



# sunday tropical life

## deadlines

**Published:**

**Zoning:**

**Issue Day:**

Sunday

**Sunday**

Thursday, Broward

**Order Deadline:**

Thursday, 3:00 pm

**Final Art Deadline:**

Thursday, 5:00 pm

## sunday tropical life

Sunday's Tropical Life edition showcases arts, culture and life in South Florida, as well as all aspects of visual and performing arts and entertainment. Readers enjoy features on artists, performers, films and filmmakers, authors and books. Movie show times are also included.

Fixed position opportunities

- Front page ads (6 col x 3")
- Back page
- Page 2

## demographic profile

		Sunday Readers	Sunday Tropical Life Readers	Targeting Index
<b>GENDER</b>	Male	49%	44%	90
	Female	51%	56%	110
<b>AGE</b>	18-34	20%	16%	77
	35-54	38%	38%	100
	55+	42%	46%	112
<b>EDUCATION</b>	College Grad+	31%	36%	116
	Some College	32%	31%	98
<b>RACE ETHNICITY</b>	White non-Hispanic	44%	51%	115
	Black non-Hispanic	17%	13%	78
	Other non-Hispanic	4%	4%	109
	Hispanic	35%	32%	91
<b>HOUSEHOLD INCOME</b>	\$50,000+	58%	60%	105
	Average HHI	\$98,136	\$103,151	
	Median HHI	\$45,953	\$48,541	
<b>HOUSEHOLD DATA</b>	Married	51%	53%	103
	Presence of Children	33%	30%	92
	Home Owner	76%	78%	103
	Renter/Other	24%	22%	92

\*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**.

# The Miami Herald

