



# saturday south florida home

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Every Saturday, the South Florida Home section offers great advertorial and advertising content for those with an interest in real estate. Featuring stories about our local communities, it's the perfect preview to our Sunday Real Estate listings section.

Whether you're in the market to buy or sell a home, or just looking for information about a community, the South Florida Home Section is a must-read every Saturday.

## deadlines

<b>Published:</b> Saturday	Limited Zoning Available	<b>Final Art Deadline:</b>	<b>Liner Deadline:</b>
<b>Zoning:</b> Saturday-All Other Classifieds	<b>Order Deadline:</b>	<b>Fri., 5:30 pm</b>	<b>Fri., 5:30 pm</b>
<b>Issue Day:</b> Saturday Business Oppt's.	<b>Fri., 5:30 pm</b>	<b>Thu., 3:00 pm</b>	<b>Thu., 3:00 pm</b>
<b>Saturday-Comm Prpty. &amp; Inv't'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
<b>Real Estate Deadlines</b>	<b>Order Deadline:</b>	<b>Final Art Deadline:</b>	<b>Liner Deadline:</b>
<b>Issue Day:</b> Saturday: Home & Design	Tue., 1:00 pm	Wed., 3:00 pm	Thu., 12:00 pm
Retail	Wed., 4:00 pm	Thu., 12:00 pm	
Classified Display			

## demographic profile

		Daily Readers	Saturday Classified Readers	Targeting Index
<b>GENDER</b>	Male	53%	49%	92
	Female	47%	51%	109
<b>AGE</b>	18-34	20%	27%	132
	35-54	36%	36%	100
	55+	45%	37%	84
<b>EDUCATION</b>	College Grad+	34%	28%	80
	Some College	34%	41%	121
<b>RACE ETHNICITY</b>	White non-Hispanic	47%	29%	63
	Black non-Hispanic	14%	18%	124
	Other non-Hispanic	4%	3%	87
	Hispanic	35%	50%	140
<b>HOUSEHOLD INCOME</b>	\$50,000+	61%	53%	87
	Average HHI	\$104,161	\$77,627	
	Median HHI	\$48,736	\$45,179	
<b>HOUSEHOLD DATA</b>	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**.

