



sunday pasaporte

deadlines

Published:
Zoning:
Issue Day:
Sunday

Sunday
N/A
Order Deadline:
Wednesday, 12:00 pm

Final Art Deadline:
Wednesday, 5:00 pm

sunday pasaporte

A diverse and colorful travel section, Pasaporte features fascinating stories on destinations around the world, plus useful information on hotels, cruises, airfares and much more.

Please check the editorial calendar for specific dates and themed editions.

Fixed positions:

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

demographic profile

		Sunday Readers	Sunday Pasaporte Readers	Targeting Index
GENDER	Male	49%	47%	97
	Female	51%	53%	103
AGE	18-34	20%	20%	100
	35-54	38%	43%	112
	55+	41%	37%	89
EDUCATION	College Grad+	19%	21%	109
	Some College	27%	29%	106
RACE ETHNICITY	White non-Hispanic	36%	34%	95
	Black non-Hispanic	19%	19%	102
	Other non-Hispanic	12%	13%	109
	Hispanic	33%	34%	101
HOUSEHOLD INCOME	\$50,000+	35%	31%	91
	Average HHI	\$63,898	\$69,570	
	Median HHI	\$34,231	\$37,487	
HOUSEHOLD DATA	Married	54%	54%	99
	Presence of Children	40%	44%	111
	Home Owner	45%	46%	102
	Renter/Other	55%	54%	98

*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

