

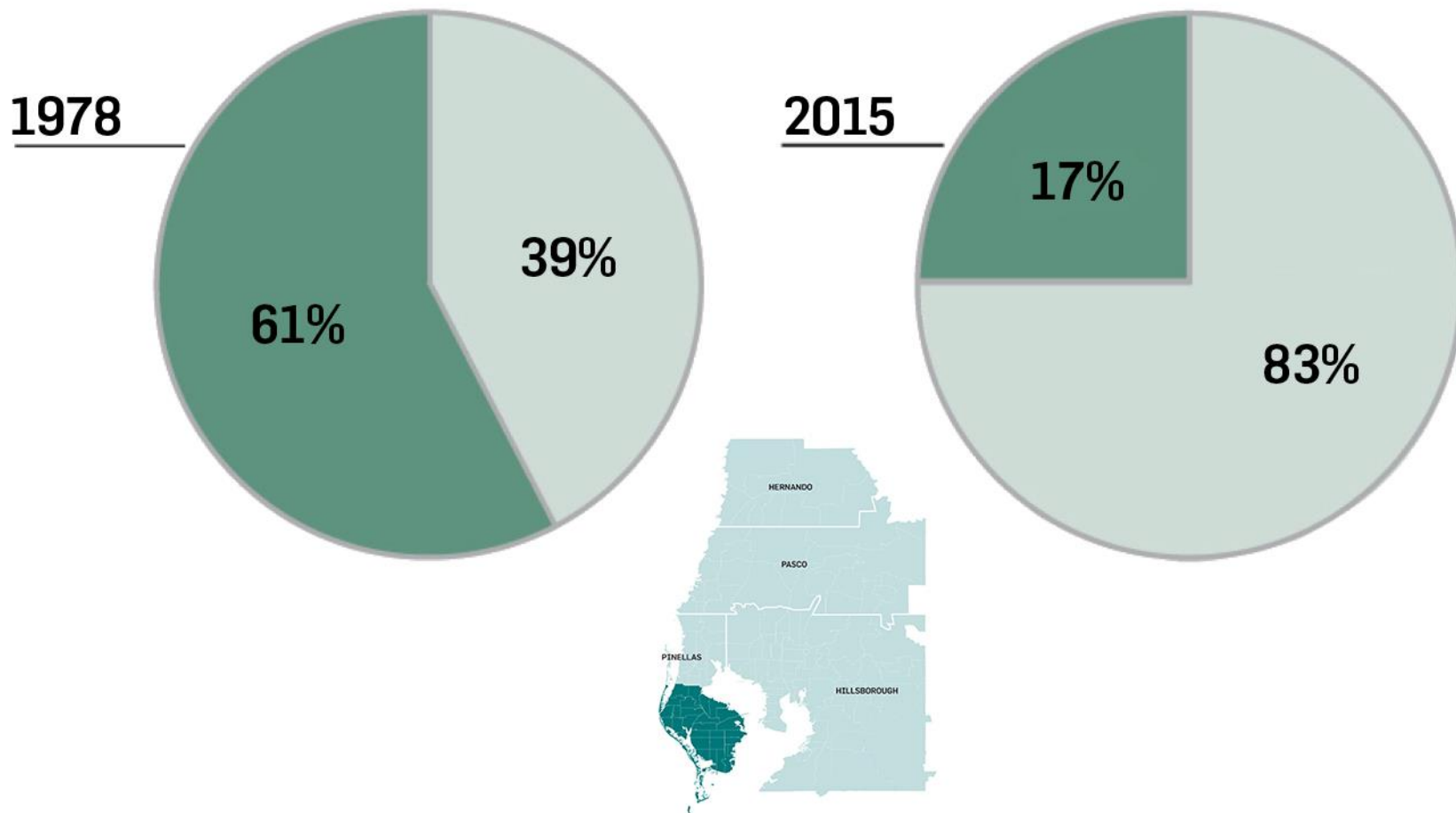
Changing with the Times

St. Petersburg Times  
**Tampa Bay Times**

# West Hillsborough Times | Est. 1884



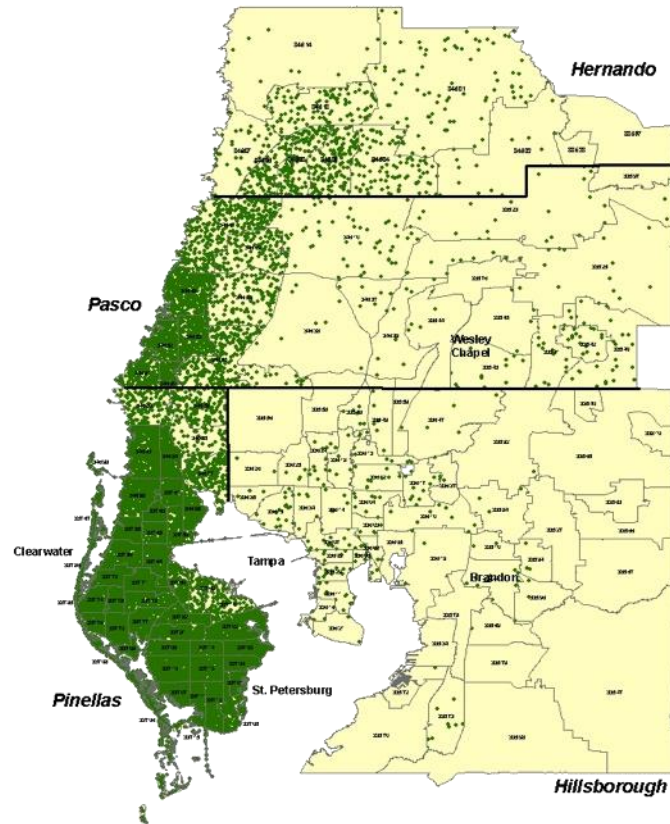
# Local, Regional & State Reach



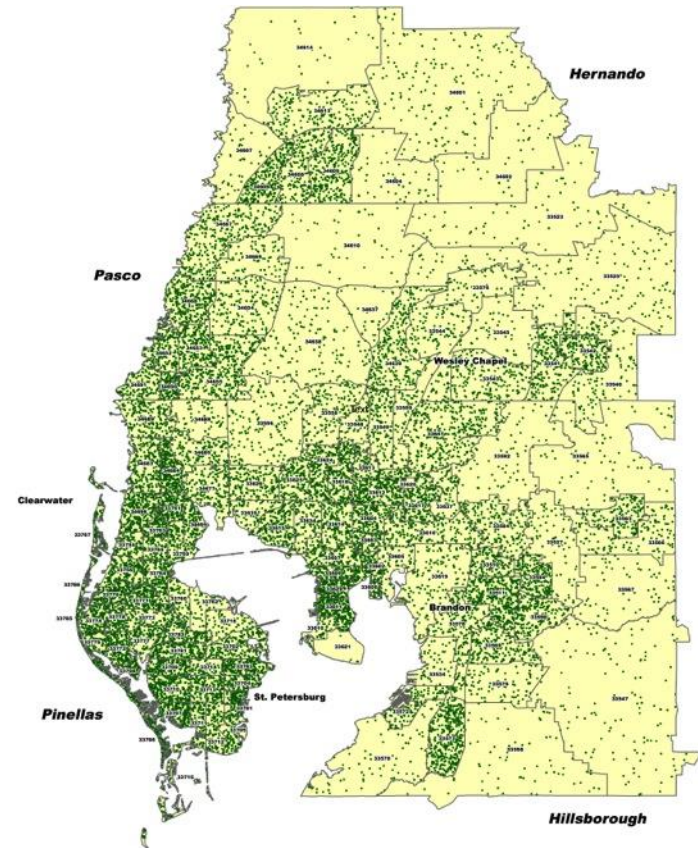
Source: AAM Audits

# Sunday *Times* circulation in Tampa Bay

1986



2015



● 1 dot = 20 Sunday Times

Sources: 1996 ABC Audit, 2015 AAM Audit



## tampa

SUNDAY, FEBRUARY 1, 1987

### Inspector's son represents school roofers

**By JOHN WARDEN**  
TAMPA — One of the most principal roofing contractors for the Hillsborough school system have been the son of the district's chief inspector. The company, which was started in 1973, has built a \$10 million business for the company in Hillsborough and Pinellas counties since 1980. None of the sons of the inspector, however, has been involved in the company.

In addition, the company has been the largest contractor for the school system, and the company has been the largest contractor for the school system, and the company has been the largest contractor for the school system.

• Opinion, Page 2  
• News, Page 4  
• Sports, Page 5  
• Columns, Page 20, Section 2

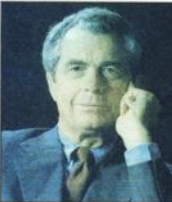
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### Who makes Tampa tick?

**Old power structure embraces the new to spur development**

**By DAVID PILLEY and ROBERT BARNES**  
TAMPA — It's not just the old power structure that makes Tampa tick, it's the new power structure, too. The old power structure, which has been in place for decades, is the one that has made Tampa what it is today. The new power structure, which is made up of a mix of old and new, is the one that is making Tampa what it is today.

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**NAME:** H.L. Cubberly  
**AGE:** 68  
**EDUCATION:** Chairman and president of TECO Energy Inc.


He is a man who has been in Tampa for a long time. He is a man who has been in Tampa for a long time. He is a man who has been in Tampa for a long time.

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### A marriage of old, new

H.L. Cubberly, Richard Beard and the Tampa Bay Performing Arts Center represent the old power structure, the new, and a monument to their cooperation. Sharing a devotion to growth, old and new money built the performing arts center as a means of attracting even more business to the area.

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**NAME:** Richard A. Beard  
**AGE:** 43  
**EDUCATION:** Managing partner, Penguin Group


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### County is knee-deep in sewage crisis

**By JOHN WARDEN**  
TAMPA — Hillsborough County is knee-deep in a sewage crisis that has been brewing for years. The crisis is the result of a combination of factors, including the failure of the county's sewage treatment plant and the failure of the county's sewage collection system.

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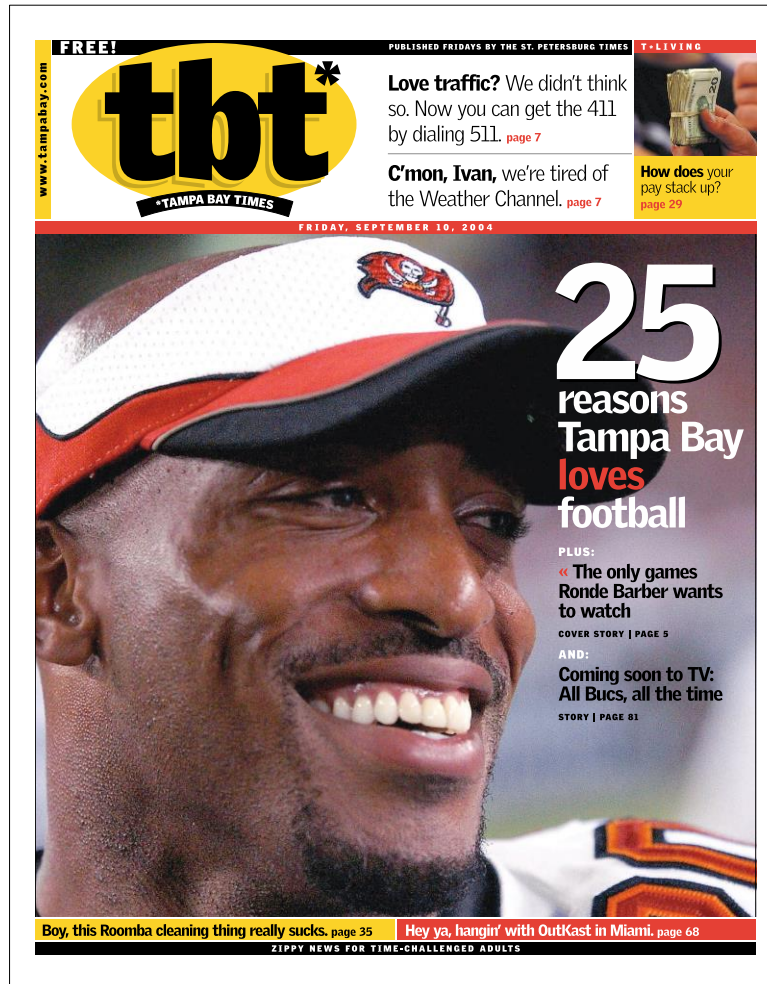
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# tbt\* launch | Weekly Edition | 2004



# tbt\* launch | Daily Edition | 2006





St. Petersburg Times  
**Tampa Bay Times**







## Tampa Bay population trends

	2010	2015	2020
<b>Hillsborough</b>	1,229,226	1,325,300	1,439,000
<b>Pinellas</b>	916,542	915,600	914,400
<b>Pasco</b>	464,697	514,300	570,600
<b>Hernando</b>	172,778	190,800	211,200
<b>Total</b>	<b>2,783,243</b>	<b>2,946,000</b>	<b>3,135,200</b>

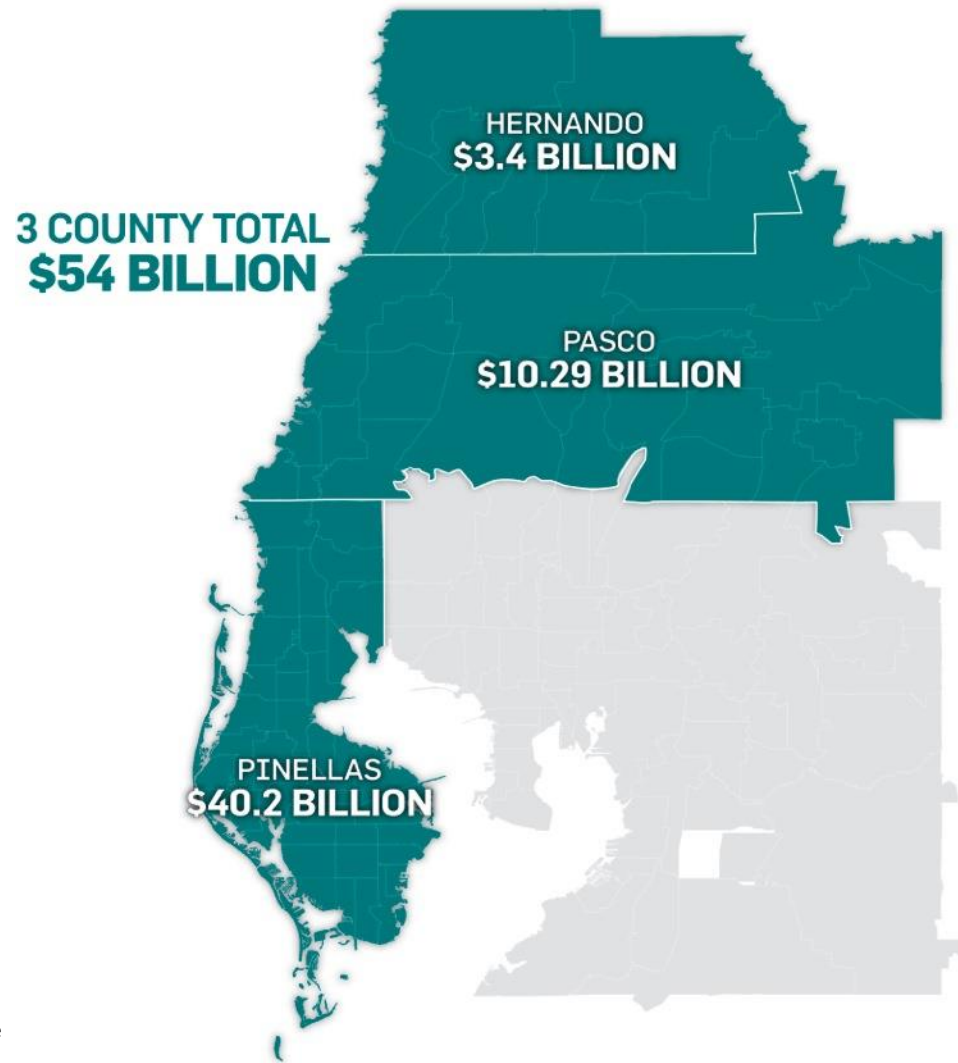
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Pinellas as <b>percentage</b> of the total	<b>33</b>	<b>31</b>	<b>29</b>
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Source: UF, Bureau of Economic and Business Research,  
Population Bulletin FPS 159, Released June 2011



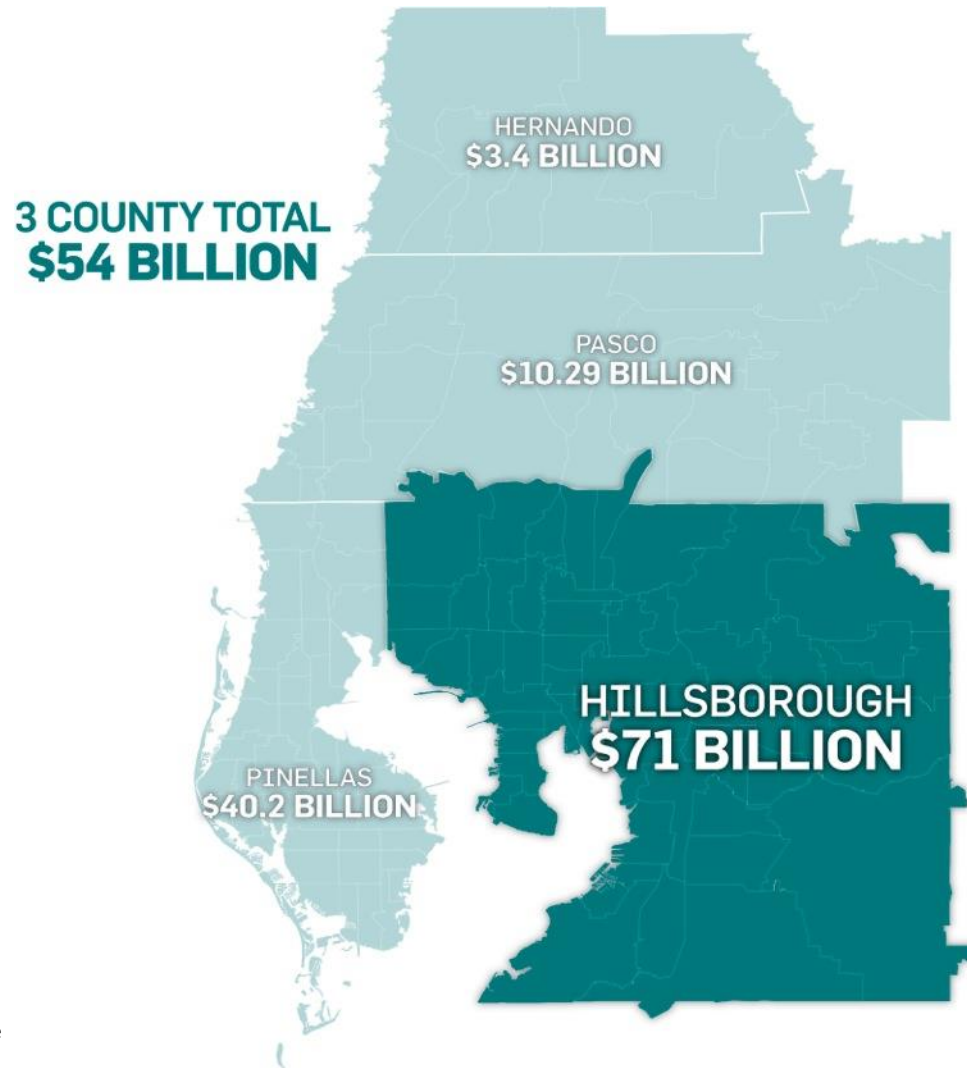
# Retail Sales in Tampa Bay | 2015



Source: Florida Department of Revenue

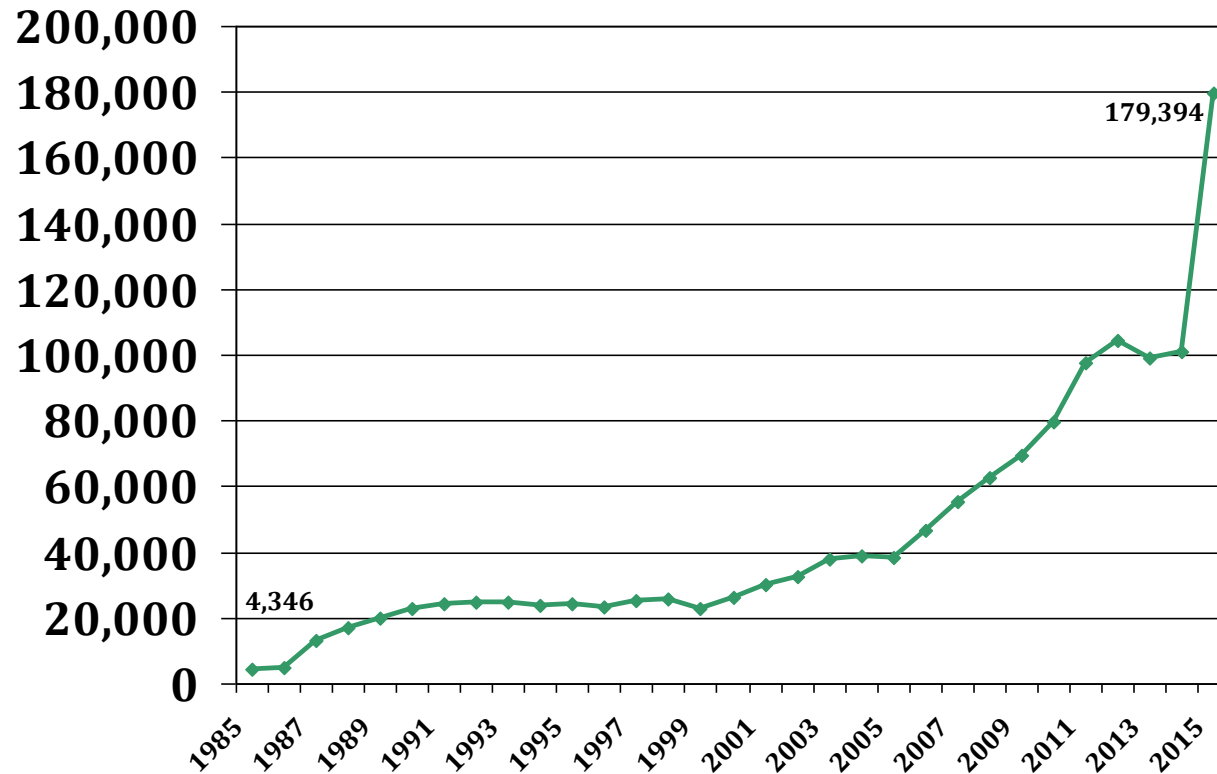


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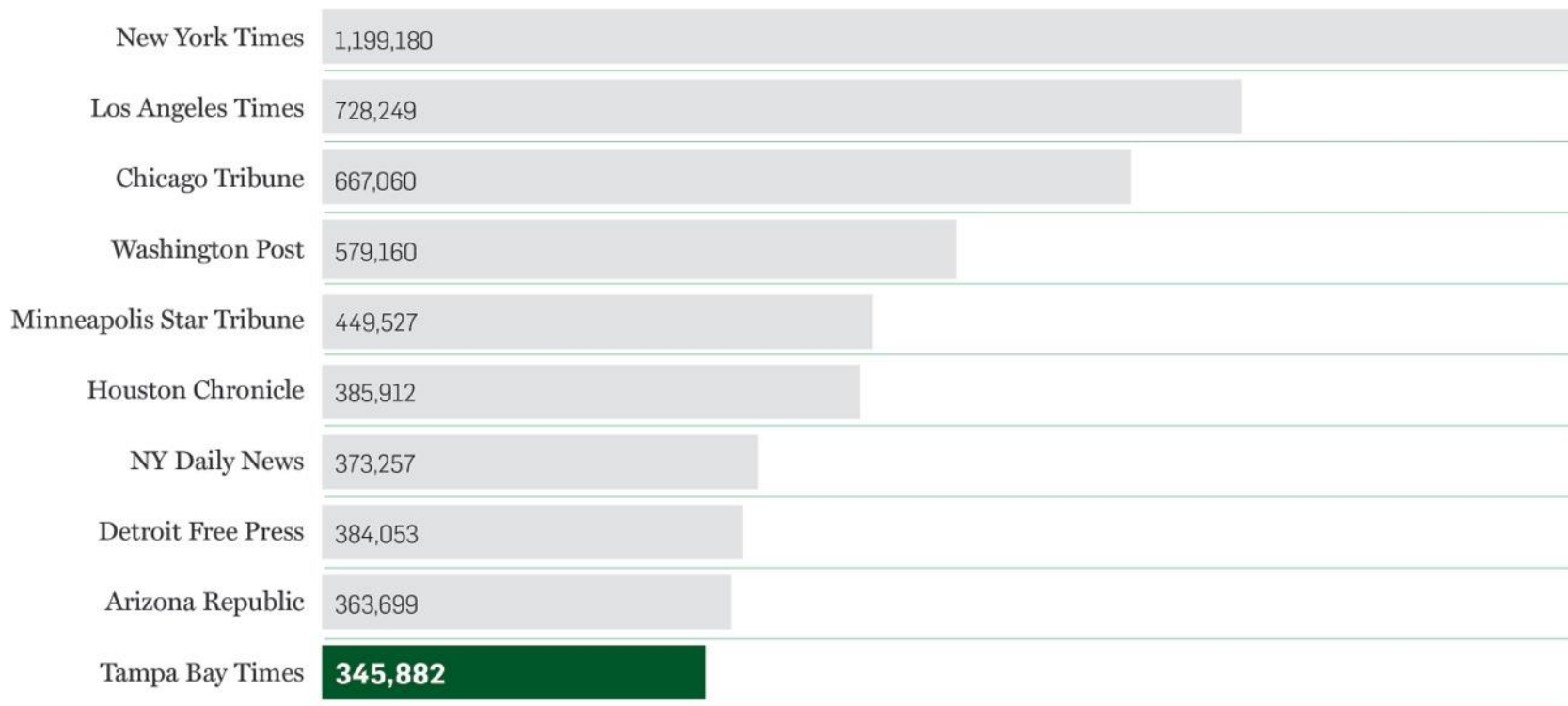
# Sunday *Times* Tampa Edition Circulation 1985-2011



Sources: 1985-2011 ABC Audit, 2012-2015 AAM Audit

## Times circulation among the nation's top newspapers | Pre-acquisition

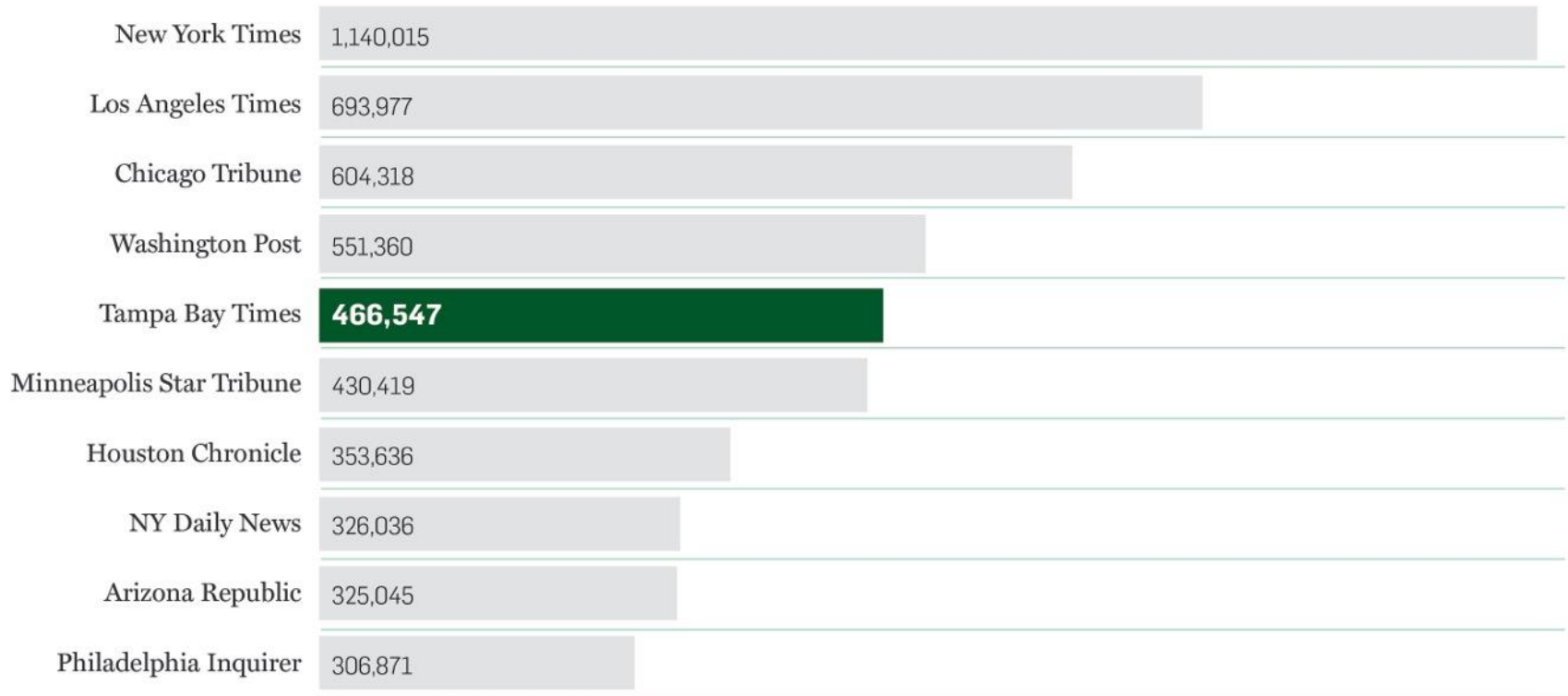
### Sunday National Rank (total circulation)



Source: 2014 AAM Audits

## *Times* circulation among the nation's top newspapers | Post acquisition

### **Sunday** National Rank (total circulation)



Source: 2015 AAM Audits



# Moving Ahead Together – One For All



# What's Next



St. Petersburg Times  
Tampa Bay Times