THE HISTORY OF THE AFRO
The AFRO is African American History

- The Afro-American newspaper, commonly known as The AFRO, was founded in 1892 by John H. Murphy, Sr., who was born into slavery and served in the Civil War in the United States Colored Troops.

- With The AFRO, Murphy promoted unity in the black community and crusaded for racial justice while exposing racism in education, jobs, housing, and public accommodations.

- Throughout its 128 year history, The AFRO’s editors have used the paper’s respected influence to shape the political and social order of the African American community.

- The longest-running African American, family-owned newspaper business in the nation.
WHY CHOOSE THE AFRO

Whether it’s print, online, or social media, there is NO better way to reach over 1 million African-American consumers weekly than with The AFRO’s multiple platforms.

- **Economical** - Cost effective multi-product platform
- **Reach** - Maximum reach and frequency through the combination of all of our platforms.
- **Targeted** – The AFRO’s new email marketing service gives you targeted access to the selected audience you want to reach with your message.
- **Measurable** - Our customized campaigns allow you to effectively measure results to analyze what works, what doesn’t and where to make adjustments for increased ROI.
WHY CHOOSE THE AFRO

AFRICAN AMERICAN SPENDING POWER

NUMBERS BY BILLIONS

African-Americans are the most influential and sought-after minority in the U.S. - JF Direct Marketing
THE AFRO is a GLOBAL MEDIA COMPANY with a wide array of print, digital, and social media products reaching more than 1 million consumers weekly.

- The AFRO’s print edition has a readership of more than 80k monthly and is distributed throughout the Baltimore-Washington DMA. The e-edition is an exact replica of the newspaper, including all editorial and advertising.
- The AFRO has an audience of more than 660,000 loyal and engaged Facebook followers. Clients can reach this vast audience by posting a flyer or video commercial to the region’s #1 local media Facebook Fan Page.
- The AFRO’s “7 Things to Know” is a weekly wrap up of the week’s top stories and is sent via e-blast to over 10,000 subscribers three times weekly.
- The AFRO’s email marketing program allows clients to select and send their message to a targeted audience based on demographics, geographic location (down to the zip code level) and consumer interest.
- The AFRO has a growing audience of followers on Instagram and Twitter to whom both news content and advertising messages can be sent.
Site Metrics (Monthly Averages)

- Monthly UV’S: 200,000
- Monthly Page Views: 1.0 million
- Session Length: 4 minutes
- Pages Viewed: 3

Compared to Other Nielsen Top Ranked African-American Newspapers

- **Economical** - Interactive platform is cost effective and a great extension of the print campaign.
- **Reach** - Daily reach of print and web combined far exceeds that of print alone.
- **Usage** - Consumers have direct access via the web and you have direct access to your targeted customers.
- **Measurable** - Interactive campaigns allow you to tell exactly what kind of activity is being generated, what works, what doesn’t and where to make adjustments for increased effectiveness.
DEMOGRAPHICS

AGE RANGE
- 18-24: 16%
- 25-34: 20%
- 35-44: 22%
- 45-54: 19%
- 55-64: 13%
- 65+: 10%

EDUCATION
- H.S. Diploma: 37%
- College Grad: 13%
- Post-Grad: 24%

HOUSING INCOME
- $25,000: 10%
- $25-35K: 10%
- $35-50K: 20%
- $50-75K: 17%
- $75-100K: 18%
- $100K+: 26%

TOP U.S. MARKETS
- NEW YORK, NY
- CHICAGO, IL
- ATLANTA, GA
- BALTIMORE, MD
- HOUSTON, TX
- WASHINGTON, D.C.
- PHILADELPHIA, PA
- LOS ANGELES, CA

TOP GLOBAL MARKETS
- NIGERIA
- INDIA
- BRAZIL
- UNITED KINGDOM
- SOUTH AFRICA
ADVERTISING PARTNERS

African Americans consume more content, more quickly, when it directly represents their lives. Join the following local and national brands who are among our exclusive advertisers:

• AARP
• BGE
• Care First
• Erickson Living
• Ford
• General Motors
• Johns Hopkins Hospital
• Macy’s

• Maryland Live
• Maryland Lottery
• MGM National Harbor
• Morgan State University
• The Kennedy Center
• United Bank
• Walmart
requirements / deadline

print

space reservation deadline: preceding friday
creative deadline: preceding monday

e-submissions
E-submissions are not automatically retained and need to be resubmitted whenever the ad runs. Electronic ads are discarded after 30-days.

we accept:
web and social media: JPEG files only  print:
PDF (preferred), JPEG, EPS files
accepted applications: InDesign, Photoshop, Illustrator, Acrobat.
size: Prefer under 10 megabytes.
The AFRO is committed to acknowledging and preserving the history of African Americans
AND being the premier SOURCE of information for our communities locally and globally.
Please follow us at www.afro.com