



daily deportes

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South Florida Hispanics love sports, and El Nuevo Herald's award-winning Deportes section caters to their passion. It features the most comprehensive coverage of sports from tennis to baseball to soccer. The section includes professional, college and high school sports with daily news, scores, stats, features, schedules and interviews. Deportes also includes Clasificados (Classifieds) every day except Saturday.

Fixed position opportunities

- Front page ads (6 col x 3")
- Page 2
- Back page

deadlines

Published:	Daily	Final Art Deadline:
Zoning:	N/A	
Issue Day:	Order Deadline:	
Monday	Friday, 3:00 pm	Friday, 5:00 pm
Tuesday	Friday, 3:00 pm	Monday, 12:00 pm
Wednesday	Monday, 3:00 pm	Tuesday, 12:00 pm
Thursday	Tuesday, 3:00 pm	Wednesday, 12:00 pm
Friday	Wednesday, 3:00 pm	Thursday, 12:00 pm
Saturday	Thursday, 3:00 pm	Friday, 12:00 pm
Sunday	Friday, 3:00 pm	Friday, 5:00 pm

demographic profile

		Daily Readers	Daily Deportes Readers	Targeting Index
GENDER	Male	47%	60%	128
	Female	53%	40%	75
AGE	18-34	22%	25%	115
	35-54	32%	29%	90
	55+	45%	45%	100
EDUCATION	College Grad+	20%	18%	92
	Some College	28%	34%	121
RACE ETHNICITY	White non-Hispanic	36%	33%	92
	Black non-Hispanic	16%	19%	116
	Other non-Hispanic	15%	15%	100
	Hispanic	33%	33%	100
HOUSEHOLD INCOME	\$50,000+	35%	34%	97
	Average HHI	\$59,091	\$52,921	
	Median HHI	\$35,581	\$36,705	
HOUSEHOLD DATA	Married	58%	60%	103
	Presence of Children	38%	35%	93
	Home Owner	47%	48%	103
	Renter/Other	53%	52%	98

*Average issue readership
 Base: ENH daily 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

