



# sunday travel

## deadlines

**Published:**  
**Zoning:**  
**Issue Day:**  
Sunday

**Sunday**  
N/A  
**Order Deadline:**  
Tuesday, 12:00 pm

**Final Art Deadline:**  
Tuesday, 3:00 pm

## sunday travel

The award-winning Sunday Travel section covers destinations, cruises, resorts and tourism for South Florida, one of the nation's top travel markets. Readers turn to Travel for information and advice on where to go, how to get there, what to do, how to save and more.

Fixed position opportunities

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

## demographic profile

		Sunday Readers	Sunday Travel Readers	Targeting Index
<b>GENDER</b>	Male	49%	46%	94
	Female	51%	54%	105
<b>AGE</b>	18-34	20%	16%	80
	35-54	38%	41%	108
	55+	42%	43%	103
<b>EDUCATION</b>	College Grad+	31%	37%	120
	Some College	32%	30%	96
<b>RACE ETHNICITY</b>	White non-Hispanic	44%	48%	109
	Black non-Hispanic	17%	10%	62
	Other non-Hispanic	4%	6%	153
	Hispanic	35%	35%	100
<b>HOUSEHOLD INCOME</b>	\$50,000+	58%	63%	110
	Average HHI	\$98,136	\$108,964	
	Median HHI	\$45,953	\$48,756	
<b>HOUSEHOLD DATA</b>	Married	51%	56%	109
	Presence of Children	33%	34%	104
	Home Owner	76%	81%	107
	Renter/Other	24%	19%	77

\*Average issue readership  
Base: MH Sunday 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**.