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.

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 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:** 6,000 subscribers  
**Open rate:** 27%