



MEDIA KIT



THE BLACK MEDIA AUTHORITY



410-554-8200



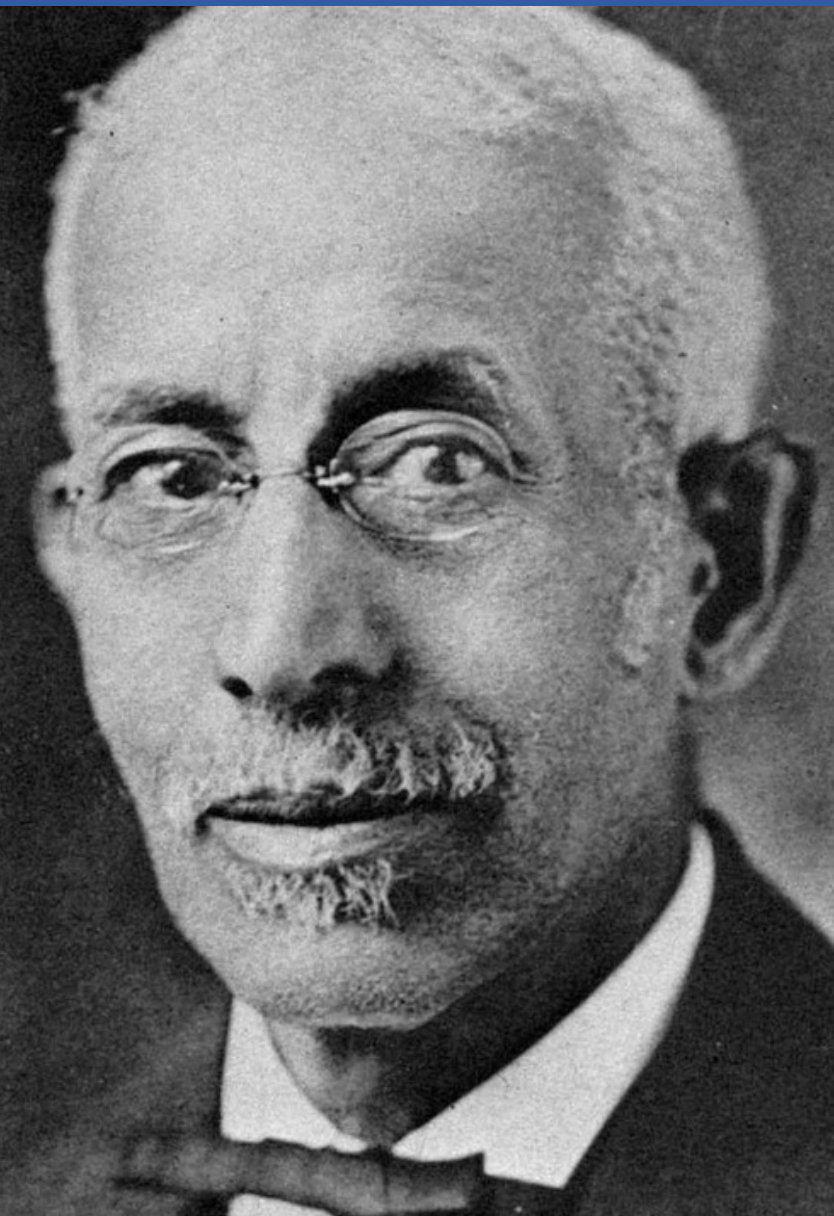
www.afro.com



subs@afro.com

HISTORY

John H. Murphy, Sr., who was born into slavery and served in the Civil War, founded The Afro-American newspaper in 1892 with seed money from his wife, Martha.



JOHN H. MURPHY, SR.



MARTHA HOWARD MURPHY

Murphy and his family promoted unity within the black community and crusaded for racial justice in education, jobs, housing, and public accommodations. Throughout its 131-year history, The AFRO has used the paper's respected influence to shape the political and social order of the African American community.

ABOUT US



The AFRO maintains one of the most comprehensive African-American archives in the world.

Named the Nation's #1 Black Newspaper & Publisher by the National Newspapers Association in 2022 and The Nation's # 1 African American Newspaper by Essence-Nielsen 2014 Consumer Survey.



**DR. FRANCES
"TONI" DRAPER**
PUBLISHER & CEO

In February 2018, Murphy's great-granddaughter, Dr. Frances "Toni" Draper, was named chairman of the board and publisher. She continues her great-grandfather's vision alongside additional family members of the 4th and 5th generations complemented by many talented, dedicated staff located in Baltimore, Washington, DC, Atlanta, Georgia, and Columbus, Ohio.



WHY CHOOSE THE AFRO?



IN 2019, **BLACK BUYING POWER**
IN THE U.S. WAS \$1.4 TRILLION.

BY 2024, IT IS
EXPECTED TO GROW TO
\$1.8 TRILLION.



Economic

Cost-effective multi-product platform



Reach

Maximum reach and frequency through the combination of all of our platforms



Targeted

Email marketing service to select audiences



Measurable

Customized campaigns effectively measure results for maximum ROI



The report looks awesome. Excellent reach. It was a pleasure to work with you all. Looking forward to future collaborations
-Johns Hopkins Medicine Marketing & Communications Department



DIGITAL CAPABILITIES



The region's #1 local media Facebook fan page



Email marketing allows clients to target an audience based on demographics, geographic, location and interests



News content and advertising messages sent to growing engaged audiences on social media



"7 Things to Know" is a weekly wrap-up of the week's top stories sent via e-blast to over 18K subscribers three times weekly



Award winning sponsored content campaigns that extend advertiser reach to new audiences increasing their credibility



Newly launched Digital Billboard Network (DBN)



DIGITAL BILLBOARD NETWORK (DBN)

The AFRO's DBN is powerful because it reaches a targeted local market. Advertisers receive greater audience attention and acceptance when their ads play alongside AFRO content.

Zone 1: Owings Mills & Randallstown

11 locations

Population:
63,052

Households:
27,077

Ethnicity

Black 70%
White 17.5%
Hispanic 5%
Asian 4.5%
Other 3%

Gender

Female: 56%
Male: 44%

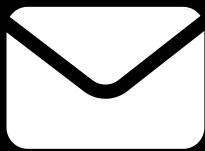
Median Income
\$85,219.50



AUDIENCE ANALYSIS



**675k + Loyal engaged
social media followers**



18.2K

**Email Subscribers
with 25.5%
open rate**



20K

**Weekly Print
& Digital readership**

120K + Page Views

93K+ Unique Visitors



WHAT OTHERS SAY ABOUT THE AFRO



“
[The AFRO] is to be congratulated as well for holding fast to this dream, the dream of informing the African-American community and speaking truth to power...
”

-Hon. Jim Clyburn, Rep.-D-SC-6



The AFRO is a great link to our past and a fearless protector of our future.



- DeWayne Wickham



“
Congratulations to the AFRO on 130 years of black legacy and heritage ... the AFRO is the oldest black-owned family business in the state of Maryland and the third oldest in the country ... the oldest family-owned continuously published black newspaper in the country ... we need it now more than ever!
”

-Rev. Al Sharpton, Founder National Action



Thank you for telling our story and spreading the GOOD News about African-American Achievement.



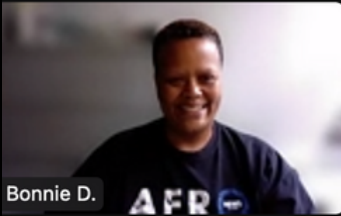
- Lavern Chatman



TRUSTED ADVERTISING PARTNERS



Some of the many companies that partnered with us for social media, sponsored content, live broadcast, digital, and print advertising



**TEAM
AFRO**



As the oldest African-American business in Maryland, The AFRO is committed to acknowledging and preserving the history of African-Americans AND being the proud, trusted voice of the African-American community for over 131 years.

Please visit www.afro.com and our social media platforms



@AFRONews



@AFRO-American
Newspapers



@AFRONews



@AFRONews



@AFRONews



@AfroMediaSuite



The AFRO-American

Contact lhowze@afro.com for more information