



# sunday home & design real estate

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With a focus on home design, decorating, gardening and entertaining, the Sunday Home & Design/Real Estate section combines two topics that fit together perfectly.

This section attracts a highly motivated and targeted readership - those seeking new homes in Florida. Weekly gardening columns, home improvement, remodeling and decorating content make Home & Design/Real Estate the ideal environment for presenting your property, product or service.

## deadlines

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

## demographic profile

		Sunday Readers	Sunday Home & Design Readers	Targeting Index
<b>GENDER</b>	Male	49%	39%	80
	Female	51%	61%	119
<b>AGE</b>	18-34	20%	14%	68
	35-54	38%	42%	110
	55+	42%	44%	107
<b>EDUCATION</b>	College Grad+	31%	36%	115
	Some College	32%	34%	108
<b>RACE ETHNICITY</b>	White non-Hispanic	44%	45%	103
	Black non-Hispanic	17%	17%	101
	Other non-Hispanic	4%	6%	148
	Hispanic	35%	32%	91
<b>HOUSEHOLD INCOME</b>	\$50,000+	58%	61%	105
	Average HHI	\$98,136	\$108,707	
	Median HHI	\$45,953	\$46,833	
<b>HOUSEHOLD DATA</b>	Married	51%	57%	110
	Presence of Children	33%	34%	103
	Home Owner	76%	81%	106
	Renter/Other	24%	19%	80

\*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**.

