

daily classificados



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Newspapers are the most widely cited source for making a decision on buying merchandise and finding where and when the merchandise is available for sale.

El Nuevo Herald 's Classified Marketplace section offers a convenient Spanish-language source for shopping, helping consumers decide where to shop and what to buy. The section features Automotive, Real Estate, Employment, Legal Notices, Collectibles, Pets, Antiques, and a host of other categories.

deadlines

Published:	Monday-Sunday	Final Art Deadline:	Liner Deadline:
Zoning:	Limited Zoning Available	Fri., 5:30 pm	Fri., 5:30 pm
Issue Day:		Thu., 3:00 pm	Thu., 3:00 pm
Monday-All Other Classifieds	Fri., 5:30 pm	Thu., 3:00 pm	Thu., 3:00 pm
Monday Business Oppt's.	Thu., 3:00 pm	Thu., 3:00 pm	Thu., 3:00 pm
Monday-Comm Prpty. & Invt's.	Thu., 3:00 pm	Thu., 3:00 pm	Thu., 3:00 pm
Tuesday	Mon., 5:30 pm	Tue., 12:00 pm	Mon., 3:00 pm
Wednesday	Tue., 5:30 pm	Wed., 12:00 pm	Tue., 3:00 pm
Thursday	Wed., 5:30 pm	Thu., 12:00 pm	Wed. 3:00 pm
Friday	Thu., 5:30 pm	Fri., 12:00 pm	Thu., 3:00 pm
Saturday	Thu., 5:30 pm	Thu., 5:30 pm	Thu., 5:30 pm
Sunday	Fri., 5:30 pm	Fri., 5:30 pm	Fri., 5:30 pm

demographic profile

		Daily Readers	Daily Classificados Readers	Targeting Index
GENDER	Male	47%	40%	86
	Female	53%	60%	112
AGE	18-34	22%	24%	111
	35-54	32%	35%	107
	55+	45%	41%	90
EDUCATION	College Grad+	20%	17%	90
	Some College	28%	27%	97
RACE ETHNICITY	Cuban	36%	29%	81
	South American	16%	18%	104
	Central American	15%	16%	102
	Other	33%	39%	118
HOUSEHOLD INCOME	\$50,000+	35%	27%	77
	Average HHI	\$59,091	\$45,336	
	Median HHI	\$35,581	\$33,568	
HOUSEHOLD DATA	Married	58%	69%	118
	Presence of Children	38%	47%	122
	Home Owner	47%	38%	82
	Renter/Other	53%	62%	116

*Average issue readership
Base Hispanics: 1,544,801 adults 18 + in the Miami-Dade DMA. Source: Scarborough Rel 2, 2009. KRDM319

For more information, contact your Miami Herald Sales Representative or call **866-860-6000**.

el Nuevo Herald

