



# thursday neighbors

## deadlines

**Published:**  
**Zoning:**  
**Issue Day:**  
Thursday

**Thursday and Sunday**  
6 Miami-Dade zones  
**Order Deadline:**  
Friday, 5:00 pm

**Final Art Deadline:**  
Monday, 12:00 pm

## thursday neighbors

Neighbors is a must-read for South Floridians interested in news and advertising centered on their community. A locally zoned section delivered with The Miami Herald on Thursday and Sunday, Neighbors provides businesses with cost-effective ways to target specific areas of Miami-Dade County. In Broward County, Neighbors is published as a broadsheet every Sunday. It's as close to your customers as you can get!

Businesses, community organizations and professional practices of all sizes can use the marketing power of The Miami Herald to attract new customers within their local trading area or expand into nearby communities by advertising by zone in Neighbors. Cost-effective combo advertising packages are available that combine Neighbors and other Miami Herald products.

## demographic profile

		Daily Readers	Thursday Neighbors Readers	Targeting Index
<b>GENDER</b>	Male	53%	42%	79
	Female	47%	58%	124
<b>AGE</b>	18-34	20%	11%	58
	35-54	36%	35%	97
	55+	45%	54%	121
<b>EDUCATION</b>	College Grad+	34%	39%	112
	Some College	34%	28%	84
<b>RACE ETHNICITY</b>	White non-Hispanic	47%	54%	115
	Black non-Hispanic	14%	13%	93
	Other non-Hispanic	4%	4%	104
	Hispanic	35%	29%	82
<b>HOUSEHOLD INCOME</b>	\$50,000+	61%	61%	101
	Average HHI	\$104,161	\$106,563	
	Median HHI	\$48,736	\$48,707	
<b>HOUSEHOLD DATA</b>	Married	54%	60%	110
	Presence of Children	28%	24%	83
	Home Owner	75%	79%	105
	Renter/Other	25%	21%	85

\*Average issue readership  
Base: 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**.

