



daily sports

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The Miami Herald's daily Sports section features exciting, comprehensive coverage of South Florida professional, college and high school teams, as well as the sports world at large. The Miami Herald sports columnists are among the most widely read features of the newspaper. Tuesdays feature outdoor sports such as fishing and boating, popular recreational pursuits in South Florida.

Fixed position opportunities

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

deadlines

Published:	Daily	
Zoning:	N/A	
Issue Day:		Final Art Deadline:
Monday	Friday, 3:00 pm	Friday, 5:00 pm
Tuesday	Friday, 3:00 pm	Monday, 12:00 pm
Wednesday	Monday, 3:00 pm	Tuesday, 12:00 pm
Thursday	Tuesday, 3:00 pm	Wednesday, 12:00 pm
Friday	Wednesday, 3:00 pm	Thursday, 12:00 pm
Saturday	Thursday, 3:00 pm	Friday, 12:00 pm
Sunday	Friday, 3:00 pm	Friday, 5:00 pm

demographic profile

		Daily Readers	Daily Sports Readers	Targeting Index
GENDER	Male	53%	64%	121
	Female	47%	36%	76
AGE	18-34	20%	21%	109
	35-54	36%	35%	97
	55+	45%	44%	98
EDUCATION	College Grad+	34%	34%	98
	Some College	34%	37%	110
RACE ETHNICITY	White non-Hispanic	47%	43%	91
	Black non-Hispanic	14%	17%	118
	Other non-Hispanic	4%	3%	90
	Hispanic	35%	37%	105
HOUSEHOLD INCOME	\$50,000+	61%	60%	98
	Average HHI	\$104,161	\$107,856	
	Median HHI	\$48,736	\$48,153	
HOUSEHOLD DATA	Married	54%	55%	101
	Presence of Children	28%	30%	105
	Home Owner	75%	72%	95
	Renter/Other	25%	28%	114

*Average issue readership
Base: MH daily 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**.

