



sunday main

deadlines

Published:
Zoning:
Issue Day:
Sunday

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

Final Art Deadline:
Friday, 5:00 pm

sunday 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 1")
 - 2A/3A (2 col x 7" B&W)

demographic profile

		Sunday Readers	Sunday Section A Readers	Targeting Index
GENDER	Male	40%	40%	101
	Female	60%	60%	99
AGE	18-34	25%	24%	97
	45-54	24%	24%	102
	55+	52%	52%	101
EDUCATION	College Grad+	22%	23%	105
	Some College	24%	25%	108
HISPANIC ORIGIN	Cuban	44%		98
	Central American	13%		102
	South American	22%		98
	Puerto Rican	4%		97
	Dominican	2%		112
	Mexican	2%		112
	Other Hispanic	13%		103
HOUSEHOLD INCOME	\$50,000+	31%	32%	105
	Average HHI	\$59,517	\$59,695	
	Median HHI	\$36,065	\$37,075	
HOUSEHOLD DATA	Married	56%	57%	101
	Presence of Children	32%	34%	106
	Home Owner	49%	48%	98
	Renter/Other	51%	52%	102

*Average issue readership
Base: ENH Sunday reader adults 18 + in the Miami-Ft. Lauderdale DMA. Source: Scarborough Rel 1, 2011. KRDM319

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

el Nuevo Herald

