

sunday money

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. & Inv't'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

		Sunday Readers	Money & Career-Builder Readers	Targeting Index
GENDER	Male	49%	54%	111
	Female	51%	46%	90
AGE	18-34	20%	14%	68
	35-54	38%	41%	109
	55+	42%	45%	108
EDUCATION	College Grad+	31%	39%	124
	Some College	32%	32%	101
RACE ETHNICITY	White non-Hispanic	44%	52%	117
	Black non-Hispanic	17%	12%	74
	Other non-Hispanic	4%	4%	105
	Hispanic	35%	31%	90
HOUSEHOLD INCOME	\$50,000+	58%	65%	112
	Average HHI	\$98,136	\$114,585	-
	Median HHI	\$45,953	\$48,686	-
HOUSEHOLD DATA	Married	51%	55%	107
	Presence of Children	33%	32%	98
	Home Owner	76%	84%	111
	Renter/Other	24%	16%	67

*Average issue readership
 Base: 3,287,952 adults 18 + in the Miami-Ft. Lauderdale DMA. Source: Scarborough Rel 2, 2009. KRDM319

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The Sunday Money section is The Miami Herald's top resource for personal finance, providing readers with information on financial services, investment firms, bank rates, insurance, financial seminars stock listings, and career advice. The Careerbuilder Classified Employment section is also included on Sundays.

Whether they prefer to read our featured columnists or scan the job opportunities section, Money/Careerbuilder readers are highly educated with significant buying power. These loyal readers make this section the perfect environment to advertise your brand and recruit employees.

