

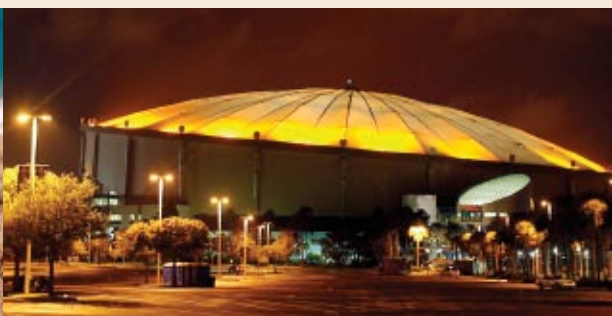


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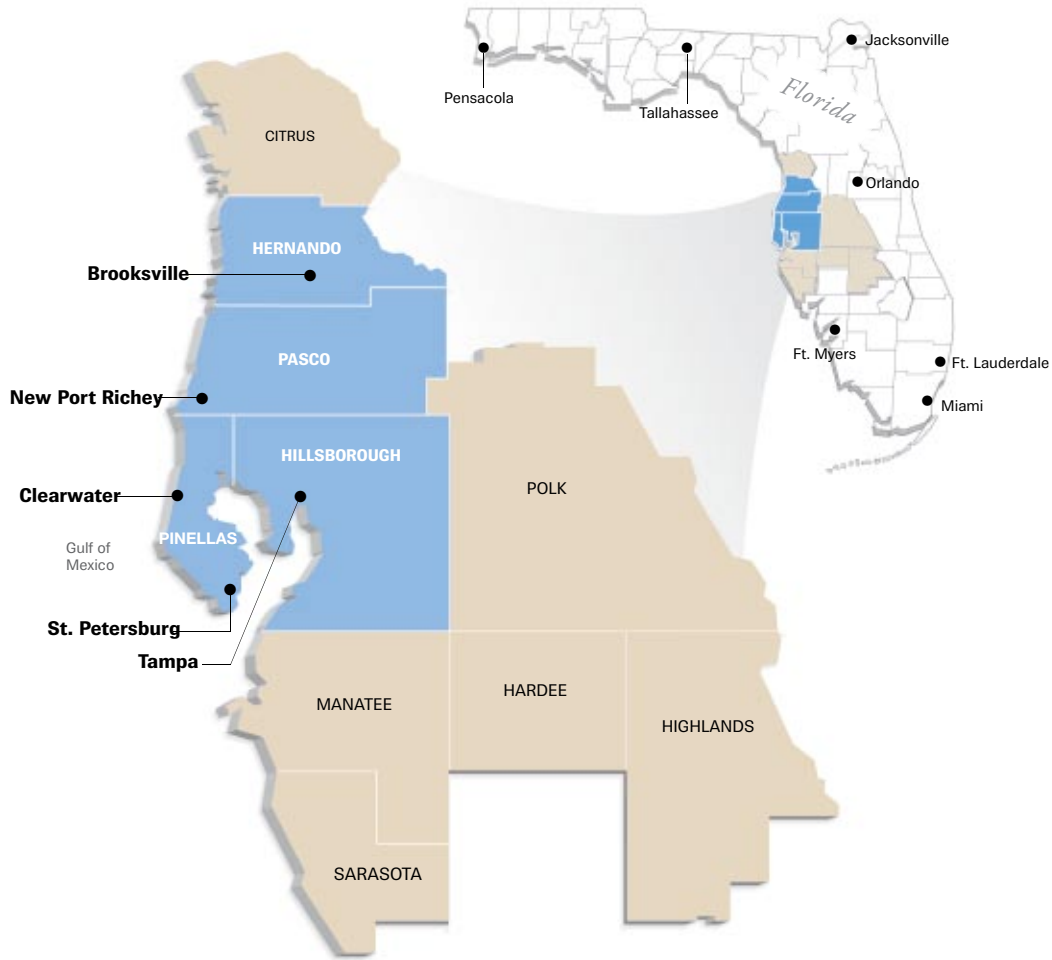
Market Book



Tampa Bay
Times
tampabay.com



The Tampa Bay market continues to be a vibrant and diverse community full of economic opportunity. And, as **TAMPA BAY'S LARGEST NEWSPAPER**, the Tampa Bay Times continues to lead the way as we evolve into a full-service media organization with a suite of products, including tbt* and tampabay.com. As the area's most trusted media source, **REACHING MORE THAN 1.4 MILLION** adults every week, the Tampa Bay 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	4,369,300	15	3	1
Households	1,820,600	14	3	1

Source: 2010 Nielsen Prizm

TAMPA/ST. PETERSBURG/CLEARWATER 2010 METRO AREA RANKINGS

Tampa / St. Petersburg / Clearwater Metro Area

	METRO AREA	NATIONAL	SOUTHEAST	FLORIDA
Population	2,782,100	19	4	2
Households	1,156,600	17	4	2
Effective Buying Income	\$ 61,341,008,000	21	4	2
Total Retail Sales	\$ 37,282,872,000	18	4	2
Food Store Sales	\$ 5,437,053,000	20	4	2
General Merchandise Store Sales	\$ 5,323,800,000	21	4	2
Department Store Sales	\$ 2,939,490,000	22	4	2
Food Services & Drinking Place Sales	\$ 4,457,159,000	23	5	3
Furniture/Home Furnishings/Electronics/ Appliance Store Sales	\$ 1,633,579,000	23	4	2

Source: 2010 Nielsen Prizm



Our Readers. Your Customers.

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

Tampa Bay Times

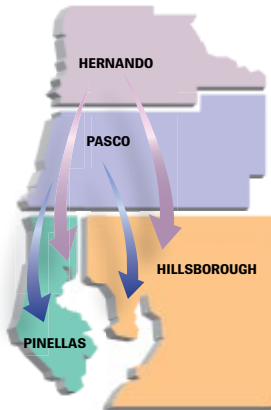
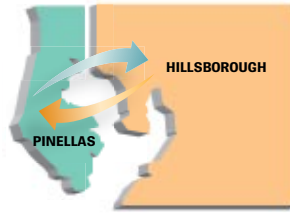
	Pinellas	Pasco	Hernando	Hillsborough	Metro Area
Total Adults	749,100	370,100	139,600	921,800	2,180,600
Sex					
Male	50%	44%	44%	49%	48%
Female	50%	56%	56%	51%	52%
Age					
18 – 24	11%	5%	8%	12%	10%
25 – 34	13%	17%	8%	17%	16%
35 – 54	30%	38%	36%	38%	35%
55 – 64	18%	13%	19%	16%	16%
65 or older	28%	27%	29%	17%	23%
Education					
College graduate or more	21%	22%	20%	27%	24%
Some college	33%	29%	28%	31%	31%
High school graduate	41%	41%	38%	33%	37%
Less than high school graduate	5%	8%	14%	9%	8%
Annual Household Income					
Less than \$20,000	9%	11%	7%	10%	10%
\$20,000 – \$34,999	21%	23%	27%	21%	22%
\$35,000 – \$49,999	19%	24%	23%	18%	20%
\$50,000 – \$74,999	18%	17%	14%	16%	17%
\$75,000 – \$99,999	15%	14%	17%	14%	15%
\$100,000 or more	18%	11%	12%	19%	16%
Home Ownership					
Own home	75%	77%	79%	67%	72%
Rent/other	22%	21%	21%	29%	25%
Household Size					
One person	17%	15%	12%	13%	15%
Two people	37%	40%	34%	33%	35%
Three or four people	38%	34%	34%	38%	37%
Five or more people	8%	11%	20%	16%	13%
Children in Household					
No children under 18	71%	66%	64%	64%	67%
Children under 18 present	29%	34%	36%	36%	33%
Length of Residence (Time in present home)					
2 years or less	16%	19%	18%	21%	18%
2 – 5 years	18%	20%	26%	19%	20%
5 – 9 years	23%	32%	23%	22%	24%
10 or more years	43%	29%	33%	38%	38%
Marital Status					
Married	52%	62%	57%	55%	55%
Divorced/Separated	13%	11%	10%	12%	12%
Widowed	10%	9%	12%	6%	8%
Never married	25%	18%	21%	27%	25%
Race					
White	81%	81%	81%	64%	74%
Black	8%	2%	6%	13%	9%
Hispanic	7%	14%	11%	20%	14%
Other	4%	3%	2%	3%	3%
Occupation					
White collar	34%	29%	30%	38%	35%
Blue collar	21%	21%	14%	22%	21%

How to read: Of Pinellas County's 749,100 adults, 50% are male and 50% are female.
Source: 2011 Scarborough Report (Release Two, Aug. 2010 - July. 2011).

Loyal readers of the Tampa Bay 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

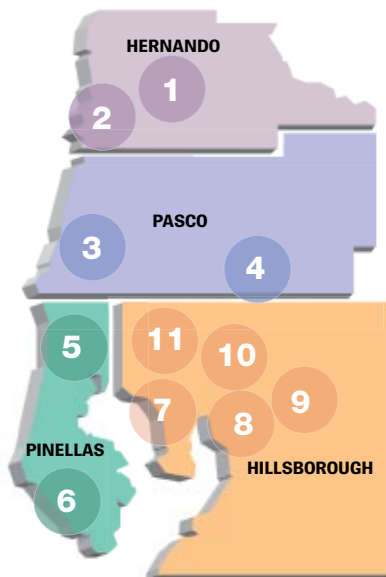
- **280,500** adult residents from Times-dominated **Pinellas** County travel across Tampa Bay to **Hillsborough** County every week.
- **246,700** Hillsborough County adult residents travel across Tampa Bay to Times-dominated **Pinellas** County every week.
- **80,300** adult residents from Times-dominated **Pasco** and **Hernando** Counties travel across Tampa Bay every week.



Source: 2011 Scarborough Report (Release Two, Aug. 2010-July 2011)

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



Circulation & Readership

As the largest newspaper in Tampa Bay and the state of Florida, the Tampa Bay Times' suite of products reaches more than **1.4 million** people every week.

CIRCULATION OF FLORIDA'S LARGEST NEWSPAPERS

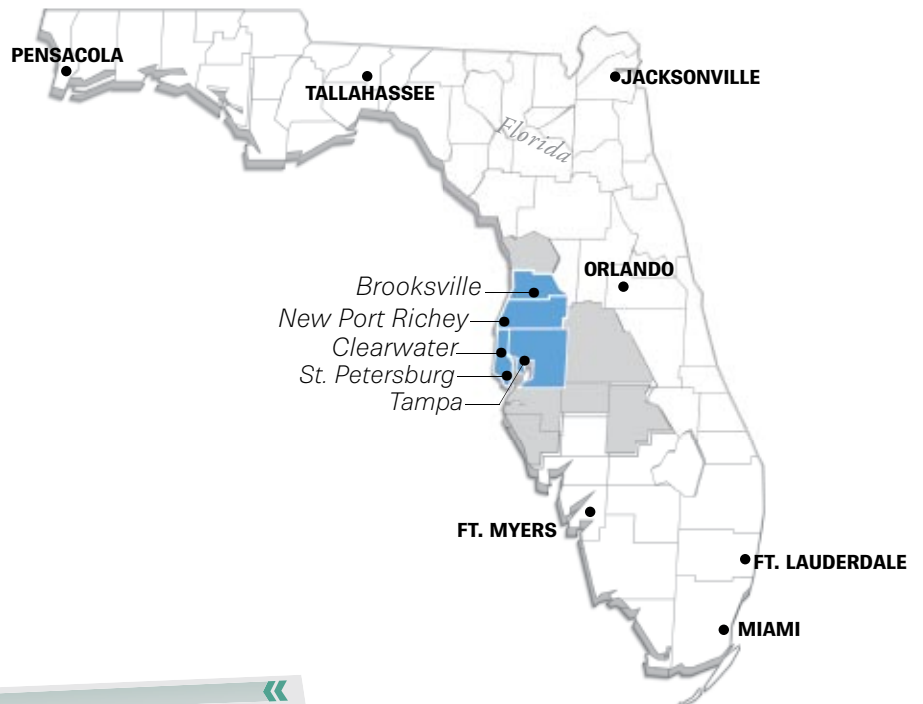
Total Average Paid DAILY Circulation*

Tampa Bay Times	263,252
Orlando Sentinel	179,993
South Florida Sun-Sentinel	166,690
Miami Herald	164,332
Tampa Tribune	154,130

Total Average Paid SUNDAY Circulation

Tampa Bay Times	400,306
Orlando Sentinel	278,909
Tampa Tribune	257,393
South Florida Sun-Sentinel	247,817
Miami Herald	230,028

* Combined average Monday-Friday
Source: ABC Audits for 12 months ending 2010



SUNDAY HOME-COUNTY PENETRATION

Largest FLORIDA Newspapers

Tampa Bay Times	50.9%
Tampa Tribune	34.0%
Orlando Sentinel	33.0%
Jacksonville Times - Union	30.0%
Miami Herald	27.9%
South Florida Sun-Sentinel	27.9%
Palm Beach Post	27.4%

Source: Standard Rate & Data Service, Circulation 2011

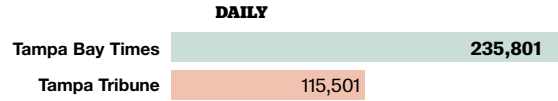
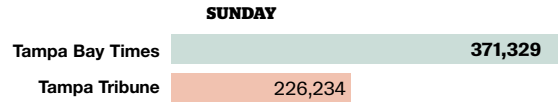
SUNDAY HOME-COUNTY PENETRATION

Largest NATIONAL Newspapers*

Cleveland Plain Dealer	51.4%
Tampa Bay Times	50.9%
Minneapolis Star Tribune	45.1%
Pittsburg Post-Gazette	45.1%
Indianapolis Star	44.5%
Newsday	38.0%
San Francisco Examiner	37.4%
Kansas City Star	37.2%
Portland Oregonian	36.8%

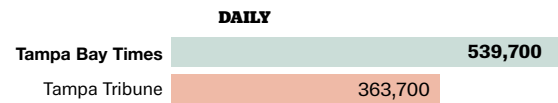
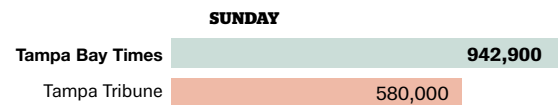
Source: Standard Rate & Data Service, Circulation 2011
* Top 30 largest newspapers

NEWSPAPER CIRCULATION TAMPA METRO AREA



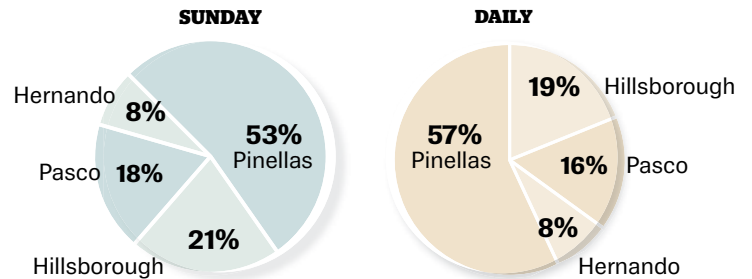
Source: ABC Audit for 12 months ending 2010

NEWSPAPER READERSHIP TAMPA BAY METRO AREA



Source: 2011 Scarborough Report (Release Two, 08/2010 - 07/2011)/Metro

TIMES CIRCULATION BY COUNTY



Source: ABC Audits for 12 months ending 2010

» Partner with the Times
and expand your reach



Over twenty consumer shows a year



Over 431,500 copies each week



More than 1.6 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	1,228,856
Orlando	1,125,305
Miami	1,113,328
Ft. Lauderdale	770,752
Jacksonville	649,738
Palm Beach	555,814

Source: Florida Agency for Workforce Innovation,
Labor Market Statistics Center - November 2011

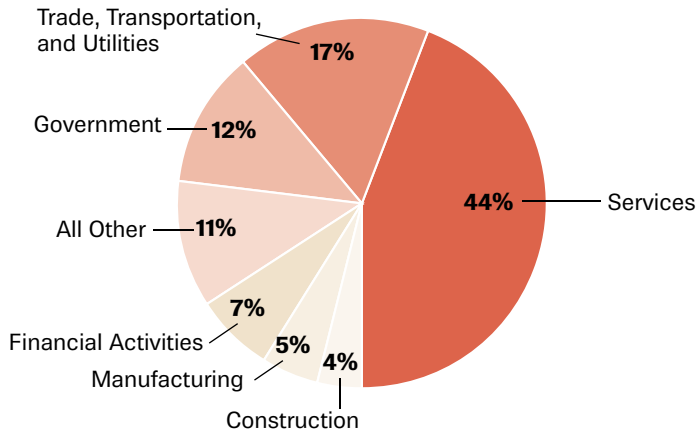
2010 EFFECTIVE BUYING INCOME BY METRO AREA

(\$ BILLIONS)

Miami/Ft. Lauderdale/Palm Beach	\$121.9
Tampa/St. Petersburg/Clearwater	\$61.3
Orlando	\$45.2
Jacksonville	\$31.3

Source: 2010 Nielsen Prizm

**TAMPA BAY METRO AREA
EMPLOYMENT DISTRIBUTION BY MAJOR INDUSTRY - 2011**



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

**TAMPA BAY METRO AREA
EMPLOYMENT DISTRIBUTION BY MAJOR INDUSTRY - 2011**

	AVERAGE MONTHLY EMPLOYMENT (2011)	% OF TOTAL	PROJECTED GROWTH (2011-2019)
Services	541,451	44%	20%
Construction	50,703	4%	25%
Government	152,505	12%	11%
Financial Activities	86,750	7%	11%
Trade, Transportation, & Utilities	209,743	17%	8%
Manufacturing	57,217	5%	-0.2%
All Others	130,487	11%	7%

Employment covered by unemployment compensation law
Source: Florida Agency for Workforce Innovation, Labor Market Statistics Center - November 2011

FAST FACTS

The Tampa-St. Petersburg Metro Area has the highest net worth of any of the largest Metro Areas in Florida.

Source: Nielsen Prizm



The Tampa Bay 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.



TAMPA BAY TIMES FORUM A Times Partnership

In 2002, the Tampa Bay 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 Tampa Bay 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 Tampa Bay 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.

Tampa Bay Times FESTIVAL OF READING

UNIVERSITY OF SOUTH FLORIDA ST. PETERSBURG

FESTIVAL OF READING A Times-Owned Event

The prestigious Tampa Bay 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 Tampa Bay 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 AND BAY STREET

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 Tampa Bay 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

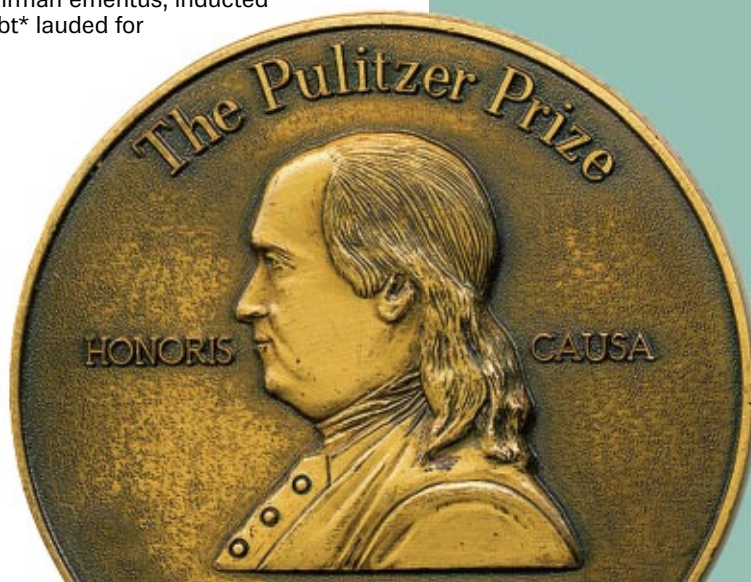
Outdoor Writers Association / Country's Best Outdoors Section, 2009, 2008, 2007, 2006

Time Magazine / Named the Tampa Bay 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* lauded for "innovation in publishing," 2007



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