

The Miami El Nuevo
Herald Is All You Need
To Reach The Miami
Hispanic Market

Newspapers First
THE LEADER IN MAJOR MARKETS



Target Reach And Coverage among Hispanics

	<u>DMA</u>					<u>Metro</u>				
	<u># of Adults in DMA</u>	<u>Daily 1 Issue</u>	<u>%</u>	<u>Sunday 1 Issue</u>	<u>%</u>	<u># of Adults in PMSA</u>	<u>Daily 1 Issue</u>	<u>%</u>	<u>Sunday 1 Issue</u>	<u>%</u>
Demos										
Total Hispanic Adults	1,326,700	227,320	17	288,730	22	1,088,815	212,135	20	267,630	25
Males	626,880	125,780	20	138,240	22	512,450	114,715	22	131,180	26
Females	699,820	101,540	15	150,490	22	576,365	97,420	17	136,450	24
18-24 Years of Age	185,985	8,715	5	15,430	8	142,425	7,805	6	14,040	10
25-34	265,125	36,925	14	47,945	18	211,455	35,750	17	45,640	22
35-44	286,805	49,380	17	67,125	23	226,295	44,040	20	60,775	27
45-54	200,105	35,445	18	49,910	25	174,400	32,670	19	46,570	27
Age 55-64	157,515	39,515	25	36,225	23	130,910	35,800	27	33,170	25
Age 65+	231,165	57,340	25	72,095	31	203,330	56,070	28	67,435	33
College Graduate +	229,000	43,215	19	55,030	24	192,130	40,235	21	51,605	27
Any College +	599,435	112,445	19	134,920	23	483,535	104,620	22	125,705	26
Professional/Manager	231,675	35,100	15	43,820	19	185,540	34,000	18	41,445	22
Manager/Business & Finc'l Operations	113,950	16,310	14	19,740	17	86,270	15,210	18	17,365	20
White Collar	450,875	63,825	14	87,130	19	366,030	60,420	17	82,015	22
Employed	807,780	135,750	17	168,290	21	658,695	123,325	19	156,705	24
Married	708,025	129,640	18	170,375	24	570,090	118,545	21	158,040	28
1+ Children in HH	578,555	91,765	16	129,810	22	457,840	81,770	18	116,450	25
White	1,233,515	218,890	18	273,760	22	1,019,920	204,315	20	255,575	25
Black	93,185	8,430	9	14,970	16	68,895	7,820	11	12,055	18
Hispanic	1,326,700	227,320	17	288,730	22	1,088,815	212,135	20	267,630	25
HHI \$75,000+	205,500	31,995	16	37,505	18	157,865	28,880	18	33,995	22
HHI \$50,000+	401,255	63,255	16	71,065	18	316,970	57,980	18	64,605	20
HHI \$35,000+	802,140	146,925	18	171,645	21	645,020	133,200	21	158,820	25
Home Owner	645,400	117,435	18	136,055	21	522,560	108,880	21	126,480	24
New Cars Owned/Leased										
Own/Leased 1+ Domestic Vehicles	732,160	120,805	17	146,470	20	589,030	112,475	19	133,875	23
Own/Leased 1+ Foreign Vehicles	810,800	135,530	17	180,120	22	658,965	126,610	19	170,075	26
HH Owns 2+ Vehicles	703,375	120,955	17	149,810	21	586,440	113,815	19	143,155	24
HH Owns Any Vehicle Bght New or Leased	673,415	109,635	16	140,365	21	526,835	100,660	19	131,020	25
HH Plans to Buy Veh. New/Leased Next Yr	289,405	54,495	19	60,930	21	242,245	53,440	22	58,590	24
Business Decision Maker For:										
Computer Hardware	85,145	10,310	12	20,635	24	64,320	9,300	15	19,280	30
Computer Software	41,130	8,250	20	8,540	21	32,750	8,250	25	8,200	25
Communication Equipment	26,300	2,040	8	3,690	14	18,750	1,390	7	2,380	13
Communication Services	55,980	5,860	11	9,025	16	43,210	5,210	12	7,715	18
Overnight Mail/Delivery System	55,535	10,235	18	10,810	20	45,575	7,325	16	8,250	18
Business Travel Arrangements	55,600	8,875	16	9,610	17	40,220	7,795	19	7,175	18
Office Equipment (Copier/Fax/Etc.)	47,250	7,085	15	9,770	21	34,460	7,085	21	8,850	26

Source: The Scarborough Report – 2004, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel/ELN-D-501-R1/©2004 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 PMSA	Daily 1 Issue	%	Sunday 1 Issue	%
Financial										
Own Any Stock	189,940	31,175	16	39,265	21	138,685	28,290	20	35,830	26
Account With Broker	66,570	20,685	31	17,880	27	48,245	18,840	39	15,915	33
Own Mutual Funds	201,215	30,885	15	42,865	21	155,745	27,925	18	39,225	25
Used Any Amex Card-3 Months	115,635	19,085	17	26,240	23	87,765	18,435	21	22,745	26
Used Any Visa Card-3 Months	687,165	115,940	17	160,700	23	539,275	110,165	20	149,895	28
Domestic Travel										
1+ Trips	832,185	134,915	16	170,810	21	642,375	119,730	19	153,885	24
1+ Air Trips	422,845	66,765	16	81,145	19	313,485	60,115	19	72,070	23
1+ Personal/Vacation Air Trips	376,655	59,020	16	72,675	19	274,105	52,370	19	63,600	23
1+ Business Air Trips	116,275	20,055	17	20,265	17	92,300	18,615	20	19,515	21
Used Travel Agent	176,490	29,255	17	44,265	25	147,200	28,595	19	40,130	27
Car Rental For Business	117,380	8,970	8	26,685	23	91,520	8,540	9	22,675	25
Car Rental For Personal/Vacation	278,175	39,535	14	53,020	19	209,825	34,680	17	48,890	23
Hotel/Motels-For Business	179,465	24,595	14	29,080	16	133,785	23,300	17	25,180	19
Hotel/Motels-For Personal/Vacation	574,900	101,260	18	121,350	21	444,335	90,010	20	109,340	25
Foreign Travel										
1+ Foreign Trips	724,980	118,955	16	165,650	23	583,845	110,015	19	150,880	26
1+ Cruise	332,925	60,290	18	75,070	23	269,970	55,800	21	67,000	25
Domestic Destinations										
Las Vegas	73,045	11,155	15	11,840	16	56,640	11,155	20	10,785	19
New York City	140,805	18,205	13	22,905	16	103,385	16,825	16	20,910	20
Los Angeles	26,520	6,315	24	6,470	24	17,205	6,315	37	6,470	38
Foreign Destinations										
Canada	58,450	7,360	13	9,325	16	45,405	7,145	16	9,325	21
Mexico	209,965	36,200	17	56,035	27	168,750	33,745	20	50,915	30
Hawaii	21,865	6,340	29	4,445	20	12,675	5,410	43	4,015	32
Europe	148,280	23,505	16	32,485	22	120,640	21,900	18	30,780	26
Caribbean/Bahamas	225,840	34,740	15	52,985	24	172,885	31,620	18	46,570	27
Technology										
Cellular Phone Carriers	412,295	63,960	16	89,875	22	329,630	58,640	18	81,895	25
Own PC	694,410	105,300	15	133,275	19	546,660	99,985	18	124,090	23
Bought Hardware/Software	459,485	74,215	16	99,415	22	362,190	69,230	19	92,865	26
Have On-line Service	700,590	102,635	15	135,790	19	549,400	95,145	17	126,170	23
Shop On-line	450,710	65,955	15	92,390	21	340,965	60,600	18	86,245	25
Purchase On-line	381,090	60,965	16	74,120	19	290,505	55,610	19	70,635	24
Financial Information On-line	174,340	20,625	12	24,665	14	142,260	19,105	13	24,345	17

Source: The Scarborough Report – 2004, Wave 1. Past Year For All Product Purchase/Travel Except International & Cruise Travel/ELN-D-501-R1/©2004 Newspapers First
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