



daily local

deadlines

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

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The Miami Herald's local section covers news from our communities and the state of Florida, including education, the environment, consumer affairs, government and more. Also featured in Local are obituaries, a daily events calendar and the weather. The 5 Minute Herald, on the back cover of the section, is a daily briefing of top news stories, weather, stocks, sports, TV highlights and more. Action Line, the very popular consumer advocate and ombudsman column, is published Wednesday, Saturday and Sunday.

- Fixed position opportunities
- Front page ads (6 col x 3" or 2 col x 4")
 - Back page (Saturday and Sunday)

demographic profile

		Daily Readers	Daily Local Readers	Targeting Index
GENDER	Male	53%	51%	96
	Female	47%	49%	105
AGE	18-34	20%	13%	69
	35-54	36%	34%	96
	55+	45%	52%	117
EDUCATION	College Grad+	34%	38%	111
	Some College	34%	33%	99
RACE ETHNICITY	White non-Hispanic	47%	52%	112
	Black non-Hispanic	14%	12%	88
	Other non-Hispanic	4%	5%	129
	Hispanic	35%	31%	86
HOUSEHOLD INCOME	\$50,000+	61%	61%	100
	Average HHI	\$104,161	\$108,387	
	Median HHI	\$48,736	\$50,331	
HOUSEHOLD DATA	Married	54%	57%	106
	Presence of Children	28%	23%	80
	Home Owner	75%	81%	108
	Renter/Other	25%	19%	77

*Average issue readership
 Base: MH 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**.

