



sunday deportes

deadlines

Published:
Zoning:
Issue Day:
Sunday

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

Final Art Deadline:
Friday, 5:00 pm

sunday deportes

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. Sunday Deportes also includes Clasificados (Classifieds).

Fixed position opportunities

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

demographic profile

		Sunday Readers	Sunday Deportes Readers	Targeting Index
GENDER	Male	49%	64%	131
	Female	51%	36%	71
AGE	18-34	20%	25%	121
	35-54	38%	36%	95
	55+	41%	39%	95
EDUCATION	College Grad+	19%	17%	88
	Some College	27%	30%	111
RACE ETHNICITY	White non-Hispanic	36%	32%	88
	Black non-Hispanic	19%	23%	123
	Other non-Hispanic	12%	10%	82
	Hispanic	33%	36%	106
HOUSEHOLD INCOME	\$50,000+	35%	33%	96
	Average HHI	\$63,898	\$61,742	
	Median HHI	\$34,231	\$33,506	
HOUSEHOLD DATA	Married	54%	55%	102
	Presence of Children	40%	39%	98
	Home Owner	45%	42%	93
	Renter/Other	55%	58%	105

*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

