

The Miami Market

Newspapers First
THE LEADER IN MAJOR MARKETS



	<u>Miami-Ft. Lauderdale DMA</u>		<u>Miami CBSA</u>	
	<u>#</u>	<u>U.S.Rank</u>	<u>#</u>	<u>U.S.Rank</u>
Households	1,555,900	#15	2,055,400	#6
Population	4,253,500	#18	5,453,500	#6
EBI	\$82.9 Billion	#17	\$115.2 Billion	#8
Retail Sales	\$74.4 Billion	#15	\$99.3 Billion	#4

Market Highlights

- South Florida is a huge tourism market with over 22 million overnight visitors; tourists spent over \$22 billion in direct expenditures in 2005
- Miami's trade jumped to more than \$35 billion for the first quarter of 2006, an 11% increase over last year, and it is expected to reach a \$70 billion trade total by the end of the year (*WorldCity/U.S. Census, 9/06*)
- #13 "Top metro (of 275) in 1-year % change in home price appreciation" through 1st-qtr. 2006, a 28% increase, and is ranked #14 over the past 5 years, a 133% increase (*OFHEO, 6/06*)
- Miami Int'l Airport is the 3rd-largest int'l passenger airport in the Western Hemisphere; 31.0 million passengers used it in 2005, with over 1,200 flights daily to about 150 cities around the world; a \$5.2 billion capital improvement program is underway; MIA has an annual impact on local tourism, cruise, int'l banking, trade and commerce of \$19.1 billion, and MIA and related aviation industries contribute over 240,000 jobs directly and indirectly to the South Florida economy (*Miami Int'l Airport, 2006*)
- "Gateway to Latin America," The Port of Miami handles 54% of all U.S. trade to Central America, 40% to the Caribbean, and 24% to South America; 2nd-largest general cargo seaport on the Eastern Seaboard, generating more than 90,000 jobs in Miami-Dade County; a combination of cruise/cargo activities has an economic impact in Miami-Dade county of over \$12 billion annually (*miamidade.gov*)
- Miami's strategic location is home to 500 multinational companies that serve North, South and Central America, as well as the Caribbean, Europe, Asia, Australia and Africa.
- "Cruise Capital of the World," world's largest year-round cruise fleet in the world; Miami homeported 18 cruise ships, handling more "megaships" than any other port.
- "Financial Center of Latin America/Caribbean," ranked 2nd only to NYC as a US center of int'l banking; in the DMA, nearly 150 financial institutions & over 1,000 offices (*FDIC: Gtr Miami Chamber of Commerce*)
- Of top 20 DMAs, Miami is ranked in sales per HH as: #1 in total retail sales, #1 in 5-year total retail sales per HH, #1 in furniture/elec. appliance stores sales, #1 in motor vehicles/dlrs, #2 in drugs/HBAs, #2 in clothing/access. store sales, #3 in grocery store sales; and ranked in merchandise line sales per HH: #1 in men's clothing, #1 in footwear, #1 in TV/VCRs/tapes, #1 in furniture/ sleep equipment, #1 in jewelry, #2 in women's clothes/access., #2 in drugs/HBAs, & #2 in floor coverings (*Demographics USA, '06*)
- Miami is ranked as
 - #1 "Best metro for small business" (*Bizjournals.com, 1/06*)
 - #1 "Top US city for Hispanics to call home," for labor, census, commerce, crime (*Hispanic Mag., 8/06*)
 - #1 "Fastest-growing area for remodeling permits in 2005," of the top 10 metros, a 39.5% increase (*Harvard Univ.'s Joint Center for Housing Studies' Remodeling Futures Program, 10/06*)
 - #2 "Best sports city" (*Sporting News, 1/06*)
 - #2 "Most manageable U.S. city with the highest quality of bilingual life" (*Hispanic Magazine, 8/04*)
 - #3 "Best metro for logistics infrastructure," based on transportation/warehousing work force; #4 in transportation & warehousing industry; & #4 in air cargo infrastructure (*Expansion Management, 10/06*)
 - #5 "Best city livability" on developing/implementing programs on quality of life (*US Conference of Mayors, '06*)
 - #5 "Best metro for business growth" for top 100 metros over the past 5 yrs (*InfoUSA-Genie Survey, '00-'05*)
 - #7 "Best place in the U.S. to film" (*MovieMaker Magazine, 2006*)
 - #10 "Hottest U.S. market for job growth:" (*Bizjournals, 10/06*)
 - #10 "Top county (Miami-Dade) using technology to improve services/innovation" (*Digital County Survey, '06*)

Source: Demographics USA, 2006



	<u>Circulation</u>		<u>DMA Readership</u>	
	<u>Daily</u>	<u>Sunday</u>	<u>Daily</u>	<u>Sunday</u>
Total	384,532	517,105	DMA Adults	805,882
DMA	339,428	486,926	College Grad+	221,810
Metro	337,138	481,421	Professional/Managerial	215,797
			Average HH Income	\$91,052
			DMA Reader Income	\$73.4 Billion
				\$85,016
				\$98.2 Billion

Newspaper Highlights

- Newspaper is the medium that reaches the most upscale, high-end consumers in the Miami DMA. Heavy newspaper readers index far above heavy users of both TV and radio among the most valuable prospects in the Miami DMA

	<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>		<i>Newspaper Quintile 1</i>	<i>Radio Quintile 1</i>	<i>TV Quintile 1</i>
Use stockbroker	170	76	86	Own CDs	142	85	123
Own bonds	149	78	79	Have stocks/stock options	137	77	84
Have mutual funds	148	91	87	HHI \$100,000+	136	90	57

- In the DMA, the circulation for the Miami Herald/El Nuevo Herald exceeds the next largest newspaper (Ft. Lauderdale Sun-Sentinel) by 88% daily and 95% on Sunday
- The Miami Herald/El Nuevo Herald reaches up to 105% more upscale DMA readers than the Ft. Lauderdale papers:

	<i>Daily</i>			<i>Sunday</i>		
	<i>Miami Herald</i>	<i>Ft. Lauderdale Sun Sentinel</i>	<i>Miami Herald Advantage</i>	<i>Miami Herald</i>	<i>Ft. Lauderdale Sun Sentinel</i>	<i>% Miami Herald Advantage</i>
HHI \$50,000+	438,803	299,429	+47%	594,411	432,372	+37%
HHI \$75,000+	299,538	210,250	+42%	398,397	289,233	+38%
Post grad study degree	113,312	59,756	+90%	147,657	72,140	+105%
Mrkt value hm \$250,000+	407,523	268,288	+52%	549,407	380,978	+44%
Own 2+ cars	193,314	108,117	+79%	283,046	170,439	+66%
Prof/Mgr/Business/Finc'l	215,797	124,269	+74%	303,451	180,984	+68%

- Daily, Miami Herald/El Nuevo Herald readers have a HHI 13% higher than the DMA average HHI – a difference of over \$10,300; and on Sunday, Miami Herald/El Nuevo readers have a HHI 5% higher (over \$4,300 more) than the average for DMA adults
- The El Nuevo Herald is the single most popular foreign language newspaper in the United States
- The Miami Herald/El Nuevo Herald provides far greater coverage of adults in the DMA than A.M. drive time radio, or even 1 prime time TV spot each from ABC, CBS, FOX, & NBC combined:

	<i>% DMA Adults</i>		<i>% DMA Adults</i>
Daily Miami Herald/El Nuevo Herald	25%	A.M. Drive Time Radio (avg ¼ hour, 45 stations)	23%
Sunday Miami Herald/El Nuevo Herald	36%	Prime Time TV: ABC, CBS, FOX, and NBC	12%

- Compared to the average adult in the U.S., daily Miami Herald/El Nuevo Herald readers are:
144% more likely to own/use frgn luxury vehicle
62% more likely to take 3+ any dom prs/vac air trps
57% more likely to own digital video recorder (TiVo)
- Compared to the average adult in the U.S., Sunday Miami Herald/El Nuevo Herald readers are:
125% more likely to take a cruise
114% more likely to take 3+ foreign comb. trips
67% more likely to take 3+ any frgn pers/vac trips
- MiamiHerald.com, website for Miami Herald, is South Florida's most powerful medium for effective online advertising, averaging 3.1 million unique visitors monthly

Source: Circulation 2007; Scarborough Rpt 2006, Rel. 2: ABC Magazine Mkt Coverage Rpt, 2006-MSA