

The Miami Times

One Family — Serving Miami Dade and Broward Counties Since 1923

Media 2016 PROFILE



Your Targeted Marketing Solution
for Black South Florida

www.MiamiTimesOnline.com

We Deliver A Targeted Market

Since 1923, **The Miami Times** has been an important part of the week for some of South Florida's most sophisticated readers.

As South Florida's oldest and largest Black newspaper, we represent the pinnacle of community relations.

The Black community has come to rely upon our award-winning newspaper for the most comprehensive and engaging coverage of local news, arts and entertainment, family life, business and religious activities.

OurAudience

Responsible And Informed Decision Makers

They are extremely loyal, dynamic and informed consumers with a high level of education. Passionate, savvy, influential and socially active — they take great interest in politics, the arts, business and their community. They're always on the go — working, traveling, entertaining, gardening, staying fit and learning. Our readers shop, dine out and attend more movies, concerts, arts & sporting events than most would believe.

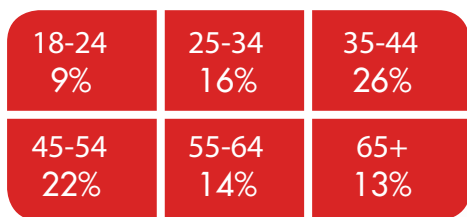
Reader Profile



Ethnicity Breakdown



Age Breakdown



Miami Times Readership Survey 2014



Our Distribution

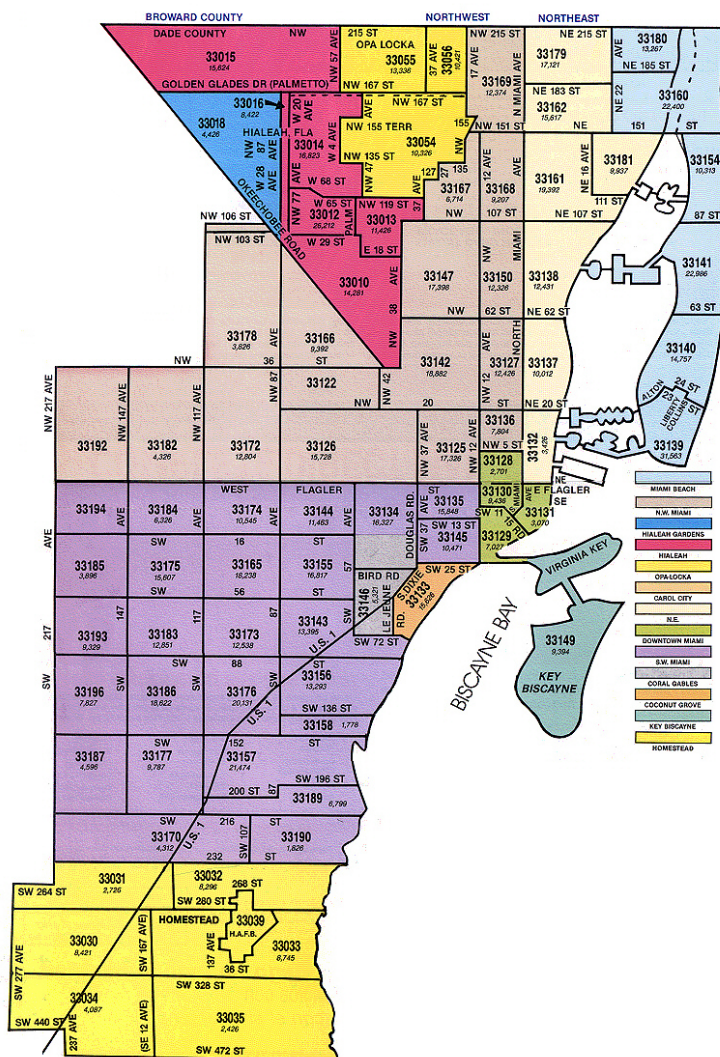
We're All Over The Place

One of The Miami Times' greatest assets is what we call our Distribution Network. It is composed of hundreds of outlets, both large and small across South Florida. We seek to provide our readers with the highest level of flexibility and convenience when they want to purchase a copy of The Miami Times.

Aventura, Coconut Grove, Ft. Lauderdale, Hialeah, Hollywood, Homestead, Marathon, Miami, Miami Gardens, Miami Lakes, Miami Springs, Miramar, North Miami, Opa-locka, Pembroke Pines, Plantation, Perrine, Richmond Heights, South Miami, and West Miami.

Zip Code Distribution

33009	33056	33147	33175
33010	33125	33149	33176
33012	33126	33150	33177
33013	33127	33153	33179
33014	33128	33154	33180
33015	33130	33155	33181
33016	33132	33156	33182
33018	33133	33157	33183
33020	33134	33159	33184
33021	33135	33160	33185
33023	33136	33161	33186
33024	33137	33162	33189
33025	33138	33163	33193
33026	33139	33165	33196
33030	33140	33166	33247
33031	33141	33167	33302
33032	33141	33168	33309
33033	33142	33169	33311
33034	33143	33170	33312
33050	33144	33172	33313
33054	33145	33173	33314
33055	33146	33174	33317



OurCommunities

Learn more about the diverse cities that The Miami Times serves weekly. Each of these cities has it's very own unique flavor and appeal.

Miami Gardens is Florida's largest predominantly Black City. It is home to Sun Life Stadium, home of the Miami Dolphins and Florida Memorial University, South Florida's only historically Black university. The City of Miami Gardens hosts it's signature Jazz in the Gardens festival that attracts 65,000 people annually. Nearby is **Opa-locka**, a city surrounded by the Opa-locka Executive Airport and home to the largest collection of Moorish architecture in the country. **North Miami**, is another city which has seen its population grow diverse in recent years. It has a large enclave of upwardly mobile Haitian Americans, who are also politically empowered. The north campus of Florida International University calls North Miami home. In the center of the county the communities of **Overtown**, **Liberty City**, **Allapattah**, **Little Haiti**, **West Little River**, **Coconut Grove** and **downtown Miami** are all undergoing explosive growth. About 20,000 condo units will be completed over the next few years in downtown Miami

alone. WorldCenter Miami, a \$2 billion mixed retail-housing-entertainment project, sits on the edge of Overtown on 27 acres.

In the southernmost part of Miami-Dade, sits historic **Richmond Heights**, **Goulds** and **Homestead**, solid neighborhoods with generational families.

In Broward County, cities such as **Miramar**, **Hollywood**, **Plantation** and **Fort Lauderdale**, have Black families that engage in cultural activities, such as visiting the Miramar Cultural Center or attending lectures at the African-American Research Library and Cultural Center.





OurReach

Don't Underestimate The Power of Print

84 zip codes

18 cities

475+ distribution outlets

2.75 readers per copy

80,000 weekly readership

*The Only Black
Newspaper in Florida
with an Audited Paid
Circulation*



The Miami Times Advantage

Over 90 years of dedicated service has allowed us to cultivate relationships that position The Miami Times as the preeminent resource for targeting South Florida's Black community. We know what our readers want and we work hard to give it to them. From buyer behavior, purchasing decision motivators, product awareness and brand preference data, you can't find a more results-oriented resource.

Believability

The Miami Times has been built upon a foundation of believability. Our readers have come to expect the highest in journalistic integrity from the stories we publish weekly. Our advertisers trust that we will deliver upon our promise to give them access to and exposure within South Florida's Black communities.

One way that The Miami Times is able to assure our advertiser that we are an effective marketing tool is through Verified Audit Circulation, an industry leader in newspaper circulation audits.



Specialty Topic Pages

Custom Advertising Solutions

The Miami Times is committed to keeping our finger on the pulse of our community. As the interests of our readers grow more diverse we have responded by creating specialty pages on a variety of topics. The specialty topics range from Health to Technology and everywhere in between.

For advertisers who are looking to target specific clientele or interest groups, The Miami Times can design custom advertising solutions that include page sponsorships, unique ad sizes, free standing inserts and more. We strive to create new and interesting out-of-the box ideas that will drive customers to our advertisers.

Health & Wellness
Sponsored by North Shore Medical Center
"Once You Know, It's Where To Go"

SECTION B MIAMI, FLORIDA, DECEMBER 31, 2014-JANUARY 6, 2015

New Year's diets: stick to the basics

By Lisa Nidergeses Reed

As the New Year approaches, it's time to start thinking about resolutions, and diet change is often at the top of the list. A lot of diet plans come and go. Some are based on good principles, others not so much.

...less as you are able to pay attention to your body's natural fullness cues. Tips include: using smaller dishes, putting away food to discourage seconds or keeping to vegetables. If you are still hungry after the meal, a green smoothie made with...

Each week through collaborations with local doctors and hospitals we bring the latest in health news and tips to our readers. This page is vital given the well-known disparity in healthcare for Blacks.

GOLDEN LIVING

HealthSun
Enjoying Life Under the Sun

MIAMI TIMES A SENIOR LIFESTYLE PAGE BROUGHT TO YOU BY MIAMI, FLORIDA, DECEMBER 17-23, 2014

Surviving

Our Golden Living page is geared towards our 65+ demographic. We believe that just because you're growing older doesn't mean you can't lead an active and engaging lifestyle.

Education on the horizon

Robbin TIMES-DUDLEY Author

Rodney DEMERRITTE

Veteran recovers from PTSD, graduates from FIU

Audrey Edmonson, State Sen. Oscar Braynon commencement speakers as Florida International University confers more than a 2,000 degrees

...bill scholarship from the University of Kansas. He returned to Florida. He received his M.S. in 2012. He is currently a graduate student at FIU.

Rodney Demeritte graduated with a master's degree in 2012.

Education is a top priority for The Miami Times. Each week we cover a wide range of issues that impact students, parents and those looking to continue their education.

MIAMI TIMES

Technology

TECH NEWS FROM BEYOND THE GLOBE

FEBRUARY 23-MARCH 9, 2015

BLACK TECH WEEK 2015

Tap into Africa and go global

Technology really is the new Black and we refuse to be behind the times. Twice a month, we bring our readers the latest in tech news, gadgets and innovations from across the globe and locally.

Digital Offerings

We
Are
Trending....



7,100 + Facebook Fans • **2,200 +** Twitter Followers • **2,950 +** E-Newsletter Subscribers

The Miami Times is a digital media powerhouse, working 24/7 to keep our readers informed on both the local and national levels. Just because we publish once a week doesn't mean that we are not delivering breaking news through our website www.MiamiTimesOnline.com, as well as social platforms like **Facebook, Twitter and Instagram**. However our readers want to consume the news be it in print or online — The Miami Times is ready!

www.MiamiTimesOnline.com Statistics

<u>February 2015</u>	<u>Age</u>		<u>Gender</u>
• 99,860 Monthly Unique Visitors	18-24 ~ 10%	25-34 ~ 21%	Male - 52%
• 342,154 Page Views	35-44 ~ 19%	45-54 ~ 29%	Female - 48%
• 3.46 Pages Per Session	55-64 ~ 13%	65+ ~ 8%	

Data Provided By Google Analytics

Standard Ad Sizes

FULL PAGE
12.75" X 20.75"

JUNIOR PAGE
10.625" X 18"

HALF PAGE (H)
12.75" X 10.5"

1/8 PAGE
8.45" X 4"

HALF
PAGE (V)
6.3" X
20.75"

3/8 PAGE
8.45 X 16"

1/4 PAGE
6.3 X 10.5"

STRIP AD 12.75 X 3"

Editorial Calendar 2016

January

Martin Luther King Jr. Special Edition

Publish Date - January 20 • Creative Deadline - 1/15/2016

February

Black History Month Special Section

Publish Date - February 17 • Creative Deadline - 2/12/2016

March

Women's History Month Special Editorial Coverage

Publish Date - March 16 • Creative Deadline - 3/11/2016

May

Mother's Day Special Section

Publish Date - May 4 • Creative Deadline - 4/29/2016

June

Black Music Month Special Editorial Coverage

Publish Dates - June 8, 15, and 22 • Creative Deadline - 6/3/16

Caribbean Heritage Month Special Section

Publish Date - June 15 • Creative Deadline - 6/10/2016

August

Education On the Horizon Special Section

Publish Date - August 10 • Creative Deadline - 8/5/2016

October

Season of the Arts Special Section

Publish Date - October 5 • Creative Deadline - 9/30/16

December

Holiday Jubilee & Gift Guide Special Section

Publish Date - December 7 • Creative Deadline - 12/2/2016

