

# The Miami Hispanic Market

**Newspapers First**  
THE LEADER IN MAJOR MARKETS



### Miami-Ft. Lauderdale DMA

	#	U.S. Rank
Total Adults	4,147,100	#15
Hispanic Adults	1,698,980	#3

### Miami Metro

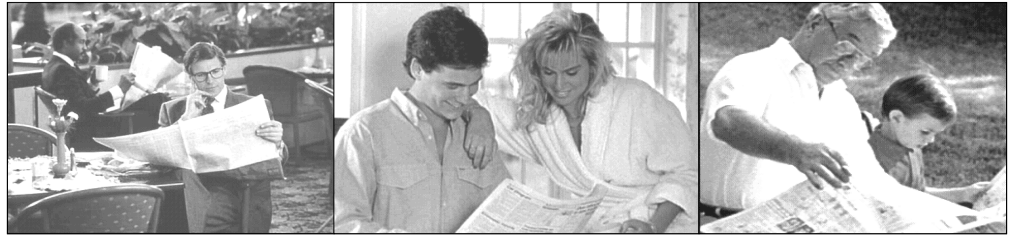
#	U.S. Rank
2,354,400	#22
1,378,581	#4

### Market Highlights

- The Miami DMA is home to nearly 1.7 million (1,698,980) Hispanics, the nation's third-largest U.S. market; behind only Los Angeles and New York, Miami is the fastest-growing area of the three:

	Miami DMA	LA DMA	NY DMA
5-Year Change (1999-2003)	18.1%	9.5%	14.1%
10-Year Change (1994-2003)	39.1%	28.2%	29.9%

- Of the 161,000 firms in Miami, over 77,000 are Hispanic-owned, bringing in \$10.9 billion annually, & over 150 U.S. and multinational companies have their Latin American HQs here; of the top 20 U.S. Hispanic-owned firms based on total revenue, 8 are located in the Miami area (*Hispanic Magazine*, 8/03)
- The Miami-Ft. Lauderdale Hispanic DMA spent \$239.7 million dollars on Hispanic media spending in 2003, an 8% change over the past year, including \$45 million dollars spent on print (*Hispanic Business*)
- "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; 2<sup>nd</sup>-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*)
- "Financial Center of Latin America/Caribbean," ranked 2<sup>nd</sup> only to NYC as a U.S. center of int'l banking; in the DMA, there are nearly 150 financial institutions, over 1,000 offices, and \$78.4 billion in total deposits, including 38 foreign bank agencies; greatest U.S. concentration of int'l/Edge Act banks (making only foreign loans/deposits in N. America) (*FDIC; Greater Miami Chamber of Commerce*)
- The Miami Hispanic DMA market has the highest percentage of college graduates (18%) of the 15 largest Hispanic DMAs, including NY, LA, Chicago, Houston and SF (*Scarborough USA+ 2003, release 2*)
- Miami Int'l Airport is the 3<sup>rd</sup>-largest int'l passenger airport in the Western Hemisphere; 29.6 million passengers used it in 2003, with over 1,200 flights daily to about 150 cities around the world; a \$4.8 billion capital improvement program is underway, including a new 8,600 foot long runway, expected completion by 9/03, as well as 1.3 million square feet of space to be added by 2005 (*Miami Int'l Airport, '03*)
- MIA is ranked #1 in international freight among U.S. airports, with 1.4 million U.S. tons of int'l cargo in 2003, and it is ranked #3 in total cargo, with 1.8 million U.S. tons total; more scheduled non-stop cargo flights to Latin America and the Caribbean than Orlando, Houston, New Orleans, Atlanta, Tampa and NY's Kennedy airports combined (*Miami Int'l Airport*)
- "Cruise Capital of the World," world's largest year-round cruise fleet in the world; Miami homeported 18 cruise ships & nearly 4 million passengers in 2003, handling more "megaships" than any other port
- The Miami DMA is ranked as:
  - #1 "Best city for the 3<sup>rd</sup> consecutive year for doing business in Latin America" (*AmericaEconomia*)
  - #1 "U-Haul's top U.S. growth city" for cities with more than 10,000 families moving here (*Jan-Dec., 2003*)
  - #2 "Most manageable U.S. city with the highest quality of bilingual life" (*Hispanic Magazine*, 8/04)
  - #2 "Top U.S. digital county with population 500,000+" (*Nat'l Assoc. Counties/Gov't Technology, '03*)
  - #3 "Top city for increase in businesses" (*U.S. Dept. of Commerce Census Bureau, 4/03*)
  - #5 "Top U.S. area (Miami-Hialeah) for job growth in 2002" (of 270+ metros) (*NeighborhoodScout.com, 3/03*)
  - #8 "Best city for entrepreneurs," moved up in ranking from #26 in 2002 (*Entrepreneur Magazine, '03*)



**Hispanic DMA Readership**

	<b>Daily</b>	<b>Sunday</b>		<b>Daily</b>	<b>Sunday</b>
DMA Adults	227,320	288,730	College Educ. (1+ yr.)	112,445	134,920
College Grad+	43,215	55,030	HHI \$50,000+	63,255	71,065
Prof/Mgr/Busn/Finc'l	35,100	43,820	Average HHI	\$57,389	\$55,119

**Newspaper Highlights**

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

	Newspaper Quintile 1	Radio Quintile 1	TV Quintile 1		Newspaper Quintile 1	Radio Quintile 1	TV Quintile 1
College Grad+	145	88	69	Have mutual funds	124	90	90
HHI \$75,000+	158	89	77	Have 401-K plan	139	107	97
Have stock/options	143	97	72	Any internet purchase	132	107	72

- The Miami El Nuevo Herald, the #1 Spanish-language newspaper in South Florida, has a total circulation of 90,480 daily and 99,618 Sunday (*Fas-Fax, 3-04*); reaches more Hispanics in an area where 89% of Hispanics cite Spanish as the language most frequently spoken at home (*Scarborough 2004, Rel.1*)
- The Miami El Nuevo Herald has the highest ad revenue of the top 3 U.S. daily Hispanic newspapers (*Ad Age/Hispanic Fact Pack 2004; TNS Media Intelligence/CMR*)

	Miami El Nuevo Herald	NY El Diario La Prensa	Los Angeles La Opinion
Ad Revenue (000)	<b>\$60,129</b>	\$29,113	\$39,978

- Among Hispanic DMA adults, El Nuevo Herald's readership is the most upscale of any of the major Hispanic newspapers:

	Daily			Sunday		
	Miami El Nuevo Herald % comp	New York El Diario La Prensa % comp	Los Angeles La Opinion % comp	Miami El Nuevo Herald % comp	New York El Diario La Prensa % comp	Los Angeles La Opinion % comp
HHI \$50,000+	<b>27.8%</b>	19.1%	19.2%	<b>24.6%</b>	19.7%	16.4%
College Educated	<b>49.5%</b>	21.4%	22.3%	<b>46.7%</b>	25.3%	23.2%
Own Computer	<b>46.3%</b>	41.9%	35.0%	<b>46.2%</b>	42.3%	40.5%
Prof/Mgr/Busn/Finc'l	<b>15.4%</b>	8.3%	7.6%	<b>15.2%</b>	8.4%	7.9%
Own Residence	<b>51.7%</b>	9.2%	26.6%	<b>47.1%</b>	16.5%	24.6%

- Compared to the average U.S. Hispanic adult, daily Miami El Nuevo Herald Hispanic readers are:  
109% more likely to own CDs (cert. of deposit)      69% more likely to have an IRA  
78% more likely to use a stockbroker      31% more likely to have home value \$200,000+  
71% more likely to have post grad study/degree      20% more likely to have online service
- Compared to the average U.S. Hispanic adult, Sunday Miami El Nuevo Herald Hispanic readers are:  
116% more likely to visit Europe      76% more likely to take any 3+ prs/vac frgn trips  
91% more likely to use a travel agent      39% more likely to take 3+ domestic air trips  
76% more likely to use American Express card      28% more likely to rent a car for business
- When purchased in combination with The Miami Herald, the rate for a full-page ad in El Nuevo Herald is only about \$8,400 daily and about \$10,000 Sunday