



Fall Health

The October issue of Caribbean Today will feature a comprehensive examination of how the healthcare industry serves the Caribbean community. With a proven track record now in our 28th year of service to readers in the United States and the Caribbean Basin, Caribbean Today reaches an audience of over 112,000 highly qualified readers.

They have median household income of \$63,000 and enjoy a higher disposable income. 19% have a college degree, 32% have some college. In today's economy, our readers are

highly esteemed. 59.6% own their own homes.

76% are between 25-54 years of age (readership study conducted by Circulation Verification Council). Caribbean Today is uniquely positioned to deliver product, retail and services messages to a community with which it is identified. Miami Dade Communications Department ranks Caribbean Today sixth overall out of the 72 publications that it does business with, and number one, as a Black publication.

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