



# business monday

## deadlines

<b>Published:</b>	<b>Monday</b>	
<b>Zoning:</b>	N/A	
<b>Issue Day:</b>	<b>Order Deadline:</b>	<b>Final Art Deadline:</b>
Monday	Thursday, 3:00 pm	Thursday, 7:00 pm

## business monday

The Miami Herald's leading weekly business tabloid focuses on South Florida industries, with features on small business, tourism, real estate, media, retail and more. A variety of weekly features and columns cover newsmakers, real estate transactions, international business, workplace issues, careers, marketing, finance, and business books. The Careerbuilder Classified Employment section is also part of this section.

Fixed position opportunities

- Front page ads (6 col x 1.5")
- Back page
- Page 2
- Movers page
- Commercial Real Estate adjancencies

## demographic profile

		Daily Readers	Daily Business Readers	Targeting Index
<b>GENDER</b>	Male	53%	54%	100
	Female	47%	46%	99
<b>AGE</b>	18-34	20%	15%	79
	35-54	36%	35%	98
	55+	45%	50%	111
<b>EDUCATION</b>	College Grad+	34%	41%	118
	Some College	34%	33%	97
<b>RACE ETHNICITY</b>	White non-Hispanic	47%	54%	116
	Black non-Hispanic	14%	13%	88
	Other non-Hispanic	4%	4%	107
	Hispanic	35%	29%	83
<b>HOUSEHOLD INCOME</b>	\$50,000+	61%	66%	107
	Average HHI	\$104,161	\$120,712	
	Median HHI	\$48,736	\$53,118	
<b>HOUSEHOLD DATA</b>	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. KRDM319

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