



Reach professionals where they work and play.

Now, more than **244,600** readers each week.

Readership:

- Weekly readership is **244,600**
- **33%** are 18-39 years old
- **60%** are college educated
- **58%** own a home
- **62%** have investments



Source: 2019 Nielsen Scarborough Report (r1), DMA

Reach a dynamic audience with tbt* .



***fast news
you can use**

Total Tampa Bay adults who read tbt* weekly.

Age

Age 18 - 24	1%
Age 25 - 34	15%
Age 35 - 54	40%
Age 55 - 64	18%
Age 65+	26%

Education

High school grad	35%
Some college	26%
College graduate	35%

Income

Median household income (HHI)	\$56,600
HHI less than \$20,000	10%
HHI \$20,000 - \$49,999	35%
HHI \$50,000 - \$74,999	18%
HHI \$75,000+	37%

Marital Status

Married	40%
Never married (single)	36%
Widowed	6%
Divorced or separated	18%

Race

White	65%
Black/African American	16%
Other	4%
Hispanic	15%

Occupation

Employed full-time	39%
Employed part-time	14%
Professional/managerial	24%
Not employed	47%

Children at Home

No kids at home	77%
Kids (17 & younger)	23%

Home ownership

Own home	58%
Rent	32%

Some facts about tbt*

- tbt* distributes 100,000 copies each week
- tbt* is available at more than 2,000 locations including over 900 business and office locations
- tbt* app is available on Android and iOS.

**For more information, contact your Times account executive or call:
Hillsborough: 813-226-3318 • Pinellas: 727-893-8725 • Pasco: 727-869-6219**

Source: 2019 Nielsen Scarborough Report (r1 7/18-1/19), DMA