

# weekend

## deadlines

<b>Published:</b>	<b>Friday</b>	
<b>Zoning:</b>	Total Distribution, Miami-Dade and Broward	
<b>Issue Day:</b>	<b>Order Deadline:</b>	<b>Final Art Deadline:</b>
Friday	Tuesday, 5:00 pm	Tuesday, 5:00 pm

## weekend

Weekend is The Miami Herald's weekly guide to fun in South Florida. Movies, events, dining, culture, entertainment and nightlife share the spotlight in this tabloid-size section inserted in Friday's Miami Herald. Readers refer to Weekend throughout the week for movie reviews and features, concert previews, CD reviews, artist profiles, restaurant reviews, arts coverage and South Beach events.

Fixed position opportunities

- Front page ads (6 col x 1.5")
- Back page
- Page 2
- The Ticket ( 6 col x 3")

## demographic profile

		Daily Readers	Weekend Readers	Targeting Index
<b>GENDER</b>	Male	53%	46%	86
	Female	47%	54%	116
<b>AGE</b>	18-34	20%	22%	111
	35-54	36%	35%	99
	55+	45%	43%	96
<b>EDUCATION</b>	College Grad+	34%	38%	109
	Some College	34%	33%	97
<b>RACE ETHNICITY</b>	White non-Hispanic	47%	47%	101
	Black non-Hispanic	14%	11%	79
	Other non-Hispanic	4%	3%	70
	Hispanic	35%	39%	110
<b>HOUSEHOLD INCOME</b>	\$50,000+	61%	62%	102
	Average HHI	\$104,161	\$106,922	
	Median HHI	\$48,736	\$49,536	
<b>HOUSEHOLD DATA</b>	Married	54%	53%	98
	Presence of Children	28%	29%	103
	Home Owner	75%	74%	98
	Renter/Other	25%	26%	105

\*Average issue readership

Base: Adults 18 + in the Miami-Ft. Lauderdale DMA. Source: Scarborough Rel 2, 2009.

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

# The Miami Herald

