



sunday main

deadlines

Published:

Zoning:

Issue Day:

Sunday

Sunday

N/A

Order Deadline:

Friday, 3:00 pm

Final Art Deadline:

Friday, 5:00 pm

sunday main

The Miami Herald's front section is the most widely read section, featuring major U.S. and international news, including coverage of Latin America and the Caribbean. The People page, anchored on page 8, features celebrity news and the hottest entertainment topics of the day.

Fixed position opportunities

- Front page ads (6 col x 2" or 2 col x 4")
- People Page (2 col x 7")
- 2A/3A (2 col x 7" B&W)
- Back page

demographic profile

		Sunday Readers	Sunday Section A Readers	Targeting Index
GENDER	Male	48%	47%	98
	Female	52%	53%	101
AGE	18-34	23%	21%	95
	35-54	38%	24%	99
	55+	40%	42%	103
EDUCATION	College Grad+	31%	33%	108
	Some College	31%	32%	104
RACE ETHNICITY	White non-Hispanic	39%	43%	111
	Black non-Hispanic	17%	16%	98
	Other non-Hispanic	5%	5%	97
	Hispanic	40%	36%	90
HOUSEHOLD INCOME	\$75,000+	36%	40%	111
	Average HHI	\$81,843	\$87,807	
	Median HHI	\$52,801	\$57,946	
HOUSEHOLD DATA	Married	47%	48%	102
	Presence of Children	31%	32%	100
	Home Owner	71%	71%	101
	Renter/Other	29%	29%	97

*Average issue readership

Base: MH Sunday reader adults 18+ in the Miami-Ft. Lauderdale DMA. Source: Scarborough Rel 2, 2011. ADCL544

For more information, contact your Miami Herald Sales Representative or call **800-766-2820**.