

# sunday 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

<b>Published:</b>	Monday-Sunday	<b>Final Art Deadline:</b>	<b>Liner Deadline:</b>
<b>Zoning:</b>	Limited Zoning Available	<b>Fri., 5:30 pm</b>	<b>Fri., 5:30 pm</b>
<b>Issue Day:</b>	<b>Order Deadline:</b>	<b>Thu., 3:00 pm</b>	<b>Thu., 3:00 pm</b>
<b>Monday-All Other Classifieds</b>	<b>Fri., 5:30 pm</b>	<b>Thu., 3:00 pm</b>	<b>Thu., 3:00 pm</b>
<b>Monday Business Oppt's.</b>	<b>Thu., 3:00 pm</b>	<b>Thu., 3:00 pm</b>	<b>Thu., 3:00 pm</b>
<b>Monday-Comm Prpty. &amp; Invt's.</b>	<b>Thu., 3:00 pm</b>	<b>Thu., 3:00 pm</b>	<b>Thu., 3:00 pm</b>
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

		Sunday Readers	Sunday Classificados Readers	Targeting Index
<b>GENDER</b>	Male	49%	47%	97
	Female	51%	53%	103
<b>AGE</b>	18-34	20%	23%	111
	35-54	38%	40%	105
	55+	41%	37%	90
<b>EDUCATION</b>	College Grad+	19%	14%	70
	Some College	27%	32%	116
<b>RACE ETHNICITY</b>	Cuban	36%	32%	89
	South American	19%	23%	124
	Central American	12%	8%	63
	Other	33%	37%	112
<b>HOUSEHOLD INCOME</b>	\$50,000+	35%	29%	83
	Average HHI	\$63,898	\$49,238	
	Median HHI	\$34,231	\$31,503	
<b>HOUSEHOLD DATA</b>	Married	54%	56%	104
	Presence of Children	40%	42%	106
	Home Owner	45%	35%	79
	Renter/Other	55%	65%	117

\*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

