



sunday hogar

Hogar is El Nuevo Herald's Spanish-language Sunday real estate section, showcasing residential communities and new condominium developments in South Florida. The section features stories about our local communities designed for real estate shoppers who want information to help with buying or selling decisions. Its Sunday distribution reaches thousands of prospective homebuyers.

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deadlines

Published:	Sunday			
Zoning:	N/A			
Issue Day:	Sunday			
	Retail (no translation)	Wed., 2:00 pm	Wed., 3:00 pm	
	Retail (with translation)	Wed., 2:00 pm		
	Classified Display (no translation)	Thu., 5:00 pm	Thu., 5:00 pm	Fri., 12:00 pm
	Classified Display (with translation)	Thu., 5:00 pm		

demographic profile

		Sunday Readers	Sunday Classificados Readers	Targeting Index
GENDER	Male	49%	47%	97
	Female	51%	53%	103
AGE	18-34	20%	23%	111
	35-54	38%	40%	105
	55+	41%	37%	90
EDUCATION	College Grad+	19%	14%	70
	Some College	27%	32%	116
RACE ETHNICITY	Cuban	36%	32%	89
	South American	19%	23%	124
	Central American	12%	8%	63
	Other	33%	37%	112
HOUSEHOLD INCOME	\$50,000+	35%	29%	83
	Average HHI	\$63,898	\$49,238	
	Median HHI	\$34,231	\$31,503	
HOUSEHOLD DATA	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

