

# Audience\*

Source: Scarborough Research, Release 1 2011

	The Miami Herald				el Nuevo Herald				Combined			
	Daily	Sunday	Past Week	Net Combined Audience**	Daily	Sunday	Past Week	Net Combined Audience**	Daily	Sunday	Past Week	Net Combined Audience**
<b>Total Readers</b>	<b>498,312</b>	<b>763,079</b>	<b>1,058,853</b>	<b>1,252,787</b>	<b>198,952</b>	<b>269,312</b>	<b>431,228</b>	<b>475,020</b>	<b>622,764</b>	<b>910,693</b>	<b>1,270,327</b>	<b>1,457,871</b>
Miami-Dade	374,904	580,566	793,362	908,434	174,871	236,883	373,296	403,399	485,289	720,251	983,851	1,091,930
Broward	114,415	167,595	242,368	319,142	24,081	32,302	57,805	71,494	128,482	175,524	263,353	340,730
Monroe	8,993	14,918	23,123	25,211	NA	NA	NA	NA	8,993	14,918	23,123	25,211

# Circulation

Source: ABC Audit Report (June 27, 2010)

	The Miami Herald		el Nuevo Herald		Combined	
	Daily	Sunday	Daily	Sunday	Daily	Sunday
<b>Total Circulation</b>	<b>164,332</b>	<b>230,028</b>	<b>58,573</b>	<b>75,990</b>	<b>222,905</b>	<b>306,018</b>
% Home Delivery	66%	66%	70%	71%	67%	67%
Miami-Dade	115,102	166,675	53,182	68,522	168,284	235,197
Broward	33,045	51,175	5,090	7,015	38,135	58,190
Monroe	4,639	10,535	149	228	4,788	10,763
Total In-Market	152,786	228,385	58,421	75,765	211,207	304,150
Other^	11,546	1,643	152	225	11,698	1,868

## Miami / Ft. Lauderdale DMA

\*Audience Figures include Print and Digital Readers

\*\* Net Combined Audience includes Past Week Print/ Digital Readers and 30-Day Online Users

^ "Other" is circulation outside our DMA, including the International Edition

### Finding Research Information

Access Sharepoint:  
[http://sharepoint/marketing\\_research](http://sharepoint/marketing_research)

### Submitting Research Requests

[HeraldResearch@MiamiHerald.com](mailto:HeraldResearch@MiamiHerald.com)

### Research Hotline

305-376-2290

# Website Activity

Source: Omniture - Three month average through March 2011

MiamiHerald.com		ElNuevo.com	
Unique Visitors	Page Views	Unique Visitors	Page Views
<b>6,071,200</b>	<b>26,415,650</b>	<b>1,155,114</b>	<b>9,369,340</b>

