

Miami Herald

Demographics

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

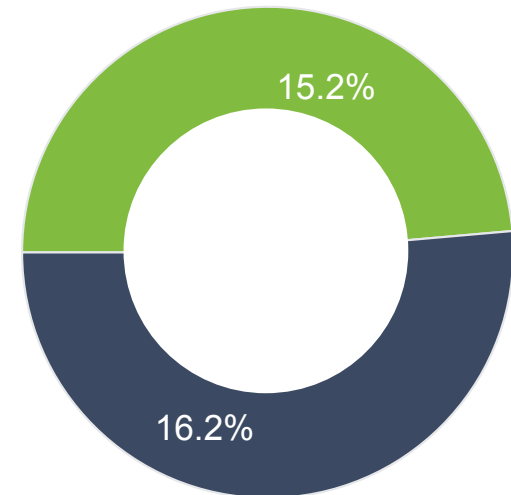
FINANCIAL SERVICES (HAS OR USE)

7.7%
Certificates of Deposit
9.2%

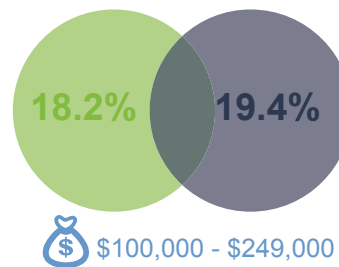
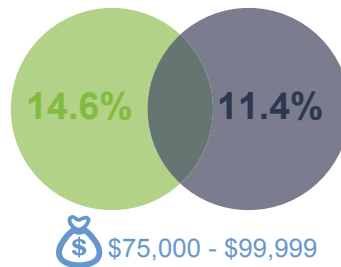
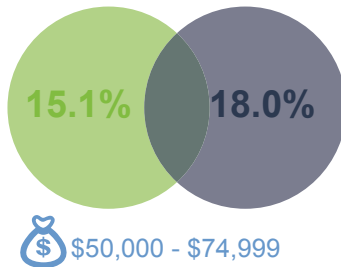


59.2%
Savings Account
64.1%

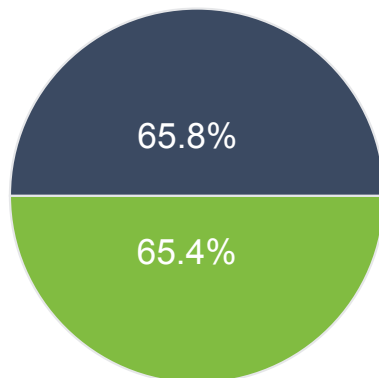
COLLEGE GRADUATE



HOUSEHOLD INCOME



OWN A HOME

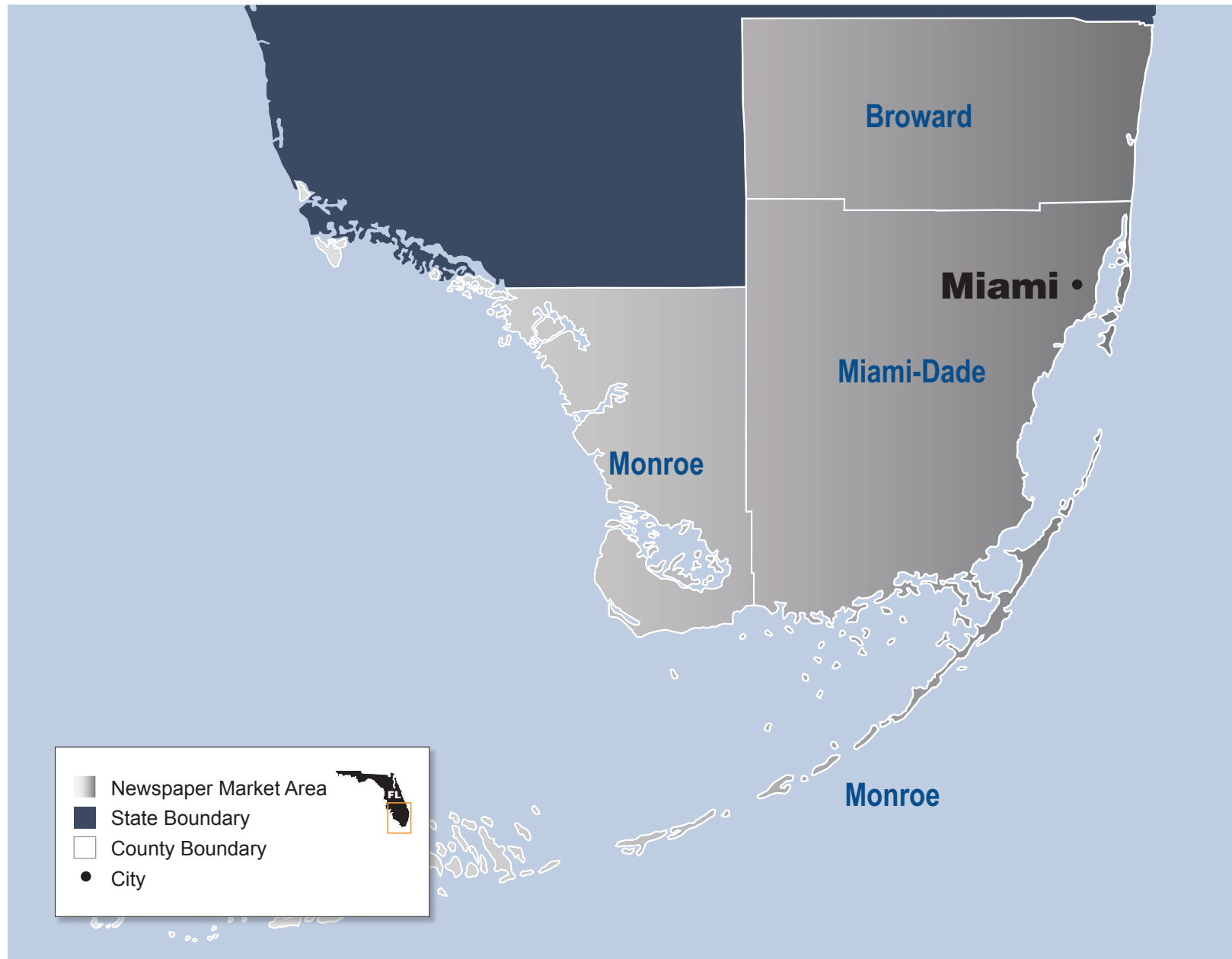


Source: Market/Release: Scarborough USA+ 2015 Release 1 Total (Feb 2014 - Mar 2015)

Bankrate®

Miami Herald

Newspaper-Designated Market Area



Source: SRDS Circulation 2014, pg. 280