

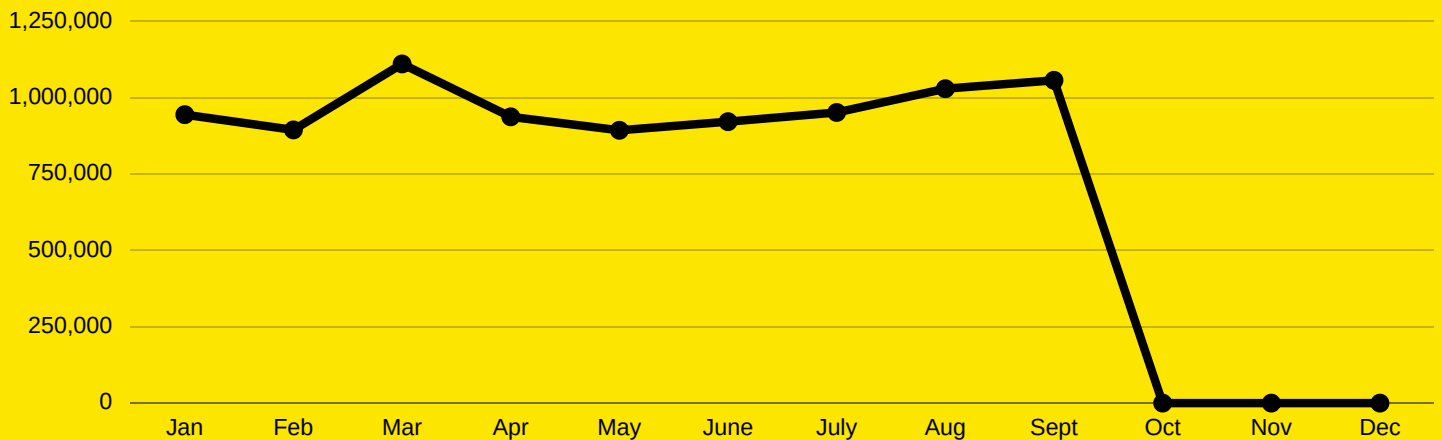
HELPING YOU MAKE A DECISION

The Florida Daily Post reaches a wide local and national audience through its only-digital resources: **Website content, weekly morning newsletters, news podcasts, news alerts, exclusive video series, and social media.**

This news outlet does not publish any printed periodical.

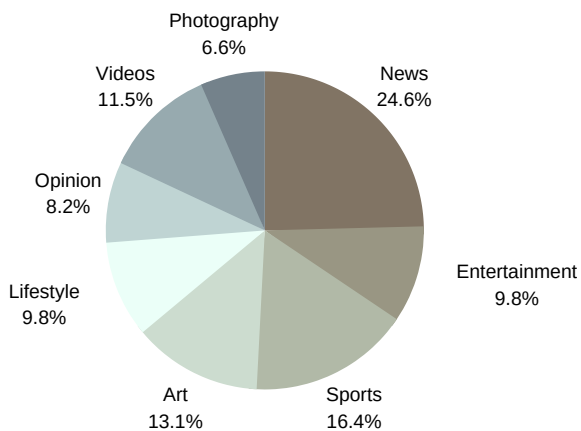
USERS - STATS 2020

Google Analytics # UA-99033373-1



SITELINK ANALYSIS

Breakdown of how the structured website is accessed by users of floridadaily.com



AUDIENCE PROFILE

	ONLINE
Average age group	35-44
Female	49.6%
Male	50.3%
Average HHI (by accessed zip codes)	\$65K
Newsletter subscribers	32,405

AUDIENCE TOP AFFINITY INTEREST

Media & Entertainment/Movie Lovers	63.4%
Media & Entertainment/TV Lovers	51.8%
Lifestyles & Hobbies/Business	44.5%
News & Politics/Avid News Readers	72.8%