Tampa Bay Times

Sunday readership: 597,300
Daily readership: 255,000
Source: 2021 Nielsen Scarborough Report (r1).

Florida Trend Magazine

Audience: 270,000 monthly print readers, $268,000 average subscriber household income.
Sponsors confirmed by Aug. 17 can appear in the October magazine, which will feature Florida's Economic Development Future and include top-ranking healthcare centers as well as Florida's fast-growing companies.

Bay Magazine, a Tampa Bay Times publication

60,000 distribution in affluent neighborhoods in Pinellas, Hillsborough and Pasco counties, 48% have a household income of $100,000+, 79% have an investment portfolio.
Sponsors confirmed by Aug. 30 can appear in the Oct. 3 issue.

PolitiFact Website

Audience: 3,400,000 monthly unique visitors
2 million monthly pageviews

Poynter.org Website

Audience: 450,000 monthly unique visitors
600,000 monthly pageviews

Poynter Social Media Outreach

Facebook: 74,500 followers

Poynter’s Monthly Donor Newsletter - The Truth of the Matter

Audience: 5,911 subscribers
Open rate: 20%