



# daily business

## deadlines

**Published:**

**Zoning:**

**Issue Day:**

Tuesday

Wednesday

Thursday

Friday

Saturday

**Tuesday-Saturday**

N/A

**Order Deadline:**

Friday, 3:00 pm

Monday, 3:00 pm

Tuesday, 3:00 pm

Wednesday, 3:00 pm

Thursday, 3:00 pm

**Final Art Deadline:**

Monday, 12:00 pm

Tuesday, 12:00 pm

Wednesday, 12:00 pm

Thursday, 12:00 pm

Friday, 12:00 pm

## daily business

The Miami Herald's Business section, published Tuesday through Saturday, includes financial and corporate news, as well as comprehensive coverage of local, national and international business, finance and technology. The Business section's "Tech Tuesday" column features computers, online, technology and gadgets. Business also features Classifieds every day except Saturday.

Fixed position opportunities

- Front page ads (6 col x 3")
- Back page (Wednesday through Saturday)
- Tech Tuesday (6 col x 3")
- Page 2

## demographic profile

		Daily Readers	Daily Business Readers	Targeting Index
GENDER	Male	53%	54%	100
	Female	47%	46%	99
AGE	18-34	20%	15%	79
	35-54	36%	35%	98
	55+	45%	50%	111
EDUCATION	College Grad+	34%	41%	118
	Some College	34%	33%	97
RACE ETHNICITY	White non-Hispanic	47%	54%	116
	Black non-Hispanic	14%	13%	88
	Other non-Hispanic	4%	4%	107
	Hispanic	35%	29%	83
HOUSEHOLD INCOME	\$50,000+	61%	66%	107
	Average HHI	\$104,161	\$120,712	
	Median HHI	\$48,736	\$53,118	
HOUSEHOLD DATA	Married	54%	59%	109
	Presence of Children	28%	27%	95
	Home Owner	75%	81%	107
	Renter/Other	25%	19%	78

\*Average issue readership

Base: Adults 18 + in the Miami-Ft. Lauderdale DMA. Source: Scarborough Rel 2, 2009.

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For more information, contact your Miami Herald Sales Representative or call **800-766-2820**.