



# daily main

## deadlines

**Published:**

**Zoning:**

**Issue Day:**

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

**Daily**

N/A

**Order Deadline:**

Friday, 3:00 pm

Friday, 3:00 pm

Monday, 3:00 pm

Tuesday, 3:00 pm

Wednesday, 3:00 pm

Thursday, 3:00 pm

Friday, 3:00 pm

**Final Art Deadline:**

Friday, 5:00 pm

Monday, 12:00 pm

Tuesday, 12:00 pm

Wednesday, 12:00 pm

Thursday, 12:00 pm

Friday, 12:00 pm

Friday, 5:00 pm

## daily main

El Nuevo Herald's main news section is the first place readers turn to for the latest news and information. The main section focuses on in-depth coverage of major news in South Florida, the U.S., the Caribbean, Latin America and the world. Its daily anchored features, such as De La Portada, Trasfondo, Primer Plano, Cuba and Perspectiva, enjoy a large and loyal following among South Florida's growing Hispanic population.

Fixed position opportunities

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

## demographic profile

		Daily Readers	Daily Section A Readers	Targeting Index
GENDER	Male	47%	46%	99
	Female	53%	54%	101
AGE	18-34	20%	18%	90
	35-54	21%	32%	109
	55+	59%	39%	100
EDUCATION	College Grad+	20%	20%	101
	Some College	26%	26%	102
HISPANIC ORIGIN	Cuban	44%		98
	Central American	14%		97
	South American	17%		94
	Puerto Rican	3%		114
	Dominican	6%		114
	Mexican	1%		99
Other Hispanic	15%		108	
HOUSEHOLD INCOME	\$50,000+	28%	29%	103
	Average HHI	\$57,499	\$53,970	
	Median HHI	\$34,049	\$34,829	
HOUSEHOLD DATA	Married	60%	59%	107
	Presence of Children	36%	30%	101
	Home Owner	53%	81%	105
	Renter/Other	47%	19%	84

\*Average issue readership

Base: ENH daily reader adults 18 + in the Miami-Ft. Lauderdale DMA. Source: Scarborough Rel 1, 2011. ADCL544

For more information, contact your Miami Herald Sales Representative or call **800-766-2820**.

# el Nuevo Herald

