

The Miami Herald/
El Nuevo Herald
Is The Way To Reach
The Miami Market

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage

	<u>DMA</u>				<u>Metro</u>					
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in MSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	3,000,730	914,135	30.5	1,230,765	41.0	1,671,920	719,005	43.0	946,215	56.6
Males	1,423,315	475,660	33.4	571,975	40.2	787,890	379,405	48.2	446,405	56.7
Females	1,577,415	438,475	27.8	658,790	41.8	884,030	339,600	38.4	499,810	56.5
18-24 Years of Age	300,825	71,755	23.9	114,650	38.1	186,260	64,155	34.4	98,075	52.7
25-34	518,185	108,005	20.8	175,795	33.9	294,710	89,345	30.3	138,575	47.0
35-44	587,710	169,695	28.9	235,695	40.1	328,650	133,615	40.7	184,260	56.1
45-54	561,180	195,990	34.9	265,135	47.2	332,545	161,345	48.5	203,980	61.3
Age 55-64	371,345	142,825	38.5	181,175	48.8	216,965	110,220	50.8	141,155	65.1
Age 65+	661,485	225,865	34.1	258,315	39.1	312,790	160,325	51.3	180,170	57.6
College Graduate +	613,905	249,270	40.6	310,470	50.6	333,845	187,790	56.3	229,405	68.7
Any College +	1,682,890	582,500	34.6	758,205	45.1	908,525	457,745	50.4	579,770	63.8
Professional/Manager	1,950,005	616,500	31.6	835,995	42.9	1,127,360	497,655	44.1	656,950	58.3
Executive/Admin/Managerial	584,755	216,545	37.0	277,870	47.5	302,835	157,775	52.1	205,350	67.8
White Collar	327,270	105,445	32.2	145,595	44.5	168,665	83,240	49.4	114,260	67.7
Employed	1,323,940	440,055	33.2	596,695	45.1	738,405	346,260	46.9	454,975	61.6
Married	1,535,335	506,780	33.0	656,295	42.7	856,635	387,635	45.3	494,665	57.7
1+ Children in HH	1,169,845	330,480	28.2	479,175	41.0	699,430	276,845	39.6	383,645	54.9
White	2,405,610	760,985	31.6	978,465	40.7	1,332,065	587,040	44.1	739,455	55.5
Black	504,305	129,465	25.7	220,185	43.7	298,395	112,890	37.8	184,510	61.8
Hispanic	1,182,955	383,885	32.5	504,075	42.6	1,010,695	349,125	34.5	459,395	45.5
HHI \$75,000+	784,960	314,375	40.0	376,170	47.9	391,165	244,030	62.4	282,225	72.1
HHI \$50,000+	1,296,855	483,015	37.2	605,085	46.7	662,910	380,350	57.4	460,895	69.5
HHI \$35,000+	1,994,445	683,455	34.3	900,115	45.1	1,069,035	530,940	49.7	682,330	63.8
Home Owner	1,865,845	618,825	33.2	809,385	43.4	925,920	464,360	50.2	601,260	64.9
New Cars Owned/Leased										
Own 1+ Domestic Vehicles Bought New	846,550	283,095	33.4	365,930	43.2	418,065	218,890	52.4	262,170	62.7
Own 1+ Foreign Vehicles Bought New	899,490	297,310	33.1	389,875	43.3	470,490	238,410	50.7	299,735	63.7
Any New Vehicle 0-3 Years	727,345	243,030	33.4	326,865	44.9	362,790	189,625	52.3	240,650	66.3
Any New Vehicle 3+ Years	1,040,185	344,835	33.2	430,685	41.4	515,835	264,345	51.2	315,450	61.2
Business Decision Maker For:										
Computer Hardware	259,520	95,750	36.9	120,215	46.3	127,890	72,165	56.4	87,490	68.4
Computer Software	303,555	108,140	35.6	133,115	43.9	142,735	80,535	56.4	95,285	66.8
Communication Equipment	209,650	67,595	32.2	93,600	44.6	96,655	51,135	52.9	66,715	69.0
Communication Services	250,300	78,365	31.3	109,475	43.7	115,290	59,485	51.6	80,895	70.2
Overnight Mail/Delivery System	177,465	60,255	34.0	77,515	43.7	93,535	44,365	47.4	56,160	60.0
Business Travel Arrangements	193,195	64,035	33.1	82,870	42.9	79,725	46,720	58.6	61,180	76.7
Office Equipment (Copier/Fax/Etc.)	223,365	77,720	34.8	97,005	43.4	115,490	62,315	54.0	75,850	65.7

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	DMA				Metro					
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in MSA	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	802,495	272,785	34.0	341,475	42.6	305,025	199,375	65.4	236,510	77.5
Account With Broker	450,385	154,980	34.4	183,390	40.7	164,805	103,225	62.6	121,110	73.5
Own Mutual Funds	847,590	294,895	34.8	359,850	42.5	354,285	212,950	60.1	251,850	71.1
Used Any Amex Card-3 Months	454,225	170,585	37.6	208,250	45.8	241,665	138,005	57.1	165,220	68.4
Used Any Visa Card-3 Months	1,827,465	602,100	32.9	782,655	42.8	946,380	456,245	48.2	573,110	60.6
Domestic Travel										
1+ Trips	2,207,035	684,355	31.0	922,730	41.8	1,150,485	528,670	46.0	695,510	60.5
1+ Air Trips	1,296,800	410,175	31.6	543,780	41.9	606,355	307,020	50.6	398,685	65.8
1+ Personal/Vacation Air Trips	1,170,930	362,010	30.9	484,450	41.4	540,175	270,080	50.0	350,800	64.9
1+ Business Air Trips	466,355	158,445	34.0	200,010	42.9	220,045	124,400	56.5	153,295	69.7
Used Travel Agent	696,410	231,305	33.2	306,060	43.9	359,420	181,480	50.5	226,155	62.9
Car Rental For Business	464,010	165,615	35.7	215,705	46.5	251,465	131,605	52.3	162,685	64.7
Car Rental For Personal/Vacation	875,855	301,460	34.4	400,680	45.7	454,035	231,445	51.0	300,975	66.3
Hotel/Motels-For Business	626,675	223,870	35.7	279,065	44.5	330,160	181,060	54.8	218,495	66.2
Hotel/Motels-For Personal/Vacation	1,579,935	478,995	30.3	657,020	41.6	778,930	360,690	46.3	476,140	61.1
Foreign Travel										
1+ Foreign Trips	1,546,880	489,220	31.6	636,145	41.1	829,810	376,450	45.4	480,215	57.9
1+ Cruise	836,830	284,130	34.0	378,045	45.2	417,315	206,640	49.5	271,435	65.0
Domestic Destinations										
Las Vegas	201,055	77,080	38.3	97,285	48.4	89,010	50,925	57.2	65,800	73.9
New York	430,195	151,895	35.3	186,950	43.5	221,390	112,770	50.9	141,875	64.1
California	196,070	67,995	34.7	87,825	44.8	98,370	55,590	56.5	69,360	70.5
Foreign Destinations										
Canada	231,755	72,255	31.2	97,220	41.9	87,490	53,645	61.3	63,020	72.0
Mexico	331,815	104,025	31.4	141,095	42.5	165,780	82,290	49.6	102,800	62.0
Hawaii	135,845	51,425	37.9	62,565	46.1	84,855	43,420	51.2	55,940	65.9
Europe	359,580	114,670	31.9	150,005	41.7	159,350	75,475	47.4	100,360	63.0
Caribbean/Bahamas	903,885	279,240	30.9	359,510	39.8	485,270	221,415	45.6	276,220	56.9
Technology										
Own Cellular Phone	2,063,505	664,320	32.2	886,445	43.0	1,154,940	524,670	45.4	693,140	60.0
Own PC	1,865,955	593,675	31.8	816,065	43.7	988,555	466,185	47.2	625,985	63.3
Bought Hardware/Software	1,207,920	398,150	33.0	546,740	45.3	635,140	315,035	49.6	421,375	66.3
Have On-line Service	1,760,210	568,675	32.3	776,340	44.1	933,205	444,170	47.6	590,510	63.3
Shop On-line	519,070	170,065	32.8	236,115	45.5	263,250	134,450	51.1	176,070	66.9
Purchase On-line	355,665	129,995	36.5	166,360	46.8	162,265	97,895	60.3	120,035	74.0
Financial Information On-line	542,785	174,915	32.2	239,615	44.1	276,285	134,855	48.8	186,385	67.5

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	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in MSA	Daily 1 Issue	%	Sunday 1 Issue	%
Demos										
Total Adults	3,000,730	779,240	26.0	1,078,495	35.9	1,671,920	596,645	35.7	807,910	48.3
Males	1,423,315	400,545	28.1	502,165	35.3	787,890	312,185	39.6	385,910	49.0
Females	1,577,415	378,695	24.0	576,330	36.5	884,030	284,460	32.2	422,000	47.7
18-24 Years of Age	300,825	67,765	22.5	107,365	35.7	186,260	60,165	32.3	90,790	48.7
25-34	518,185	85,960	16.6	155,920	30.1	294,710	72,495	24.6	123,460	41.9
35-44	587,710	144,750	24.6	205,330	34.9	328,650	110,380	33.6	157,565	47.9
45-54	561,180	178,700	31.8	239,270	42.6	332,545	145,725	43.8	180,470	54.3
Age 55-64	371,345	123,960	33.4	155,725	41.9	216,965	91,355	42.1	115,905	53.4
Age 65+	661,485	178,105	26.9	214,885	32.5	312,790	116,525	37.3	139,720	44.7
College Graduate +	613,905	232,450	37.9	290,220	47.3	333,845	172,715	51.7	211,900	63.5
Any College +	1,682,890	524,505	31.2	701,495	41.7	908,525	404,535	44.5	528,395	58.2
Professional/Manager	1,950,005	532,735	27.3	737,905	37.8	1,127,360	420,380	37.3	567,495	50.3
Executive/Admin/Managerial	584,755	204,900	35.0	265,970	45.5	302,835	146,415	48.3	194,425	64.2
White Collar	327,270	96,680	29.5	136,160	41.6	168,665	74,475	44.2	105,800	62.7
Employed	1,323,940	406,010	30.7	556,630	42.0	738,405	314,275	42.6	416,675	56.4
Married	1,535,335	433,140	28.2	573,915	37.4	856,635	321,150	37.5	419,635	49.0
1+ Children in HH	1,169,845	280,000	23.9	426,655	36.5	699,430	231,700	33.1	339,080	48.5
White	2,405,610	631,300	26.2	828,950	34.5	1,332,065	469,890	35.3	603,300	45.3
Black	504,305	124,255	24.6	217,430	43.1	298,395	107,680	36.1	182,360	61.1
Hispanic	1,182,955	253,130	21.4	354,155	29.9	1,010,695	229,385	22.7	322,400	31.9
HHI \$75,000+	784,960	300,185	38.2	359,930	45.9	391,165	230,125	58.8	267,085	68.3
HHI \$50,000+	1,296,855	452,305	34.9	571,570	44.1	662,910	351,185	53.0	430,345	64.9
HHI \$35,000+	1,994,445	621,600	31.2	827,230	41.5	1,069,035	476,155	44.5	616,980	57.7
Home Owner	1,865,845	560,580	30.0	752,110	40.3	925,920	410,695	44.4	547,595	59.1
New Cars Owned/Leased										
Own 1+ Domestic Vehicles Bought New	846,550	252,855	29.9	338,650	40.0	418,065	190,260	45.5	236,735	56.6
Own 1+ Foreign Vehicles Bought New	899,490	262,280	29.2	358,450	39.9	470,490	207,290	44.1	270,565	57.5
Any New Vehicle 0-3 Years	727,345	212,465	29.2	299,220	41.1	362,790	162,885	44.9	214,105	59.0
Any New Vehicle 3+ Years	1,040,185	313,155	30.1	403,110	38.8	515,835	233,840	45.3	290,070	56.2
Business Decision Maker For:										
Computer Hardware	259,520	89,615	34.5	113,990	43.9	127,890	66,910	52.3	82,305	64.4
Computer Software	303,555	100,430	33.1	125,180	41.2	142,735	73,670	51.6	88,390	61.9
Communication Equipment	209,650	61,495	29.3	85,985	41.0	96,655	45,355	46.9	60,140	62.2
Communication Services	250,300	73,530	29.4	104,715	41.8	115,290	55,210	47.9	77,175	66.9
Overnight Mail/Delivery System	177,465	55,790	31.4	71,485	40.3	93,535	39,900	42.7	51,170	54.7
Business Travel Arrangements	193,195	60,620	31.4	78,625	40.7	79,725	43,590	54.7	57,975	72.7
Office Equipment (Copier/Fax/Etc.)	223,365	71,225	31.9	88,715	39.7	115,490	55,820	48.3	67,560	58.5

Source: The Scarborough Report – 2001, Wave 2. Past Year For All Product Purchase/Travel Except International & Cruise Travel/MIA-D-501-R4/©2002 Newspapers First

* Percentages relatively unstable due to small base

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	DMA				Metro					
	# of Adults in DMA	Daily 1 Issue	%	Sunday 1 Issue	%	# of Adults in MSA	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	802,495	263,400	32.8	334,915	41.7	305,025	191,590	62.8	231,985	76.1
Account With Broker	450,385	151,305	33.6	182,725	40.6	164,805	99,550	60.4	120,445	73.1
Own Mutual Funds	847,590	280,585	33.1	349,365	41.2	354,285	202,070	57.0	243,165	68.6
Used Any Amex Card-3 Months	454,225	153,070	33.7	194,350	42.8	241,665	123,545	51.1	152,315	63.0
Used Any Visa Card-3 Months	1,827,465	537,180	29.4	719,845	39.4	946,380	398,010	42.1	517,085	54.6
Domestic Travel										
1+ Trips	2,207,035	603,255	27.3	840,120	38.1	1,150,485	457,065	39.7	621,830	54.0
1+ Air Trips	1,296,800	375,070	28.9	512,225	39.5	606,355	275,495	45.4	370,370	61.1
1+ Personal/Vacation Air Trips	1,170,930	330,915	28.3	457,060	39.0	540,175	242,155	44.8	326,650	60.5
1+ Business Air Trips	466,355	145,030	31.1	189,845	40.7	220,045	113,760	51.7	143,130	65.0
Used Travel Agent	696,410	216,130	31.0	286,110	41.1	359,420	166,855	46.4	209,005	58.2
Car Rental For Business	464,010	153,125	33.0	201,520	43.4	251,465	121,030	48.1	150,130	59.7
Car Rental For Personal/Vacation	875,855	275,710	31.5	375,730	42.9	454,035	212,820	46.9	282,445	62.2
Hotel/Motels-For Business	626,675	201,630	32.2	261,135	41.7	330,160	160,735	48.7	202,195	61.2
Hotel/Motels-For Personal/Vacation	1,579,935	429,795	27.2	608,760	38.5	778,930	319,050	41.0	435,285	55.9
Foreign Travel										
1+ Foreign Trips	1,546,880	421,745	27.3	571,655	37.0	829,810	316,385	38.1	424,300	51.1
1+ Cruise	836,830	254,315	30.4	352,300	42.1	417,315	181,390	43.5	248,580	59.6
Domestic Destinations										
Las Vegas	201,055	71,060	35.3	89,675	44.6	89,010	46,790	52.6	60,075	67.5
New York	430,195	138,885	32.3	176,350	41.0	221,390	101,690	45.9	131,275	59.3
California	196,070	65,030	33.2	81,645	41.6	98,370	53,705	54.6	64,555	65.6
Foreign Destinations										
Canada	231,755	71,760	31.0	94,640	40.8	87,490	53,645	61.3	61,475	70.3
Mexico	331,815	88,510	26.7	125,370	37.8	165,780	68,350	41.2	88,945	53.7
Hawaii	135,845	40,610	29.9	56,235	41.4	84,855	34,320	40.4	49,610	58.5
Europe	359,580	106,515	29.6	143,245	39.8	159,350	67,880	42.6	95,135	59.7
Caribbean/Bahamas	903,885	243,560	26.9	321,090	35.5	485,270	190,445	39.2	241,135	49.7
Technology										
Own Cellular Phone	2,063,505	581,800	28.2	797,160	38.6	1,154,940	449,470	38.9	610,720	52.9
Own PC	1,865,955	539,500	28.9	747,285	40.0	988,555	416,785	42.2	563,420	57.0
Bought Hardware/Software	1,207,920	358,630	29.7	499,295	41.3	635,140	279,860	44.1	379,830	59.8
Have On-line Service	1,760,210	497,930	28.3	694,355	39.4	933,205	380,005	40.7	516,320	55.3
Shop On-line	519,070	162,810	31.4	221,715	42.7	263,250	128,530	48.8	163,005	61.9
Purchase On-line	355,665	123,450	34.7	158,225	44.5	162,265	92,655	57.1	112,400	69.3
Financial Information On-line	542,785	163,545	30.1	226,595	41.7	276,285	125,660	45.5	175,205	63.4