

Times Media Sources: Growing! Leading! Succeeding!

Tampa Bay's favorite media source reaches 1.4 million weekly

Local Weekly Audience

Daily <i>Tampa Bay Times</i> readers	956,700
Sunday <i>Tampa Bay Times</i> readers	987,200
tampabay.com visitors (local)	196,600
tbt* readers	435,600

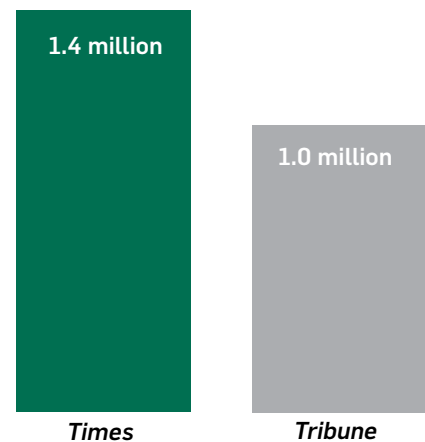
All brands combined – no duplication 1.4 million

So what does “no duplication” mean?

Each adult who reads one or more of the *Times* brands is counted only once.

Source: 2011 Scarborough Report (r2)

**MORE READERS PREFER THE
TIMES' SUITE OF PRODUCTS.**



* The *Times* weekly audience includes tampabay.com and tbt*. The *Tribune* includes tbo.com. Source: 2011 Scarborough Report (r2 8/10 - 7/11). Audience reach in DMA, including Pinellas, Pasco, Hernando, Citrus, Polk, Sarasota, Manatee, Highlands and Hardee counties.

The *Tampa Bay Times* reaches more customers throughout the Tampa Bay DMA than the *Tampa Tribune* in the following key categories:

- Adults 18-24 and 35+
- All income groups
- Employed adults
- Homeowners
- Households with children
- Investors

Reach more families with the Sunday *Times*



Source: 2011 Scarborough Report (r2, 8/10 - 7/11), Audience reach in DMA including Pinellas, Pasco, Hernando, Hillborough Metro Area.

A snapshot behind the numbers

tbt* - Tampa Bay's #1 Free Daily

- Average weekly readership is **435,600** up **83%** over the past 5 years. Average daily readership is **192,200** up **79%** over the past 5 years.

tb-two* – Tampa Bay's only publication exclusively created for and by high school students.

- **65,000** copies distributed weekly to high schools during the school year.

tampabay.com

Tampa Bay's #1 Media Website

Monthly Total Unique Visitors

tampabay.com	1,653,000
tbo.com	913,167
tampabay10.com (WTSP Ch. 10)	637,167
baynews9.com	429,000
abcactionnews.com (WTFS Ch. 28)	321,333

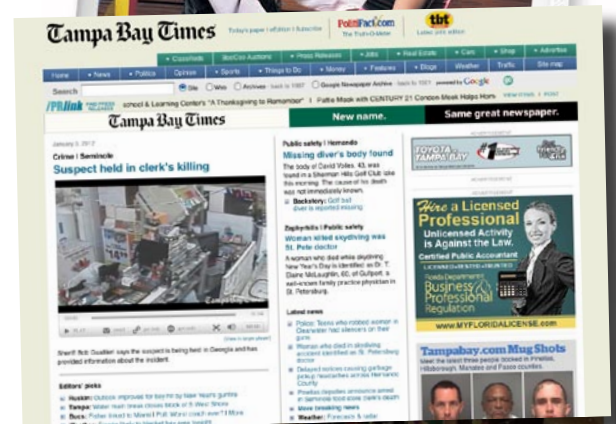
Times Events –

#1 Consumer Show Producer

Put the power of the *Tampa Bay Times* to work for you by participating in the area's most attended events and shows, produced by *Times Events*. With unparalleled promotion, you can be assured that thousands of attendees will see your product or services up close and personal. Past *Times* events have drawn record crowds, and spaces for vendors are often reserved months in advance.

For more information, visit tampabayexpos.com

Sources: 2011 Scarborough Report (r2 8/10 - 7/11). Audience reach in DMA, including Pinellas, Pasco, Hernando, Citrus, Polk, Sarasota, Manatee, Highlands and Hardee counties; Nielsen NetView 6 mo. avg. (4/11-9/11).



One Bay. One Buy.

Reach 1.5 million people each week.



tampabay.com/mediakit

Contact us at sales@tampabay.com or 800-333-7505 ext. 8725