

# Tampa Bay Times

## YOUR CUSTOMERS



## OUR AUDIENCE



PR100656\_APRIL 11, 2022

 **TIMES TOTAL MEDIA**

WE DELIVER YOUR TARGET AUDIENCE

# Reach 1.1 million potential customers

Every week the *Times*, tbt\* and tampabay.com combined, with no duplication, reach 1.1 million people in Tampa Bay.

## Local weekly audience

Daily <i>Tampa Bay Times</i> readers	401,200*
Sunday <i>Tampa Bay Times</i> readers	507,600
tampabay.com visitors (local)	593,200
tbt* readers	146,200

*All brands combined – no duplication*



\*5-day cumulative net audience. No duplication means each adult who reads one or more of the *Times* publications is counted only once. 2021 Nielsen Scarborough Report r2.

## WE DELIVER YOUR TARGET CUSTOMERS

	<b><u>Past 30-day tampabay.com visitor</u></b>	<b><u>Tampa Bay Times Daily Reader*</u></b>	<b><u>Tampa Bay Times Sunday Reader*</u></b>	<b><u>Daily/Sunday e-Newspaper Reader</u></b>	<b><u>tbt Reader</u></b>
<b>Gender</b>					
Male	48%	52%	52%	45%	42%
Female	52%	48%	48%	55%	58%
<b>Age</b>					
Median Age	40 yrs.	62 yrs.	62 yrs.	60 yrs.	53 yrs.
Age 18-34	40%	16%	15%	12%	24%
Age 35-44	18%	8%	8%	21%	16%
Age 45-54	16%	14%	15%	15%	11%
Age 55-64	11%	18%	21%	8%	23%
Age 65 and older	15%	44%	43%	44%	26%
<b>Level of Education</b>					
Less than high school	2%	6%	6%	0%	6%
High school graduate	30%	27%	27%	11%	35%
Some college	29%	34%	34%	15%	33%
College graduate	39%	33%	33%	74%	26%
<b>Household Income</b>					
Median income	\$69,400	\$63,300	\$63,300	\$87,600	\$57,000
Less than \$20,000	7%	6%	6%	1%	12%
\$20,000-\$49,999	28%	29%	29%	22%	33%
\$50,000-\$74,999	19%	28%	28%	16%	18%
\$75,000-\$99,999	17%	14%	14%	21%	15%
\$100,000 or more	29%	23%	23%	40%	22%

\*Daily Times includes cum e print and average e-Newspaper, Sunday Times includes average print and e-Newspaper

Source: 2021 Nielsen Scarborough Report (r1), DMA

## WE DELIVER YOUR TARGET CUSTOMERS

	<u>Past 30-day tampabay.com visitor</u>	<u>Tampa Bay Times Daily Reader*</u>	<u>Tampa Bay Times Sunday Reader*</u>	<u>Daily/Sunday e-Newspaper Reader</u>	<u>tbt Reader</u>
<b>Marital Status</b>					
Married	43%	52%	54%	67%	42%
Never married (single)	39%	19%	18%	13%	28%
Widowed	7%	13%	12%	6%	12%
Divorced or Separated	11%	16%	16%	14%	18%
<b>Race</b>					
White	86%	76%	88%	82%	81%
Black	9%	8%	9%	10%	14%
Other	5%	2%	3%	4%	5%
Hispanic	18%	14%	12%	4%	29%
<b>Employment Status</b>					
Employed	70%	38%	41%	52%	46%
Not employed	30%	62%	59%	48%	54%
<b>Occupation</b>					
Professional/Managerial	37%	16%	21%	43%	25%
<b>Investors</b>	77%	73%	68%	90%	61%
<b>Children</b>					
No kids at home	50%	79%	69%	75%	64%
Kids (17 & younger)	50%	21%	31%	25%	36%
<b>Home Ownership</b>					
Own home	63%	70%	79%	80%	67%
Rent	33%	27%	20%	20%	25%
Other	4%	3%	1%	0%	8%

\*Daily Times includes cumc print and average e-Newspaper, Sunday Times includes average print and e-Newspaper

Source: 2021 Nielsen Scarborough Report (r1), DMA



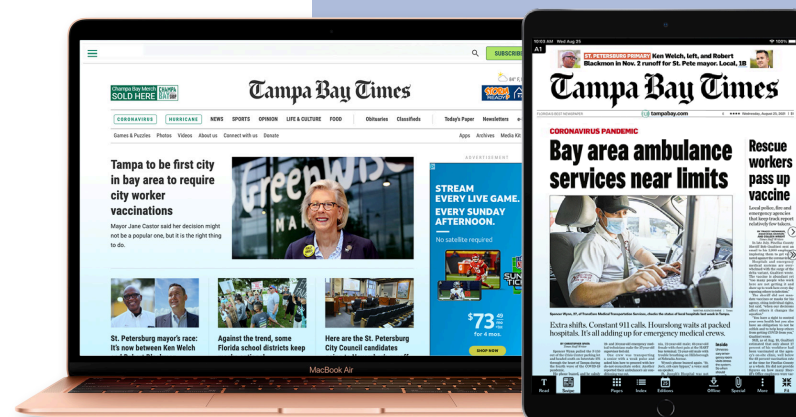
## DIGITAL ADVERTISING

Position your brand alongside local and breaking news. Targeting opportunities are available on **tampabay.com** and on our extended reach network.

- Behavioral targeting
- Branded content
- Category targeting
- Demographic targeting
- Geofencing
- Key IP targeting
- Digital direct mail
- Keyword/Contextual targeting
- Retargeting
- e-Newspaper

**TAMPABAY.COM**  
IS ONE OF THE  
TOP NEWS WEBSITES  
IN TAMPA BAY

- **4.8 million** unique visitors a month
- **9.6 million** page views



Source is Google Analytics 3-month average January-March 2022



## DIGITAL AGENCY SERVICES

# Catch customers in the digital sea

Managing your business AND marketing can be challenging. Castnet is here to help. Our experts meet with you to discuss your marketing needs, so you can focus on your customers.

### DIGITAL SOLUTIONS OFFERED:

#### WEBSITE DESIGN

We can help design and develop a dynamic, SEO optimized, mobile-friendly website.

#### SOCIAL MEDIA

Let us set up and post for you!

#### SEARCH OPTIMIZATION

Target high page ranking on the popular search engines.

#### RETARGETING, EMAIL MARKETING AND MUCH MORE!



## TESTIMONIALS



### SHORT MOVES Inc.

*"We heard that our customers were having a hard time finding us on the internet. Castnet broadened our reach and we experienced great results."*

— **Steve Burns**, Short Moves



*"I have been with Castnet Media since I started my business. They helped me to grow my business much faster than I could have on my own. They made my website exactly the way I wanted. They also allow me to edit and update my website anytime. We would recommend Castnet Media to anyone."*

— **Jessie Calahan**, Laundry Day Delivery



*"We needed more traffic to our website and social platforms. The Castnet team had great ideas and the latest strategies to get real real results!"*

— **Phil Landsman**, Southport Truck Group



TIMES PRODUCTS

Reach your customers throughout Tampa Bay or a select area

**PUBLISHING SCHEDULE:**  
**Wednesdays and Sundays** – Print Edition of the *Tampa Bay Times*  
**Seven days a week** – e-Newspaper, the look of the *Times* with ads that link to web sites.



*"I've tried advertising numerous ways in the past. However, working with the Times has been essential to the success of our organization. Thank you, Tampa Bay Times!"*

~ Al Lovely  
Owner, The Sod Father

86% of media consumers use newspaper inserts.

Source: NAA Newspaper Inserts Drive Consumers to Action.





## TBT\* WEEKEND

Want to reach potential customers looking for fun things to do?  
The **tbt\* Weekend** section will provide the definitive guide for fun!

- **75,000 copies distributed FREE** in 2,000 stand-alone racks, office and retail locations throughout Pinellas, Hillsborough and Pasco County
- **115,000 copies inside Wednesday's Tampa Bay Times**
- **494,000 readers every week**
- Less than 5% duplication between tbt\* Readers and Times Readers
- ROP, preprint and sticky note opportunities
- Digital replica and App reaches people on the go

**tbt\***  
**weekend**

Source: 2021 Nielsen Scarborough (r2)





## BLANKET A NEIGHBORHOOD

Every week, readers dive into these free publications full of high school sports news, local entertainment options, coverage of local government and more. Inserted in the *Times* for home delivery subscribers, tossed on driveways or in free standing racks, these newsy publications are easy to find and fun to read!

### Carrollwood Beacon

- Reach every household in the Carrollwood Zip Codes 33624 and 33618
- Publishes Wednesdays
- 18,000 copies distributed
- ROP and preprint options
- 41,400 Readers based on industry average of 2.6 readers per copy
- Features local news and things to do, school news

### Citrus Park and Westchase Beacon

- Reach every household in the Citrus Park and Westchase zip codes of 33626 and 33625
- Publishes Wednesdays
- 17,000 copies distributed
- ROP and preprint options
- 40,250 Readers based on industry average of 2.6 readers per copy
- Features local news and things to do, school news

### Wesley Chapel Weekly

- Reach select neighborhoods in Wesley Chapel zip codes 33543, 33544, 33545
- 25,000 readers every Wednesday
- ROP and preprint options
- Digital replica on [tampabaytimesmedia.com](http://tampabaytimesmedia.com)
- Editorial by Times Total Media

### YES! SMC Midweek

- Extend your reach beyond the *Times* home delivery subscribers with Yes! and our free weekly newspapers
- Reach non-subscribers in Pinellas, Pasco, Hernando and Hillsborough counties
- Nearly 300,000 copies distributed weekly
- Distributed midweek – Wednesday and Thursday
- Preprint opportunities.

Source: Tampa Bay Times internal distribution numbers





## TAMPA BAY'S #1 SPANISH LANGUAGE PUBLICATION

Reach readers in the predominantly Hispanic neighborhoods in Tampa with this award-winning publication written entirely in Spanish.

- **50,000 copies distributed FREE every Wednesday** to select households in Tampa's Hispanic neighborhoods
- **100,000+ readers every week**
- Available in racks at popular Hispanic retail locations
- Free ad translation services available
- ROP and preprint opportunities



Source: Based on industry average of 2.6 readers per copy



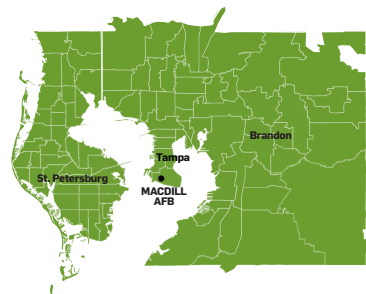


## REACH MILITARY FAMILIES AND DECISION MAKERS

The MacDill Thunderbolt features news and photos from and for the MacDill community.

- Published in partnership with MacDill Air Force Base in Tampa, home of SOCOM and CENTCOM
- **8,500 copies distributed FREE on base every Thursday**
- **21,100 weekly readers**
- Digital replica reaches readers on **tampabaytimes.com**
- ROP and preprint options

**MacDill**  
**THUNDERBOLT**  
WWW.MACDILL.AF.MIL



### Tampa Bay area population:

- Joint service active duty: 12,000
- Joint service civilians: 7,000
- Joint service reserves: 2,150
- Family members: 12,400
- Retirees: 133,032

Source: Based on industry average of 2.6 readers per copy



# Stand out with a Spadea

Three full pages with full color wrapping select award winning editorial sections!

**HOT TUBS SWIM SPAS**  
**HUGE INVENTORY SALE!**  
STARTS TODAY! Ends Saturday 6/7  
**HURRY IN FOR BEST SELECTION!**

- HOT TUBS
- SWIM SPAS
- GAZEBOS
- PERGOLAS
- COVERS
- PARTS
- SERVICE

**ALL OVER-STOCK HOT TUBS MUST GO!**  
**WE HAVE HOT TUBS & SWIM SPAS IN STOCK!**

**Swim Spa**  
A POOL & SPA ALL IN ONE!

**SWIM A MILE WITHOUT MOVING AND INCH!**

**TRADE-IN PROGRAM**  
Trade in your old hot tub and get a credit toward a new one! See Hot Tub for details!

**FREE Chemicals**  
**FREE Delivery/Set-Up**  
**FREE Cover**  
With Purchase of a Brand New Hot Tub or Swim Spa!

**NO REASONABLE OFFER REFUSED!**

**WE OFFER MILITARY & FIRST RESPONDER DISCOUNTS!**

**KEEPING JOBS IN AMERICA SINCE 1981!**  
**SPA MANUFACTURERS, INC.**  
6060 ULMERTON RD. CLEARWATER FL  
200 YARDS EAST OF US 19  
Pin. 727-530-9493 • Hills. 813-855-6379  
Mon - Sat 8am-6pm Sun 11am-5pm  
We accept all major credit cards

**LOOK FOR THE BIG YELLOW DUCK!**

Outside Gatefold  
Page 1 - 3c (4.917") x 21"

**HOT TUBS SWIM SPAS**  
**GIANT HOT TUB TENT SALE!**  
STARTS TODAY! Ends Saturday 7/24  
**WE HAVE HOT TUBS & SWIM SPAS IN STOCK!**

- Hot Tubs
- Swim Spas
- Gazebos
- Covers
- Parts
- Service
- Chemicals

**ALL OVER-STOCK HOT TUBS MUST GO!**  
**WE HAVE HOT TUBS & SWIM SPAS IN STOCK!**

**Swim Spa!**  
A POOL & SPA ALL IN ONE!

**TRADE-IN PROGRAM**  
Trade in your old hot tub and get a credit toward a new one! See Hot Tub for details!

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We accept all major credit cards

**LOOK FOR THE BIG YELLOW DUCK!**

Inside Gatefold  
Page 2 - 3c (4.917") x 21"

**HOT TUBS SWIM SPAS**  
**GIANT HOT TUB TENT SALE!**  
STARTS TODAY! ENDS SATURDAY 7/24  
**YOUR LOCAL HOT TUB COMPANY**

**ALL AMERICAN MADE FLORIDA STRONG!**

**WE HAVE HOT TUBS & SWIM SPAS IN STOCK! HURRY FOR BEST SELECTION!**

**\$1,500 OFF**  
**PURCHASE OF A NEW SWIM SPA!**

**BEST PRICE GUARANTEE!**  
**NO REASONABLE OFFER REFUSED!**

**FREE Chemicals**  
**FREE Delivery/Set-Up**  
**FREE Cover**  
With Purchase of a Brand New Hot Tub or Swim Spa!

**WE OFFER MILITARY & FIRST RESPONDER DISCOUNTS!**

**KEEPING JOBS IN AMERICA SINCE 1981!**  
**6060 Ulmerton Rd. Clearwater FL**  
200 YARDS EAST OF US 19  
Pin. 727-530-9493 • Hills. 813-855-6379  
Mon - Sat 8am-6pm Sun 11am-5pm  
We accept all major credit cards

**LOOK FOR THE BIG YELLOW DUCK!**

Inside Back Page  
Page 3 - 6c (10") x 21"

**HOT TUBS SWIM SPAS**  
**GIANT HOT TUB TENT SALE!**  
STARTS TODAY! ENDS SATURDAY 7/24  
**HURRY IN FOR BEST SELECTION!**

**BEST PRICE GUARANTEE!**  
**NO REASONABLE OFFER REFUSED!**

**WE HAVE HOT TUBS & SWIM SPAS IN STOCK!**

**SPECIAL Military and First Responders Discount!**

**FREE Chemicals**  
**FREE Delivery/Set-Up**  
**FREE Cover**  
With Purchase of a Brand New Hot Tub or Swim Spa!

**WE OFFER MILITARY & FIRST RESPONDER DISCOUNTS!**

**KEEPING JOBS IN AMERICA SINCE 1981!**  
**SPA MANUFACTURERS, INC.**  
6060 ULMERTON RD. CLEARWATER FL  
1/4 Mile E. of US19 N.  
Pin. 727-530-9493 Hills. 813-855-6379  
**LOOK FOR THE BIG YELLOW DUCK!**  
Celebrating 39 years! Proudly made in America!

Back Page  
Page 4 - 6c (10") x 21"

Spadeas now available on various sections!

# Get noticed with a front page banner or front page note

**Tampa Bay Times**  
 Wednesday, August 19, 2020  
 www.tampabay.com

## In cautious air, schools reopen

Students at all grade levels delight in the return to in-person classes, while skeptically but surely, a cloud called COVID hovers.



As the virus subsides, local schools struggle to cope. The Grounding Day cover again.

Just as Florida's aggressive school reopening strategy seemed to be taking hold, a new wave of COVID-19 cases is threatening to undo it. The state's schools are looking to provide a safe, but not too restrictive, environment for students to return to in-person learning.

Florida Bay students are to be expected to be cautious. The state's schools are looking to provide a safe, but not too restrictive, environment for students to return to in-person learning.

Students at all grade levels delight in the return to in-person classes, while skeptically but surely, a cloud called COVID hovers.

**N.Y. Gov. Andrew Cuomo to resign**

A New York Times report that Governor Andrew Cuomo is considering resigning has sparked a firestorm of speculation. The report, which was first published by the New York Times, stated that Cuomo is facing pressure from both sides of the political aisle to step down.

**Answers elusive in sea life deaths**

Strangeness at Sea/Tampa and peninsula of the Florida. Answers have died an uneasy death within weeks of each other.

But in late May, all 13 chapters of the Sea/Tampa and peninsula of the Florida. Answers have died an uneasy death within weeks of each other.

**UNVACCINATED TEST PHILLAS**

**BUILDER WANTS FEWER HOMES**

**DISTRICT DEFIES DEBATE ORDER**

**CEVICH UNVEILS A NEW LOCATION**

**Tropical weekend**

**HEAVY**

**OLD NORTHEAST JEWELERS** **TOP DOLLAR PAID FOR FINE WATCHES & DIAMONDS**

**Main News**  
**Front Page Banner**  
 6c (10") x .5" includes full color

**LOCAL & STATE**  
 Monday, August 18, 2020  
 www.tampabay.com

## Fred track drifts west

As tropical wave, it still has heavy rain ready to dump. Next up: Grace.

The tropical storm system that is Fred is now a tropical wave, and it is still a threat to the Gulf Coast. The system is moving westward and is expected to bring heavy rain and strong winds to the region.

**Coronavirus Pandemic**

As the virus subsides, local schools struggle to cope. The Grounding Day cover again.

Just as Florida's aggressive school reopening strategy seemed to be taking hold, a new wave of COVID-19 cases is threatening to undo it. The state's schools are looking to provide a safe, but not too restrictive, environment for students to return to in-person learning.

**Surge greets area students**

Close to 1,000 cases reported in the first week of classes. Students already quarantined.

The number of COVID-19 cases in the area has increased significantly in the first week of classes. Students who were already quarantined are now being tested for the virus.

**Coronavirus cases in Tampa Bay schools**

SCHOOL	CASES
ALHAMBRA	41
ALHAMBRA	41
ALHAMBRA	29
ALHAMBRA	5
ALHAMBRA	118
ALHAMBRA	475
ALHAMBRA	203
ALHAMBRA	181
ALHAMBRA	92
ALHAMBRA	901

**Meet the next generation of Black activism**

At 19, Charles Bing has started a digital magazine and a service organization.

Charles Bing, 19, member of a Black Lives Matter protest during the summer of 2020 in Tampa.

**SAVINGS SO REAL YOU CAN ALMOST TOUCH THEM.**

**GEICO** MOTORCYCLE

price.com/cycle | 1-800-442-9221 | Local Office

**Section**  
**Front Page Banner**  
 6c (10") x 3" includes full color

**B21** SINCE 1948

**\$7 OFF**

**R.J. KIELTY**  
 PLUMBING • HEATING • COOLING

**KEEP THIS! YOU WILL NEED IT!**

**\$23 OFF**

**LABOR DAY SALE!**

**\$10 OFF**

**UNIVERSAL**  
 FINE WINE • SPIRITS

On a \$70-or-more purchase of WINE, BEER or SPIRITS.\*  
 \*must present coupon

**OPEN 365 Days**  
 Sun 11am-2am  
 Mon-Sat 8am-2am

**1542 US Hwy 19 N • Holiday**  
**727-937-8330 • universalfws.com**

**Front Page**  
**Note**



## OUR FREE WEEKLY PRODUCTS

Extend your reach in Tampa Bay with our non-paid print publications. These products offer advertisers the ability to layer publications to target a specific area or audience.

### tbt\*

- 75,000 copies, distributed every Wednesday
- 2,000 locations throughout Hillsborough, Pinellas and Pasco counties
- Less than 5% duplication in the *Times*
- Digital replica and App reaches people on the go
- ROP, preprints and sticky note opportunities

### SMC Midweek

- 300,000 copies, distributed midweek to non-subscribers in Pinellas, Pasco, Hillsborough and Hernando counties
- Editorial content
- ROP and preprint opportunities

### Centro

- 50,000 copies, distributed every Wednesday to select households in Tampa's Hispanic neighborhoods
- Award-winning publication written entirely in Spanish
- ROP and preprint opportunities

### MacDill Thunderbolt

- 8,500 copies, distributed on base every Thursday
- Published in partnership with MacDill Air Force Base in Tampa
- Digital replica reaches readers off base on [tampabaytimes.com](http://tampabaytimes.com)
- ROP and preprint options

### Wesley Chapel Weekly

- 13,000 copies, distributed every Wednesday
- Delivered to select households in zip codes 33543, 33545 and 33544
- 26,000 readers
- Digital replica on [tampabaytimes.com](http://tampabaytimes.com)
- ROP and preprint opportunities
- An advertising publication

### Carrollwood Beacon

- 18,000 copies, distributed every Wednesday
- Delivered to select households in zip codes 33624 and 33618
- 41,400 readers
- Features local news, things to do, school news
- ROP and preprint opportunities

Source: Distribution from *Tampa Bay Times* estimates; 2021 Nielsen Scarborough Report (r1). Wesley Chapel Weekly and Carrollwood Beacon readership is based on industry average.





## BAY MAGAZINE

Reach Tampa Bay's affluent residents with Bay.

- Bay is a luxury magazine published and delivered 8 times annually
- 50,000 copies are distributed each publish date to Tampa Bay residents with the market's highest disposable income and spending power
- A digital replica is also available on [tampabay.com](http://tampabay.com)
- Distribution is carefully selected to maximize reach of high-income professionals

**Regular topics include:**

- Food
- Fashion
- Profile
- Social Scene





## TAMPA BAY EXPOS

Capture new customers, generate sales leads, and set future appointments at our 22 annual shows. Showcase your products/services to consumers who are ready to buy.

### TAMPA BAY HOME SHOW

- 3 shows a year
- Everything for your home, inside and out
- Tampa Bay's Largest Home Show

### TAMPA BAY JOB & CAREER FAIR

5 shows a year

### TAMPA BAY Boat SHOW

- 3 shows a year
- 3-day sales event
- Boat dealers, exhibitors and seminar series

### TAMPA BAY HOLIDAY MARKET

### TAMPA BAY BRIDAL SHOW

- 3 shows a year
- Market's largest bridal event

### TAMPA BAY Women's EXPO

### TAMPA BAY SENIOR EXPO

- 4 shows a year -  
2 market wide,  
2 regional

Tons of gifts and decorating ideas

## TAMPA BAY EXPOS

Presented by Tampa Bay Times



FOR EVENT DATES VISIT  
[tampabayexpos.com](http://tampabayexpos.com)

# TAMPA BAY VIBRANT AND GROWING



## A MARKET ON THE MOVE

The Tampa Bay market continues to be a vibrant, diverse community full of economic opportunity.

- **The 13<sup>TH</sup>-largest DMA market**

Source: 2021 Nielsen TV Market Rankings

- **The third-most populous state in the country**

Source: U.S. Census Bureau

- **Tampa Bay leads the way as one of the nation's 10 biggest gainers in the number of people moving here.**

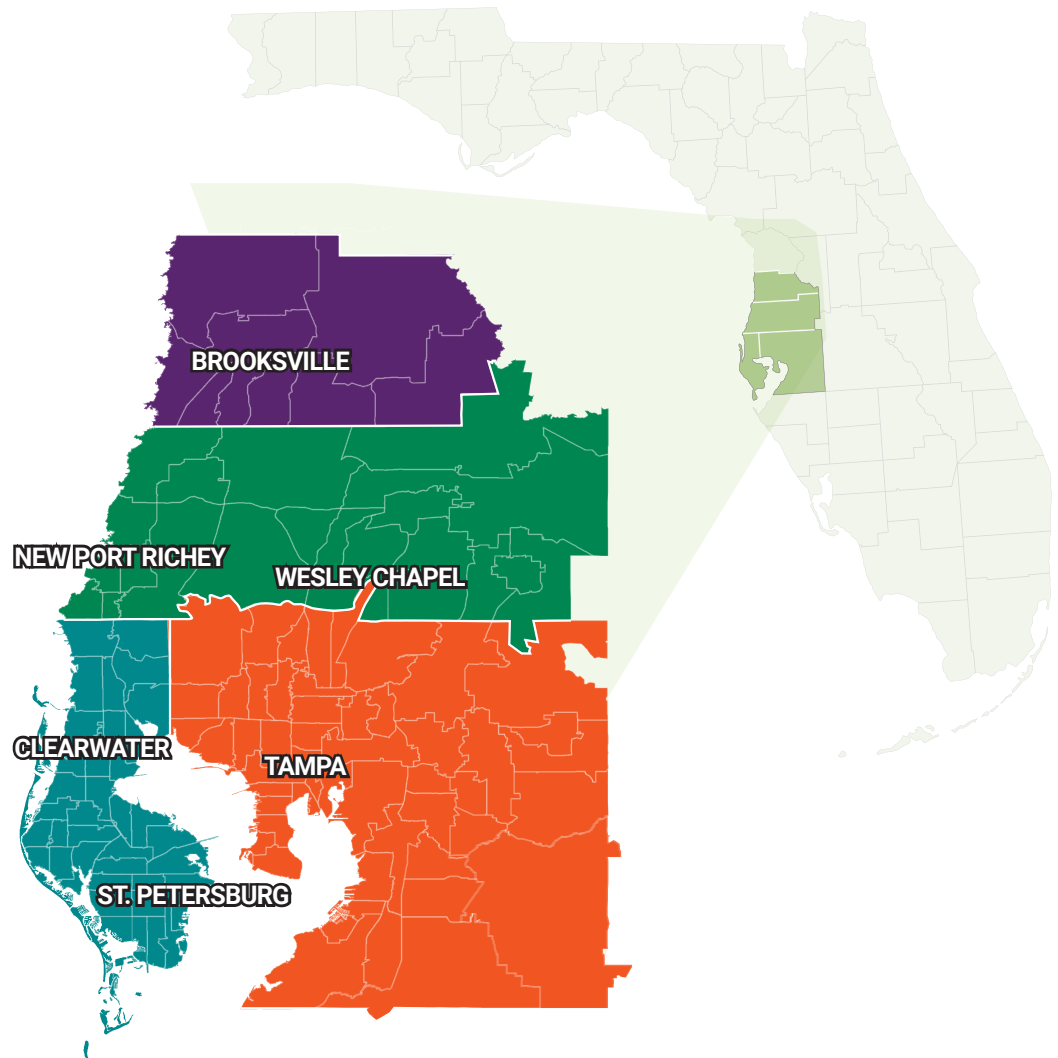
The Tampa Bay area population is projected to grow from 3.1 million in 2019 to 3.2 in 2020. The Tampa Bay area population will increase by almost 7% to 3.4 million over the next five years.

Source: Bureau of Economic and Business Research, Volume 53, Bulletin 186, April 2020

- **Fortune 500 companies based or located in Tampa Bay:**

- Bloomin' Brands
- Jabil
- Raymond James Financial
- Roper Technologies
- Tech Data
- WellCare Health Plans

Source: 2019 Tampa Bay Business Journal



DEDICATED TO QUALITY



# 2021 PULITZER PRIZE WINNER

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## LOCAL REPORTING



## PROUD BUSINESS PARTNERS

Join these and many other successful  
businesses that advertise with Times Total Media

**Publix**

 **FLORIDA CANCER**  
SPECIALISTS  
& Research Institute

**FAMOUS TATE**  
APPLIANCE & BEDDING CENTERS

**kane's**  
FURNITURE

  
a neighborly company

  
Morgan  
Exteriors, Inc.

 **Spa Manufacturers**

  
**AUDIBEL**  
American. Hearing. Excellence.

**Peltz Shoes**  
a perfect fit

 **OLD NORTHEAST JEWELERS**  
FINE JEWELRY & WATCHES | BUYING & SELLING SINCE 1984

BUYING & SELLING SINCE 1984  
 **HESS FINE ART**  
ART | JEWELRY | WATCHES | ANTIQUES



 **STORM FITTERS**

**Nancy Leslie**  **RE/MAX**  
REALTEC GROUP

 **THE RUTH ECKERD HALL**  
**EXPERIENCE**

*Pasadena*  
**EYE CENTER**

**THE DA** MUSEUM

 **INTERNATIONAL**  
DIAMOND CENTER

  
Since 1986  
**OAK EMPORIUM**  
FURNITURE BUILT FOR LIFE!

 **TIMES TOTAL MEDIA**