

# sunday classified marketplace



## deadlines

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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.

<b>Published:</b> Monday-Sunday	Limited Zoning Available	<b>Final Art Deadline:</b> Fri., 5:30 pm	<b>Liner Deadline:</b> Fri., 5:30 pm
<b>Zoning:</b> Monday-All Other Classifieds		<b>Thu., 3:00 pm</b>	<b>Thu., 3:00 pm</b>
<b>Issue Day:</b> Monday Business Oppt's.		<b>Mon., 5:30 pm</b>	<b>Mon., 3:00 pm</b>
<b>Monday-Comm Prpty. &amp; Invt's.</b>		<b>Tue., 5:30 pm</b>	<b>Tue., 3:00 pm</b>
Tuesday		<b>Wed., 5:30 pm</b>	<b>Wed., 3:00 pm</b>
Wednesday		<b>Thu., 5:30 pm</b>	<b>Thu., 3:00 pm</b>
Thursday		<b>Fri., 5:30 pm</b>	<b>Thu., 5:30 pm</b>
Friday			<b>Fri., 5:30 pm</b>
Saturday			
Sunday			
<b>Real Estate Deadlines</b>		<b>Final Art Deadline:</b> Wed., 5:00 pm	<b>Liner Deadline:</b> Fri., 12:00 pm
<b>Issue Day:</b> Sunday: Home & Design		<b>Thu., 5:00 pm</b>	
Retail	<b>Order Deadline:</b> Wed., 3:00 pm		
Classified Display	Thu., 5:00 pm		

## demographic profile

		Total Market Adults	Sunday Classified Readers	Targeting Index
<b>GENDER</b>	Male	49%	48%	99
	Female	51%	52%	101
<b>AGE</b>	18-34	20%	26%	126
	35-54	38%	44%	115
	55+	42%	31%	74
<b>EDUCATION</b>	College Grad+	31%	27%	88
	Some College	32%	32%	101
<b>RACE ETHNICITY</b>	White non-Hispanic	44%	31%	71
	Black non-Hispanic	17%	22%	134
	Other non-Hispanic	35%	41%	116
	Hispanic	4%	6%	138
<b>HOUSEHOLD INCOME</b>	\$50,000+	58%	50%	87
	Average HHI	\$98,136		
	Median HHI	\$45,953		
<b>HOUSEHOLD DATA</b>	Married	51%	50%	98
	Presence of Children	33%	47%	141
	Home Owner	76%	69%	91
	Renter/Other	24%	31%	130

\*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**.

