

sunday de fiesta y estilo

deadlines

Published:
Zoning:
Issue Day:
Sunday

Sunday
N/A
Order Deadline:
Friday, 3:00 pm/
9 days prior

Final Art Deadline:
Monday, 2:00 pm/
6 days prior

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De Fiesta is South Florida's premier Hispanic society publication, featuring weddings, celebrations, parties, fundraisers and other special events. Content targeted to affluent and socially-active Hispanics offers advertisers excellent exposure and awareness.

Estilo, El Nuevo Herald's fashion section, features the latest trends in fashion and design, from high-end designer styles to ready-to-wear and accessories.

Fixed positions:

- Front page ad (6 col x 3")
- Back page

demographic profile

		Sunday Readers	Sunday De Fiesta y Estilo Readers	Targeting Index
GENDER	Male	49%	37%	76
	Female	51%	63%	123
AGE	18-34	20%	18%	90
	35-54	38%	37%	96
	55+	41%	45%	109
EDUCATION	College Grad+	19%	19%	97
	Some College	27%	26%	95
RACE ETHNICITY	White non-Hispanic	36%	33%	92
	Black non-Hispanic	19%	18%	95
	Other non-Hispanic	12%	13%	110
	Hispanic	33%	36%	108
HOUSEHOLD INCOME	\$50,000+	35%	34%	98
	Average HHI	\$63,898	\$61,408	
	Median HHI	\$34,231	\$37,885	
HOUSEHOLD DATA	Married	54%	53%	97
	Presence of Children	40%	35%	88
	Home Owner	45%	45%	100
	Renter/Other	55%	55%	100

*Average issue readership

Base: ENH Sunday reader 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**.

el Nuevo Herald

