29%	24%	27%	16%	23%
Education					
College graduate or more	23%	19%	15%	26%	23%
Some college	31%	36%	19%	30%	31%
High school graduate	39%	37%	52%	32%	36%
Less than high school graduate	7%	8%	14%	12%	10%
Annual Household Income					
Less than \$20,000	10%	6%	12%	8%	9%
\$20,000 – \$34,999	16%	23%	18%	15%	17%
\$35,000 – \$49,999	23%	21%	21%	20%	21%
\$50,000 – \$74,999	21%	15%	22%	19%	19%
\$75,000 – \$99,999	16%	19%	16%	17%	17%
\$100,000 or more	14%	16%	11%	21%	17%
Home Ownership					
Own home	80%	83%	81%	75%	78%
Rent/other	20%	17%	19%	25%	22%
Household Size					
One person	21%	12%	8%	14%	16%
Two people	37%	37%	35%	30%	34%
Three or four people	34%	35%	34%	39%	36%
Five or more people	8%	16%	23%	17%	14%
Children in Household					
No children under 18	73%	65%	61%	58%	65%
Children under 18 present	27%	35%	39%	42%	35%
Length of Residence (Time in present home)					
2 years or less	9%	12%	20%	17%	13%
2 – 5 years	19%	26%	24%	24%	23%
5 – 9 years	26%	22%	27%	24%	25%
10 or more years	46%	40%	29%	35%	39%
Marital Status					
Married	55%	60%	61%	50%	54%
Divorced/Separated	13%	7%	7%	15%	12%
Widowed	11%	9%	11%	7%	9%
Never married	21%	24%	21%	28%	25%
Race					
White	85%	83%	78%	62%	75%
Black	6%	3%	2%	14%	8%
Hispanic	6%	8%	14%	20%	13%
Other	3%	6%	6%	4%	4%
Occupation					
White collar	32%	36%	25%	46%	38%
Blue collar	22%	19%	22%	20%	21%

How to read: Of Pinellas County's 752,000 adults, 46% are male and 54% are female. Source: 2009 Scarborough Report (Release One, Feb. 2008-Jan. 2009).

Loyal readers of the St. Petersburg Times spend their money throughout the entire metro area. In addition to crossing the many area bridges and highways for work, they also travel to these same locations to shop, dine and enjoy the endless entertainment opportunities throughout Tampa Bay.

METRO AREA COMMUTERS

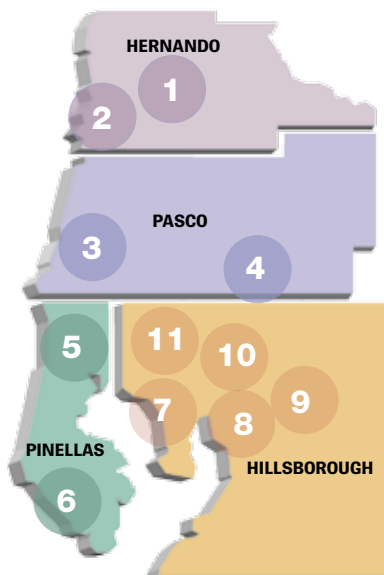
- **300,400** adult residents from Times-dominated **Pinellas** County travel across Tampa Bay to **Hillsborough** County every week.
- **230,900** Hillsborough County adult residents travel across Tampa Bay to Times-dominated **Pinellas** County every week.
- **71,600** adult residents from Times-dominated **Pasco** and **Hernando** Counties travel across Tampa Bay every week.



Source: 2009 Scarborough Report (Release One, Feb. 2008-Jan. 2009)

METRO AREA MAJOR SHOPPING MALLS

- 1 Coastal Way
- 2 Nature Coast Commons
- 3 Gulf View Square
- 4 Shops at Wiregrass
- 5 Countryside Mall
- 6 Tyrone Square Mall
- 7 International Plaza
- 8 Westshore Plaza
- 9 Brandon Town Center
- 10 University Plaza
- 11 Citrus Park Town Center



As the largest newspaper in Tampa Bay and the state of Florida, the St. Petersburg Times' suite of products reaches more than **1.5 million** people every week.

CIRCULATION OF FLORIDA'S LARGEST NEWSPAPERS

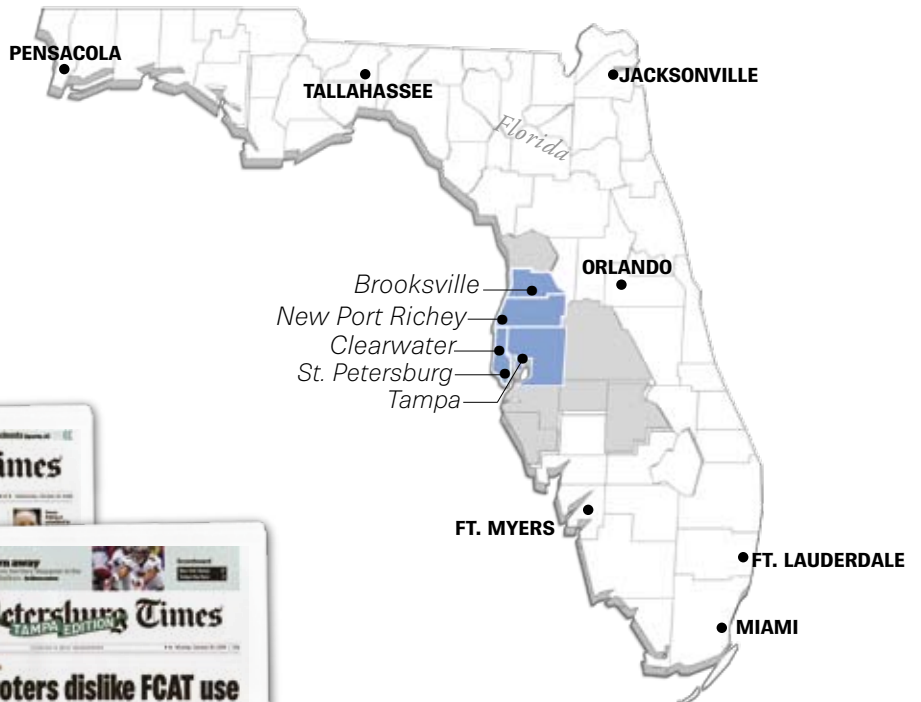
Total Average Paid DAILY Circulation*

St. Petersburg Times	283,792
Miami Herald	233,409
Orlando Sentinel	220,472
South Florida Sun-Sentinel	206,276
Tampa Tribune	197,654

Total Average Paid SUNDAY Circulation

St. Petersburg Times	406,937
Orlando Sentinel	325,078
Miami Herald	304,523
South Florida Sun-Sentinel	289,682
Tampa Tribune	268,988

* Combined average Monday-Friday
Source: ABC Audits for 12 months ending 2008



SUNDAY HOME-COUNTY PENETRATION

Largest FLORIDA Newspapers

St. Petersburg Times	56.2%
Miami Herald	37.8%
Tampa Tribune	37.1%
Jacksonville Times-Union	37.1%
Orlando Sentinel	34.9%
South Florida Sun-Sentinel	31.2%
Palm Beach Post	31.1%

Source: Standard Rate & Data Service, Circulation 2009

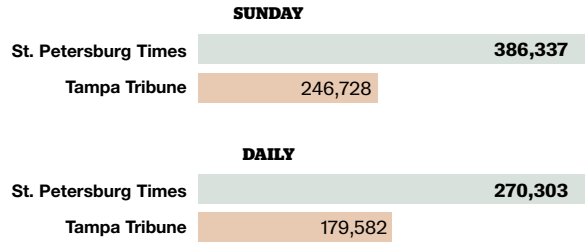
SUNDAY HOME-COUNTY PENETRATION

Largest NATIONAL Newspapers

St. Petersburg Times	56.2%
Cleveland Plain Dealer	55.1%
Minneapolis Star Tribune	53.6%
Denver Post/Rocky Mountain News	50.9%
Milwaukee Journal-Sentinel	49.6%
Pittsburgh Post-Gazette	48.1%
Washington Post	41.4%
Newsday	41.2%

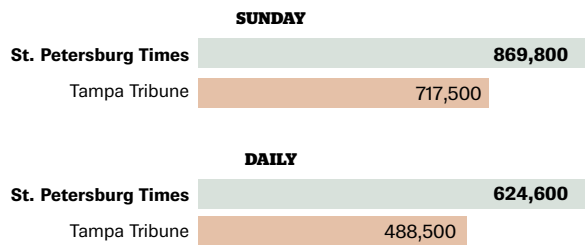
Source: Standard Rate & Data Service, Circulation 2009

**NEWSPAPER CIRCULATION
TAMPA / ST. PETERSBURG / CLEARWATER METRO AREA**



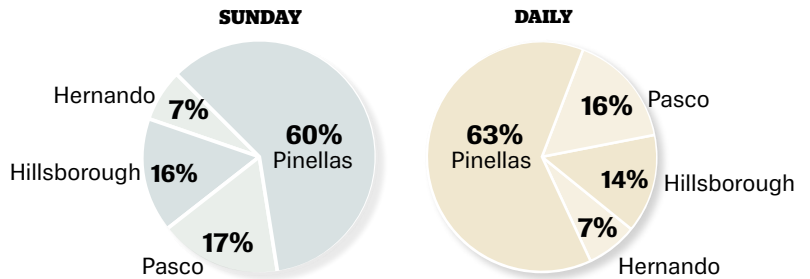
Source: ABC Audits for 12 months ending 2008

**NEWSPAPER READERSHIP
TAMPA / ST. PETERSBURG / CLEARWATER METRO AREA**



Source: 2009 Scarborough Report (Release One, Feb. 2008-Jan. 2009)

TIMES CIRCULATION BY COUNTY



Source: ABC Audits for 12 months ending 2008

» Partner with the Times and expand your reach



Twenty-one consumer shows a year

Times event marketing



Over 381,500 copies each week



tampabay.com
Know it now.



More than 1.5 million unique visitors monthly

» Affluence in the Market

Tampa Bay is home to a large segment of affluent residents with significant disposable income. The five-year growth projections for Effective Buying Income (EBI) and Total Retail Sales in Tampa Bay significantly outpace population and household growth. In short, Tampa Bay is growing, but its affluence is growing at a faster pace.



**TOP SIX FLORIDA EMPLOYMENT MARKETS
BY WORK FORCE REGION**

(AVERAGE MONTHLY EMPLOYMENT IN ALL INDUSTRIES)

Tampa/St. Petersburg/Clearwater	1,438,973
Orlando	1,248,356
Miami	1,209,865
Ft. Lauderdale	866,268
Jacksonville	713,791
Palm Beach	654,136

Source: Florida Agency for Workforce Innovation,
Labor Market Statistics Center - November 2008

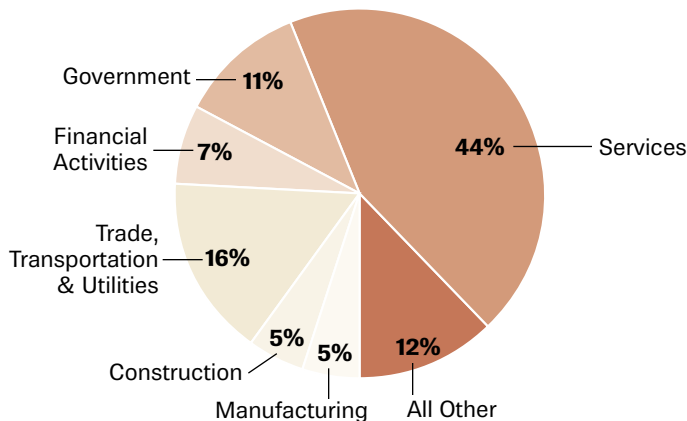
2008 EFFECTIVE BUYING INCOME BY METRO AREA

(\$ BILLIONS)

Miami/Ft. Lauderdale/Palm Beach	\$121.4
Tampa/St. Petersburg/Clearwater	\$59.7
Orlando	\$43.9
Jacksonville	\$29.2

Source: 2008 Demographics USA

**TAMPA / ST. PETERSBURG / CLEARWATER METRO AREA
EMPLOYMENT DISTRIBUTION BY MAJOR INDUSTRY - 2008**



Source: Florida Agency for Workforce Innovation,
Labor Market Statistics Center - November 2008

PROJECTED EMPLOYMENT GROWTH BY INDUSTRY

	AVERAGE MONTHLY EMPLOYMENT (2008)	% OF TOTAL	PROJECTED GROWTH (2008-2016)
Financial Activities	103,755	7%	21%
Construction	73,892	5%	17%
Services	638,559	44%	15%
Trade, Transportation & Utilities	233,080	16%	10%
All Other	165,829	12%	8%
Government	151,851	11%	7%
Manufacturing	72,007	5%	1%

Employment covered by unemployment compensation law
Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center -November 2008

FAST FACTS

There are **10,415** households in the Tampa Bay metro area with a net worth of **\$5+ million**.

61% of the households with **\$1+ million** worth of investable assets are in the St. Petersburg Times' area of dominance.

Source: 2008 TNS
Affluent Market Research Program

74% of Tampa Bay adults access the Internet.

Of those who shop online, the top items purchased are airline tickets, clothing or accessories and books.

Source: 2009 Scarborough Report
(Release One, Feb. 2008-Jan. 2009)



The St. Petersburg Times is proud of its relationships with many of Tampa Bay's premier venues and event sponsorships. From hometown professional sports teams to many of the area's signature destinations, wherever you find Tampa Bay's fun-loving crowds, you'll find Tampa Bay's most popular newspaper.



ST. PETE TIMES FORUM A Times Partnership

In 2002, the St. Petersburg Times became the only newspaper in the country to enhance its marketing presence with naming rights to a premier major sports and entertainment center. The St. Pete Times Forum is the #1 concert and special events venue in Florida, and in 2006 was #1 in the nation and #2 in the world in total ticket sales.



TAMPA BAY RAYS & TROPICANA FIELD An Exclusive Partnership

Since the first brick was laid, the St. Petersburg Times has had a strong presence at this 45,000-seat indoor sports and entertainment complex. The Times staffs an interactive kiosk, greeting the thousands of guests who come to watch Major League Baseball's Tampa Bay Rays or attend the numerous expos and events held at Tropicana Field.

St. Petersburg Times FESTIVAL OF READING
UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG

FESTIVAL OF READING A Times-Owned Event
The prestigious St. Petersburg Times Festival of Reading, featuring local and national best-selling authors, promotes literacy and attracts more than 15,000 Tampa Bay book lovers every fall.

Poynter.

POYNTER INSTITUTE FOR MEDIA STUDIES The Times Parent Company
The Poynter Institute for Media Studies, which owns the St. Petersburg Times, is in a class all by itself. Internationally recognized, this non-profit school is dedicated to promoting excellence and integrity in journalism (print, broadcast and online) with a curriculum that attracts journalists from around the world.



INTERNATIONAL PLAZA & BAY STREET An Exclusive Times Partnership

Located near Tampa International Airport, Tampa Bay's most exclusive mall attracts the most discriminating shoppers and diners. Providing a unique mix of upscale retail outlets and restaurants, it brings together an eclectic array of people from all along Florida's Gulf Coast. The Times maintains an interactive sales and information center at International Plaza.



TURKEY TROT An Exclusive Times-Sponsored Event
The Times Turkey Trot is Tampa Bay's popular Thanksgiving Day race, with all the proceeds donated to local charities. With more than 16,000 participants, it is the second-largest race of its kind in the Southeast.

Throughout its history, the talented professionals at the St. Petersburg Times and TampaBay.com have garnered nearly every industry award possible – from writing to photography to design.

The Pulitzer Prize / 2 in 2009, 8 since 1966

Press Club of Atlantic City / National Headliner Awards – 4 in 2009, 9 since 2005

Society of Professional Journalists / Delta Sigma Chi – 2 First-place awards, 2009

Society of Professional Journalists / Green Eyeshade – 17 in 2009, including Best of Show and 6 First-place awards; 20 in 2008; 6 in 2007

National Press Photographers Association / Best of Photojournalism – 3 awards, 2009

Society for News Design and Newhouse School / Best of Newspaper Design / 13 Silvers & 22 Awards of Excellence, 2009 (fourth-best in the world); 12 in 2007; 5 in 2005

World Association of Newspapers / World Editors Forum names the Times (the only U.S. paper) among the world's 10 best, 2008

Society of American Business Editors and Writers / Best of Business – Awards of Excellence

24/7 Wall Street rated TampaBay.com one of the country's top 25 newspaper Web sites, 2009

National Education Writers Association / Education Reporting – 3 national awards since 2008

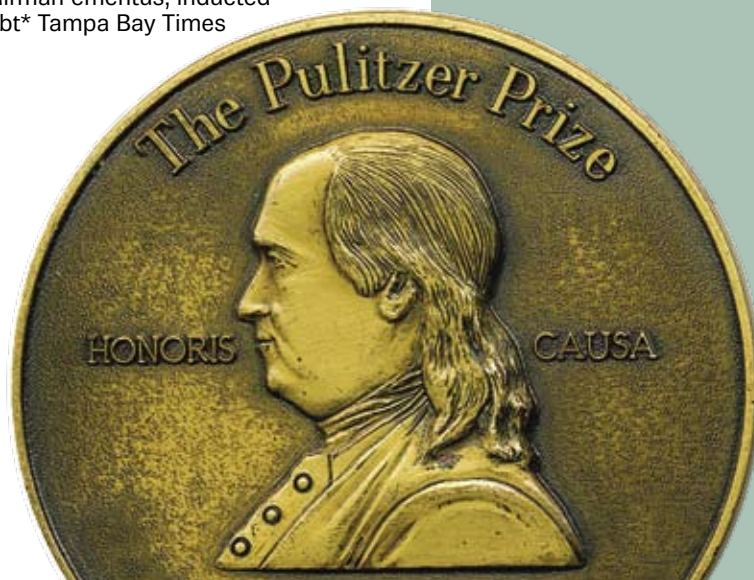
Outdoor Writers Association / Country's Best Outdoors Section, 2009, 2008, 2007, 2006

Time Magazine / Named the St. Petersburg Times one of America's best newspapers, 1997 & 1984

Columbia Journalism Review / Named the Times one of the top 21 newspapers for the 21st century

Scripps Howard Foundation / 3 Ernie Pyle Awards in 4 years – unprecedented in the award's history; Raymond Clapper Award; Phillip Meyer Award, 2007

Florida Society of Newspaper Editors / 22 awards in 2009 (the most among large Florida newspapers for the second consecutive year) including the Paul Hansell Award for Journalistic Excellence and 11 First-place awards; 23 awards in 2008; Paul Hansell Award for Journalistic Excellence, Andrew Barnes, former Times editor and chairman emeritus, inducted into Florida's Newspaper Hall of Fame, and tbt* Tampa Bay Times lauded for "innovation in publishing," 2007



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