

El Nuevo Día: Profile, Readership & Circulation



GENDER

| | PROFILE | REACH | INDEX |
|--------|---------|-------|-------|
| Female | 55% | 50% | 105 |
| Male | 45% | 44% | 94 |



EDUCATION

| | PROFILE | REACH | INDEX |
|---------------------------|---------|-------|-------|
| Less than High School | 17% | 29% | 62 |
| High School /Some College | 63% | 51% | 109 |
| College Grad or more | 20% | 63% | 134 |



AGE

| | PROFILE | REACH | INDEX |
|---------------|---------|-------|-------|
| 12-17 years | 9% | 42% | 88 |
| 18-24 years | 12% | 47% | 100 |
| 25-34 years | 19% | 58% | 123 |
| 35-49 years | 26% | 53% | 112 |
| 50 years plus | 34% | 41% | 87 |



HOUSEHOLD INCOME

| | PROFILE | REACH | INDEX |
|----------------------|---------|-------|-------|
| Less than \$9,999 | 30% | 34% | 73 |
| \$10,000 to \$19,999 | 28% | 45% | 98 |
| More than \$20,000 | 43% | 62% | 136 |

CIRCULATION & READERSHIP

CIRCULATION*

| | |
|----------------|---------------|
| 183,094 issues | Monday-Friday |
| 186,262 issues | Saturday |
| 217,668 issues | Sunday |

Source: *ABC 2010/ Paid Circulation (PR)

READERSHIP**

| | | |
|-----------|------------------------|-----|
| 1,379,000 | Weekly Readers (Mo-Sa) | 44% |
| 1,038,000 | Yesterday Readers | 33% |
| 783,000 | Sunday Readers | 25% |

Source: TGI 2011-II



Profile's Source: TGI 2011-II
[Monday-Sunday]