

Miami Herald

Demographics

Daily Newspaper Readership 686,184
Sunday Newspaper Readership 962,432

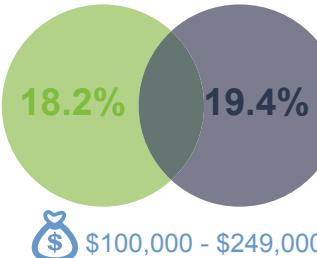
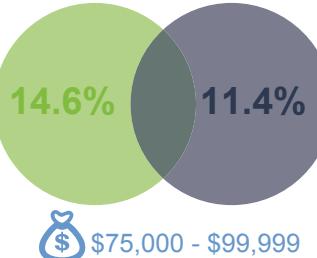
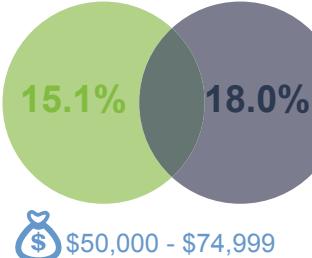
FINANCIAL SERVICES (HAS OR USE)

7.7%
Certificates of Deposit
9.2%



59.2%
Savings Account
64.1%

HOUSEHOLD INCOME

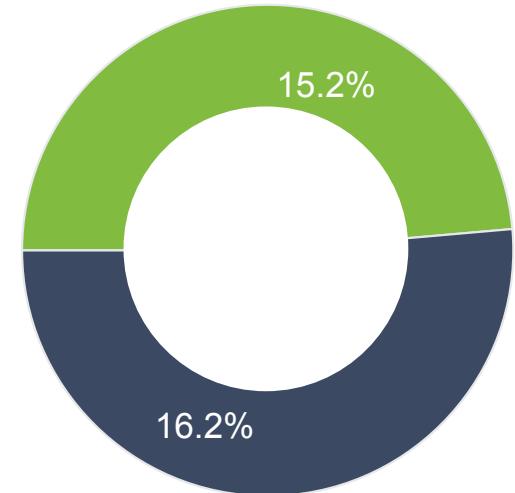


 \$50,000 - \$74,999

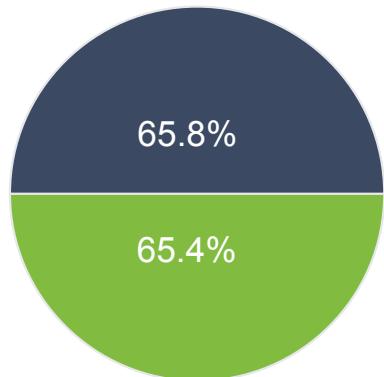
 \$75,000 - \$99,999

 \$100,000 - \$249,000

COLLEGE GRADUATE



OWN A HOME

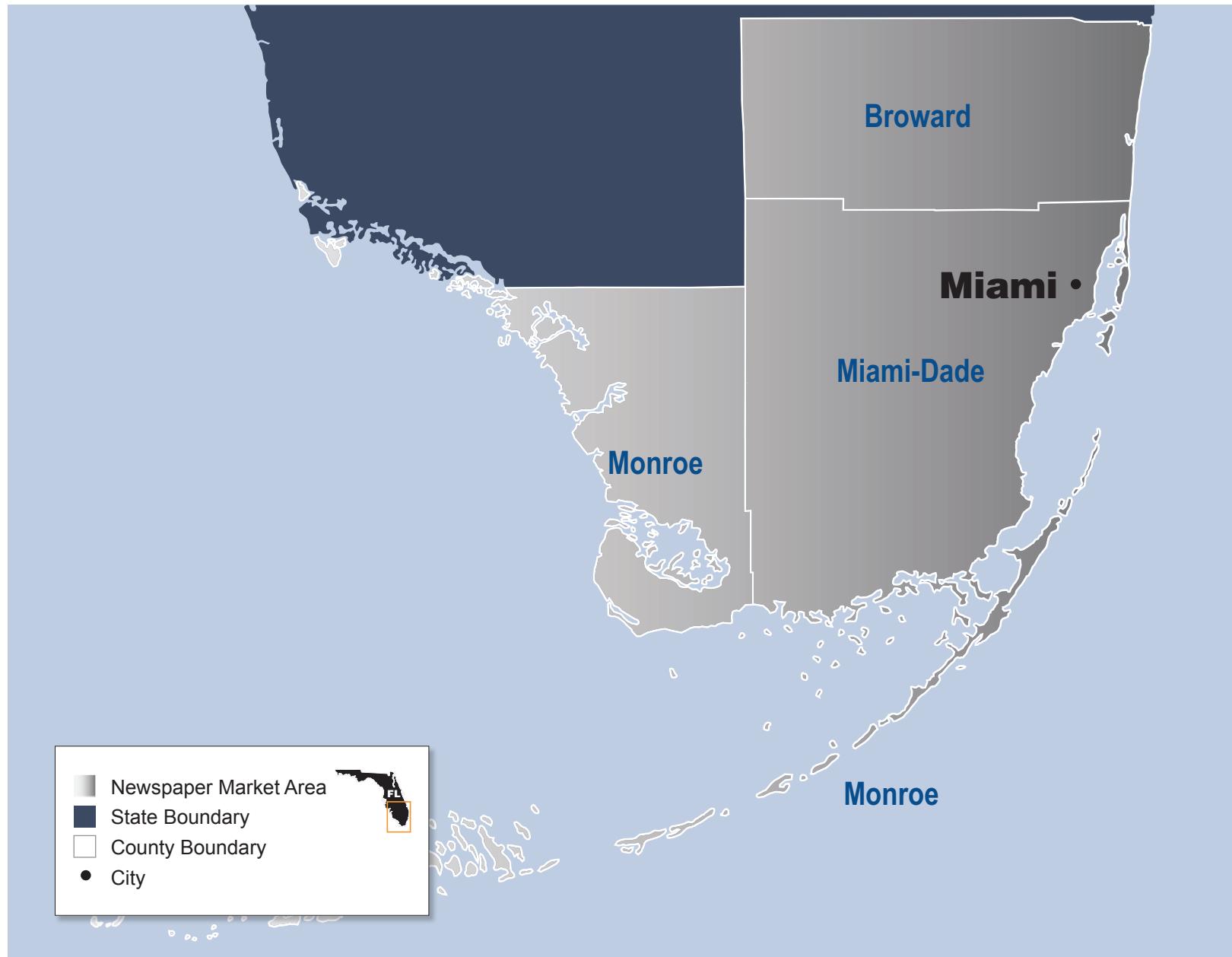


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

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Miami Herald

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 280

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