

Amazing Stories. Incredible Reach.

Times' suite of products reaches
1.5 million people weekly.



1.5 million

*The *Times* weekly audience includes tampabay.com and tbt*. Source: 2015 Scarborough Report (r2 8/14-7/15) Comscore 3 mos. avg. 7/15 - 9/15. Audience reach in DMA, including Pinellas, Pasco, Hernando, Citrus, Polk, Sarasota, Manatee, Highlands, Hillsborough and Hardee counties.

Local weekly audience

• Daily Tampa Bay Times readers	847,200*
• Sunday <i>Tampa Bay Times</i> readers	738,800
• tbt* readers	450,600
• tampabay.com visitors (local)	362,000

All brands combined with no duplication 1.5 million

*6 day cumulative net audience. No duplication means each adult who reads one or more of the *Times* publications is counted only once.

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

- Adults 25+
- Employed adults
- Investors
- All income groups
- Homeowners

The Sunday *Times* reaches:



271,200
Boomers



171,800
Families



177,900
Gen Xers

Fall 2015 Audience: Our Reach

One Bay. One Buy. Target your message.



Tampa Bay's #1 free daily

- Average weekly readership is **450,600**
- Average daily readership is **211,300**



Tampa Bay Times
tampabay.com

Tampa Bay's #1 media website

Monthly Total Unique Visitors:

- **tampabay.com** **2,722,000**
- abcactionnews.com (WTFS Ch. 28) 2,147,000
- tampabays10.com (WTSP Ch. 10) 1,768,000
- tbo.com 1,368,000
- baynews9.com 871,000



A MAGAZINE OF THE TAMPA BAY TIMES
bay

Tampa Bay's premier luxury magazine

- Eight issues published per year
- More than **508,000** copies distributed annually to most affluent *Times* readers



News App and Things to do App

- More than 525,000 total page views in an average month
- More than 19,400 total downloads



TAMPA BAY EXPOS
Presented by Tampa Bay Times

#1 consumer show producer

- More than 20 highly promoted shows a year
- Low admission rates drive high attendance



Times Digital

- Extend your reach by advertising across multiple websites and devices
- Target your audience by their interests, searches and geography
- Appear on the first page of Google with Search Engine Marketing (SEM)

Sources: 2015 Scarborough Report (r2 8/14-7/15). Audience reach in DMA, including Pinellas, Pasco, Hernando, Citrus, Polk, Sarasota, Manatee, Highlands and Hardee counties; Comscore 3 mo. avg. 7/15-9/15. Average app page views a combined total between the two apps for Nov. 2015 Google Analytics;