

The Tampa/St. Petersburg Market

Newspapers First
THE LEADER IN MAJOR MARKETS



	<u>Tampa/St. Petersburg DMA</u>		<u>Tampa/St. Petersburg CBSA</u>	
	<u>#</u>	<u>U.S. Rank</u>	<u>#</u>	<u>U.S. Rank</u>
Households	1,779,800	#13	1,142,000	#17
Population	4,226,100	#16	2,708,400	#19
EBI	\$90.6 Billion	#15	\$58.6 Billion	#21
Retail Sales	\$76.0 Billion	#15	\$51.3 Billion	#18

Tampa-St. Petersburg Highlights

- Tampa-St. Petersburg is the 2nd-largest metro area in the 4th-largest state, and leads the state in the number of businesses, manufacturing employment, new business formations
- Florida leads the nation in new jobs created of the 10 most populous states, and of all U.S. metros, the Tampa-St. Petersburg-Clearwater MSA is ranked #3 in over-the-year job growth in February 2005, with an increase of 36,100 jobs (*Agency for Workforce Innovation, 2005*)
- Tampa/St. Petersburg is the state's 2nd-largest technology hub, with 56,000 tech industry workers, and high tech firms employ 53 out of every 1,000 private sector workers; Florida is ranked the 4th cyberstate by tech industry employers, & 2nd-fastest growing cyberstate in 2005 (*Florida Cybercities, 2007/AeA, 9/07*)
- From 2004 through 2012, the Tampa-St. Petersburg metro is projected to have 250,000 additional new jobs, with a 18% increase for all industries (*Florida Labor Market Statistics*); the area's job growth rates are twice the national average, & by 2025 1 million new jobs are projected (*Newsweek Magazine*)
- Tampa-St. Petersburg has a lower cost of living than Wilmington DE, Ft. Myers, Grand Rapids, Orlando, Richmond, Norfolk, Chicago, Baltimore, Hartford, Portland, Providence, Ft. Lauderdale, Boston, Washington D.C., San Diego, San Francisco, and New York. (*ACCRA, 2nd qtr, 2007*)
- Fortune 1000 firms in the DMA: Tech Data, OSI, WellCare, TECO Energy, Walter Industries, Raymond James Financial, Roper Industries (*Fortune 500, '07*); top HQs include: Morton Plant Mease, Home Shopping network, Jabil circuit; others: MI Metals, Mosaic, HCA, Honeywell Int'l (*Tampa Bay Partnership*)
- Home to the state's largest port, handling nearly 50M tons/year, or nearly half of all seaborne commerce in the state; a major cruise center, with over 900,000 passengers passing through its cruise terminals; homeport lines include Carnival, Holland America, and Royal Caribbean (*Tampa Port Authority, 2008*); it is also the 7th-largest deep water port and the 12th-largest port in the U.S
- Tampa Int'l Airport had nearly 18.9 million passengers in 2006 & serves all major daily carriers to 60 cities (*TIA/FAA, 2007*); named the #2 airport for the ATRS North American Efficiency Award and #1 globally with 20 million or fewer passengers, and recently ranked the #1 airport by Conde Nast Traveler; St. Petersburg Int'l Airport served 747,400 passengers in 2007, a 92% increase over 2006
- The 23-county Florida High Tech Corridor Council is one of the fastest growing tech centers, developing 5 high-tech sectors: semiconductors, info technology, lasers/optics, simulation/training, medical technology; there are 3,000+ high-tech firms in the corridor, employing 200,000 people, including Lucent, Lockheed Martin, Harris Corp., Oracle, Uniroyal, Jabil Circuit (*Florida High Tech Corridor Council Inc*)
- Downtown development includes: mixed use 32-story Kessler/Progress Energy Grand Bohemian Hotel/Residences; ARC Group offices; BayWalk retail/entertainment complex; Signature Place Tower Lofts Plaza; expansion/renovation: Valpak, Southern Wines, Marriott, Dali & Fine Arts museums
- Tampa-St. Petersburg is ranked as:
 - #1 "Best community for young people" (*America's Promise Alliance, 1/08*)
 - #5 "Fastest-growing US metro in % change in population," 2000-2006 (*Census Bureau, largest 25 metros, 4/07*)
 - #5 "Top metro(of 150) with highest % change single family home price, full yr '04-'06(*Natl Assoc Realtors*)
 - #6 "South's top headquarters relocation markets" (*Southern Business & Development, 2006*)
 - #8 "Best market with largest growth in number of small businesses from 2000-2005 (*bizjournals, 8/07*)
 - #11 "Best large city for job growth in small business" (*Inc. Magazine, 2007*)
 - #13 "Best city for jobs" based on job & income growth, cost of living, median HH income (*Forbes, 2/07*)

Source: Demographics USA, 2007



	<u>Circulation</u>			<u>DMA Readership*</u>	
	<u>Daily</u>	<u>Sunday</u>		<u>Daily</u>	<u>Sunday</u>
Total	305,898	406,920	DMA Adults	662,487	877,180
DMA	302,790	402,332	College Grad+	172,711	203,478
Metro	289,452	385,638	Prof/Mgr/Business/Finc'l	137,595	177,374
			HHI \$75,000+	207,841	265,521

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Tampa-St. Petersburg market. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Tampa-St. Petersburg DMA:

	<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>		<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>
3+ frgn busn trips	185	92	37	Own/lease frgn lux vehicle	140	99	81
Used travel agent	146	99	68	College graduate+	135	97	87
Mkt val hm \$300M+	141	114	88	HHI \$100,000+	134	106	73
- Florida's second-largest daily and Sunday newspaper; largest paper in the Tampa/St. Peterburg area, daily and Sunday (*Circulation 2008*)
- The St. Petersburg Times has an overall circulation lead daily (+85,119) and Sunday (+114,817) over the Tampa Tribune (*Circulation 2008*)
- St. Petersburg Times is the leading newspaper in 3 out of 4 metro counties, while the Tampa Tribune leads in only one county, its home base (*Circulation 2008*)
- Daily St. Petersburg Times readers have a 16% higher HHI than the DMA average—a difference of over \$11,600; on Sunday, readers have a 5% higher HHI (over \$3,900 more) than DMA average
- The St. Petersburg Times provide far greater coverage of metro adults than A.M. drive time radio, or even 1 prime time TV spot each from ABC, CBS, FOX, & NBC combined:

	<i>% Metro Adults</i>		<i>% Metro Adults</i>
Daily St. Petersburg Times	30%	A.M. Drive Time Radio (avg ¼ hour, 53 stations)	20%
Sunday St. Petersburg Times	40%	Prime Time TV: ABC, CBS, FOX, and NBC	19%
- One Sunday issue reaches 838,365 metro adult readers, nearly 40% of the market
- On an average weekday, the St. Petersburg Times reaches nearly 290,000 metro households – over 3½ times more households reached by Newsweek, Time & U.S. News weekly magazines combined (77,993) (*Circulation 2008; ABC Magazine Market Coverage Report, 2007-MSA*)
- Compared to the average adult in U.S., daily St. Petersburg Times readers are:

121% more likely to use full service stockbroker	46% more likely to own money market funds
54% more likely to own CDs	30% more likely to use a financial planner
52% more likely to own second home/property	29% more likely to own bonds
- Compared to the average adult in U.S., Sunday St. Petersburg Times readers are:

72% more likely to own a pool or spa	58% more likely to own a power boat
68% more likely to take 3+ dom pers/vac air trips	27% more likely to rent car personal/vacation
66% more likely to take a cruise	24% more likely to eat at upscale restaurants
- tampabay.com, website for the St. Petersburg Times, is the area's most powerful local medium for effective online advertising, with 1.4 million unique visitors monthly (*sptimes.com, 2007*)