



saturday automotive

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The Automotive section publishes every Saturday in The Miami Herald and El Nuevo Herald. This stand-alone section is devoted to automotive display advertising, and features South Florida's most comprehensive classified listing of new and used vehicles.

The Saturday Automotive section features advertising of new and used automobiles, vans, pick-ups, SUVs, 4-wheel drive, collector cars and other transportation. It's a must-read for South Florida automotive enthusiasts and shoppers alike, driving sales for auto dealers, products and service businesses.

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	Saturday 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	\$77,621	
	Median HHI	\$48,736	\$45,179	
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: 3,287,952 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**.