



## sunday local

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. 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)

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## deadlines

**Published:**  
**Zoning:**  
**Issue Day:**  
Sunday

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

**Final Art Deadline:**  
Friday, 5:00 pm

## demographic profile

		Sunday Readers	Sunday Local Readers	Targeting Index
<b>GENDER</b>	Male	49%	49%	102
	Female	51%	51%	98
<b>AGE</b>	18-34	20%	12%	58
	35-54	38%	40%	104
	55+	42%	49%	117
<b>EDUCATION</b>	College Grad+	31%	36%	114
	Some College	32%	32%	100
<b>RACE ETHNICITY</b>	White non-Hispanic	44%	52%	116
	Black non-Hispanic	17%	17%	102
	Other non-Hispanic	4%	4%	89
	Hispanic	35%	28%	80
<b>HOUSEHOLD INCOME</b>	\$50,000+	58%	61%	106
	Average HHI	\$98,136	\$102,566	
	Median HHI	\$45,953	\$48,578	
<b>HOUSEHOLD DATA</b>	Married	51%	54%	105
	Presence of Children	33%	28%	85
	Home Owner	76%	81%	107
	Renter/Other	24%	19%	80

\*Average issue readership  
Base: MH 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**.