



daily classified marketplace

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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.

Miami Herald's Classified Marketplace section offers a convenient, portable 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	Limited Zoning Available	Final Art Deadline: Fri., 5:30 pm	Liner Deadline: Fri., 5:30 pm
Zoning: Monday-All Other Classifieds		Final Art Deadline: Thu., 3:00 pm	Liner Deadline: Thu., 3:00 pm
Issue Day: Monday-Comm Prpty. & Invt's.		Final Art Deadline: Tue., 12:00 pm	Liner Deadline: Mon., 3:00 pm
Tuesday		Final Art Deadline: Wed., 12:00 pm	Liner Deadline: Tue., 3:00 pm
Wednesday		Final Art Deadline: Thu., 12:00 pm	Liner Deadline: Wed., 3:00 pm
Thursday		Final Art Deadline: Fri., 12:00 pm	Liner Deadline: Thu., 3:00 pm
Friday		Final Art Deadline: Thu., 5:30 pm	Liner Deadline: Thu., 5:30 pm
Saturday		Final Art Deadline: Fri., 5:30 pm	Liner Deadline: Fri., 5:30 pm
Sunday			
Real Estate Deadlines			
Issue Day: Sunday: Home & Design	Order Deadline: Tue., 1:00 pm	Final Art Deadline: Wed. 3:00 pm	Liner Deadline: Thu., 12:00 pm
Retail	Wed., 4:00 pm	Thu., 12:00 pm	
Classified Display			

demographic profile

		Total Market Adults	Daily Classified Readers	Targeting Index
GENDER	Male	53%	49%	92
	Female	47%	51%	109
AGE	18-34	20%	27%	132
	35-54	36%	36%	100
	55+	45%	37%	84
EDUCATION	College Grad+	34%	28%	80
	Some College	34%	41%	121
RACE ETHNICITY	White non-Hispanic	47%	29%	63
	Black non-Hispanic	14%	18%	124
	Other non-Hispanic	4%	3%	87
	Hispanic	35%	50%	140
HOUSEHOLD INCOME	\$50,000+	61%	53%	87
	Average HHI	\$104,161		
	Median HHI	\$48,736		
HOUSEHOLD DATA	Married	54%	50%	93
	Presence of Children	28%	35%	123
	Home Owner	75%	64%	85
	Renter/Other	25%	36%	144

*Average issue readership
 Base: 7,171,101 adults 18 + in the Miami-Dade DMA.
 Source: 2007 Gallup Poll of Media Usage & Consumer Behavior - Miami-Dade Copyright ©2007, The Gallup Organization, Inc. All rights reserved. KRDM319

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

