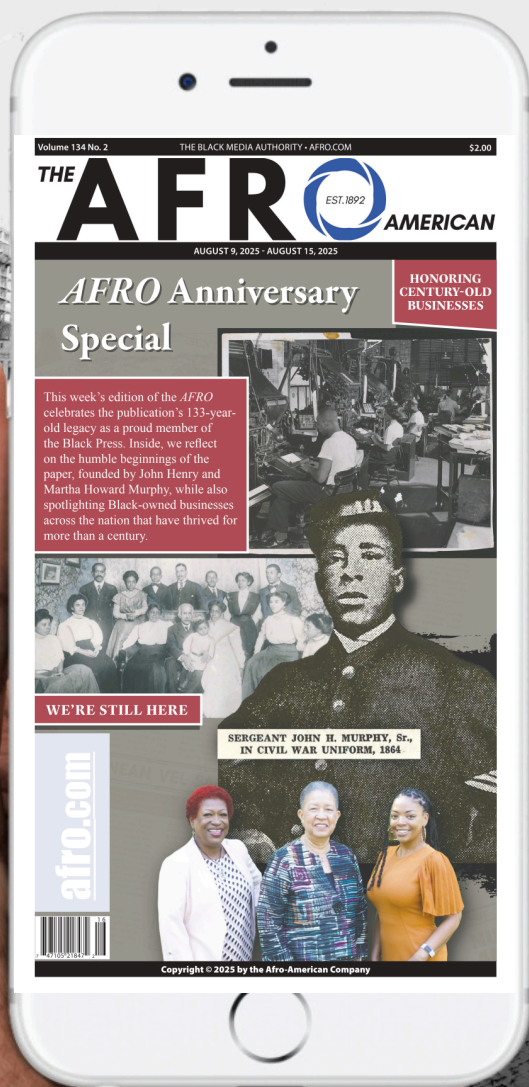


AFRO



2025 MEDIA KIT

THE BLACK MEDIA AUTHORITY

The AFRO, since 1892, provides readers with good news about our community not otherwise found in other news outlets

www.afro.com



subs@afro.com



410-554-8200

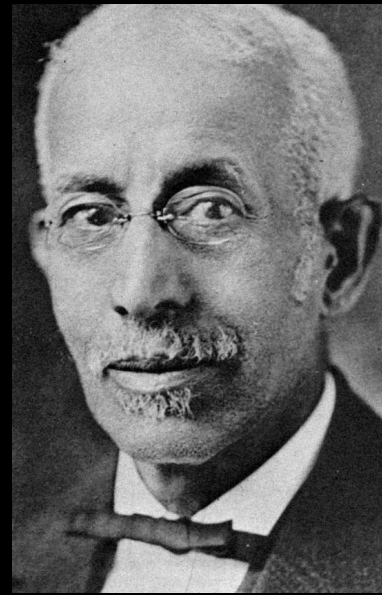
Ver. 09/25

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.

Murphy and his family promoted unity within the black community and crusaded for racial justice in education, jobs, housing, and public accommodations.

Throughout its 132-year history, The AFRO has used the paper's respected influence to shape the political and social order of the African American community.



JOHN H. MURPHY, SR.



MARTHA HOWARD MURPHY



PART OF TEAM AFRO ON THE LAND IN MONTGOMERY COUNTY SOLD TO FOUND THE AFRO AMERICAN NEWSPAPER



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.

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 New York City, NY.



AFRO WINS OVER 20 AWARDS IN MARYLAND, DELAWARE, D.C. PRESS ASSOCIATION CONTEST AWARDED MAY 2025



DR. FRANCES "TONI" DRAPER
PUBLISHER & CEO

WHY CHOOSE THE AFRO?

We know the power of the
BLACK DOLLAR \$\$

Black buying power in the U.S. is
estimated to grow to **\$1.98**
trillion by 2025

SOURCE: NIELSEN AD INTEL AD SPEND ON AFRICAN AMERICAN FOCUSED
MEDIA REPORT, JANUARY 2022-JUNE 2022

56% of Black audiences are most likely to
buy from brands that give back to the
community, **83%** to seek out diverse
media, and **56%** trust perspectives offered
by diverse-owned media

SOURCE: NIELSEN ATTITUDES ON REPRESENTATION ON TV
STUDY (% OF BLACK RESPONDENTS) APRIL 2022

- ☒ 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 3/week to over 14.5K active subscribers each, over 168k monthly
- ☒ Award winning sponsored content campaigns that extend advertiser reach to new audiences increasing their credibility
- ☒ Newly launched 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.



DIGITAL BILLBOARD NETWORK (DBN)



Zone 1: Owings Mills & Randallstown

10 locations

(21117, 21133, 21208, 21244)

Zone 2: Downtown Baltimore

10 locations

(21201, 21202, 21217, 21218, 21229)

Zone 3: Downtown Baltimore

7 locations

(21206, 21214, 21215, 21230)

Over 290K monthly impressions

61K Screen visits

Avg dwell time: 71 min

Source of the anonymized geofenced traffic data in the Audience Report is Placer.ai.

Speak with your Media Consultant about sharing your message to a network of 4400+ screens nationwide

AUDIENCE ANALYSIS



7

700 K

Social Media Followers

30 K

Email Subscribers

45.2 K

Print & Digital
Readership

33.8%

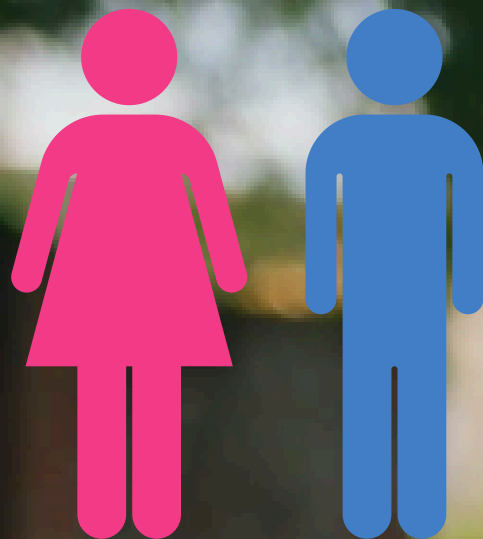
Avg open rate

155 K+

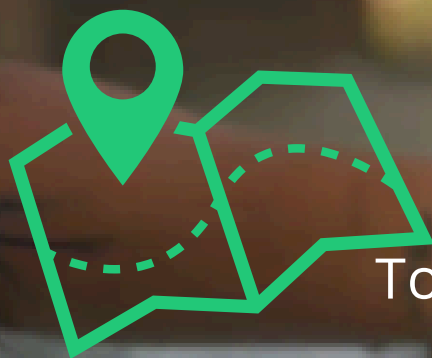
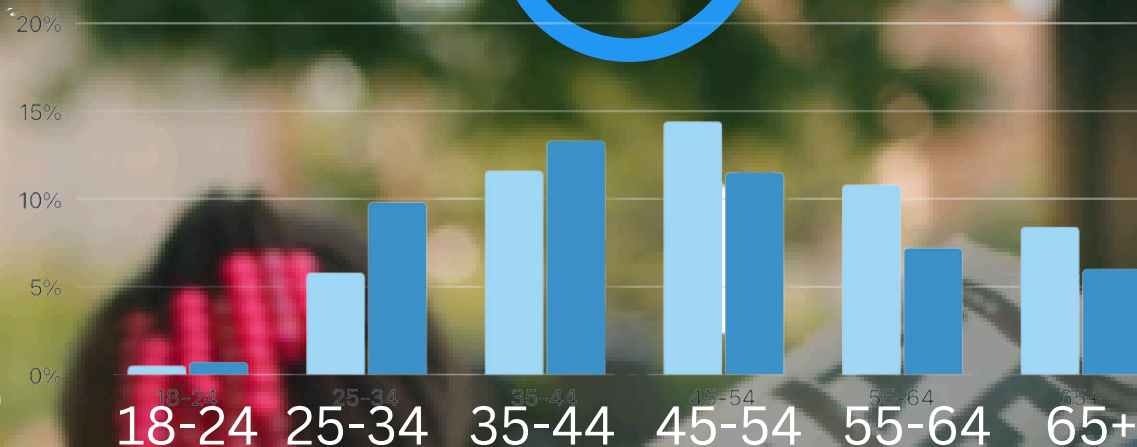
avg Monthly page views



AFRO AUDIENCE



57.5% 42.4%



Top cities: Baltimore, MD; Washington, DC; Ashburn, VA; New York, NY; Chicago IL; Atlanta, GA; Dallas, TX; St Louis, MO; Los Angeles, CA; Houston, TX

WHAT OTHERS SAY ABOUT US



9



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



- Lavern Chatman



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



- DeWayne Wickham



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

SURVEY SAYS ...



10

In the Fall of 2024 the AFRO surveyed our readership with an impressive 1100 respondents

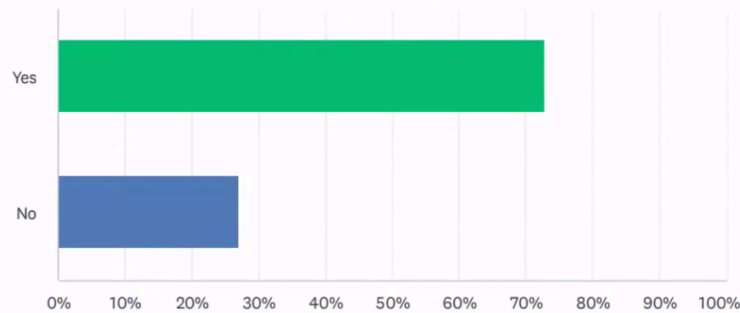
Readership Survey 2024 (Editorial)

SurveyMonkey

I

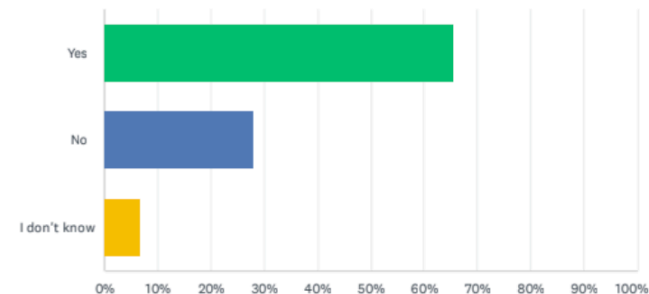
Q11 Are your buying decisions influenced by advertising or content you see in this publication?

Answered: 1,075 Skipped: 29



Q10 Do you regularly visit or make purchases from a company advertising in this publication?

Answered: 1,069 Skipped: 35



ANSWER CHOICES	RESPONSES	
Yes	65.48%	700
No	27.97%	299
I don't know	6.55%	70
TOTAL		1,069

SURVEY SAYS ...

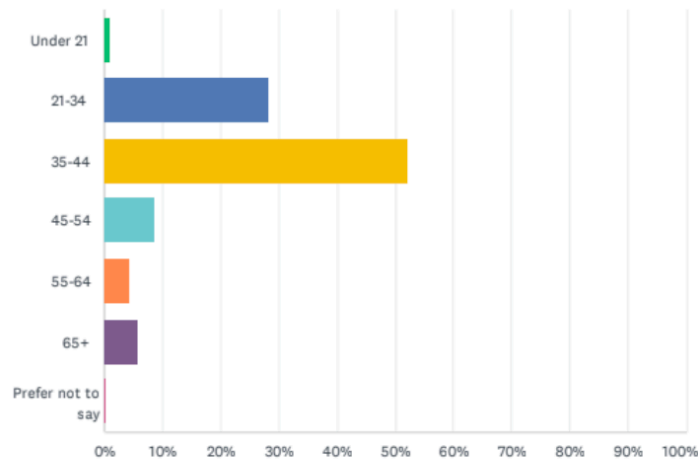


11

In the Fall of 2024 the AFRO surveyed our readership with an impressive 1100 respondents

Q16 What is your age?

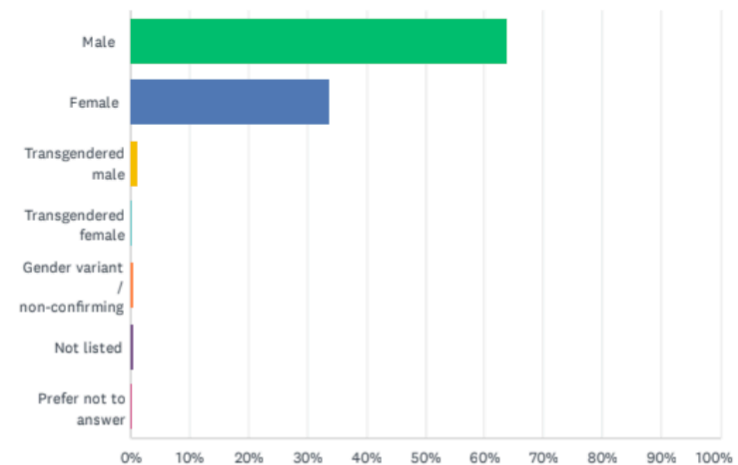
Answered: 1,098 Skipped: 6



ANSWER CHOICES	RESPONSES	
Under 21	0.82%	9
21-34	28.14%	309
35-44	52.28%	574
45-54	8.47%	93
55-64	4.19%	46
65+	5.83%	64
Prefer not to say	0.27%	3
TOTAL		1,098

Q17 What is your gender?

Answered: 1,095 Skipped: 9



ANSWER CHOICES	RESPONSES	
Male	63.84%	699
Female	33.70%	369
Transgendered male	1.28%	14
Transgendered female	0.27%	3
Gender variant / non-confirming	0.37%	4
Not listed	0.37%	4
Prefer not to answer	0.18%	2
TOTAL		1,095

SURVEY SAYS ...

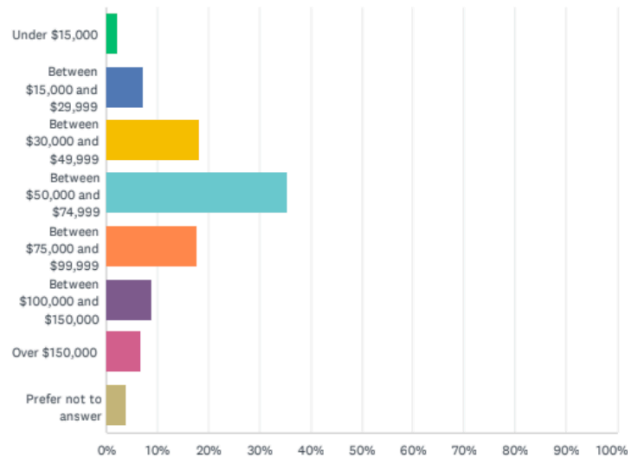


12

In the Fall of 2024 the AFRO surveyed our readership with an impressive 1100 respondents

Q19 What is your combined household pre-tax income for last year?

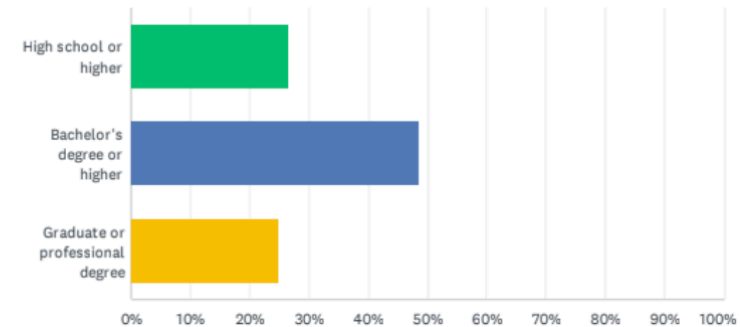
Answered: 1,099 Skipped: 5



ANSWER CHOICES	RESPONSES	
Under \$15,000	2.18%	24
Between \$15,000 and \$29,999	7.28%	80
Between \$30,000 and \$49,999	18.11%	199
Between \$50,000 and \$74,999	35.40%	389
Between \$75,000 and \$99,999	17.74%	195
Between \$100,000 and \$150,000	8.83%	97
Over \$150,000	6.64%	73
Prefer not to answer	3.82%	42
TOTAL		1,099

Q20 What is your highest level of education?

Answered: 1,100 Skipped: 4



ANSWER CHOICES	RESPONSES	
High school or higher	26.36%	290
Bachelor's degree or higher	48.64%	535
Graduate or professional degree	25.00%	275
TOTAL		1,100

TRUSTED ADVERTISING PARTNERS



13



United Way
of Central Maryland



M&T Bank



JPMORGAN
CHASE & CO.



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

Afro Ad Sizes

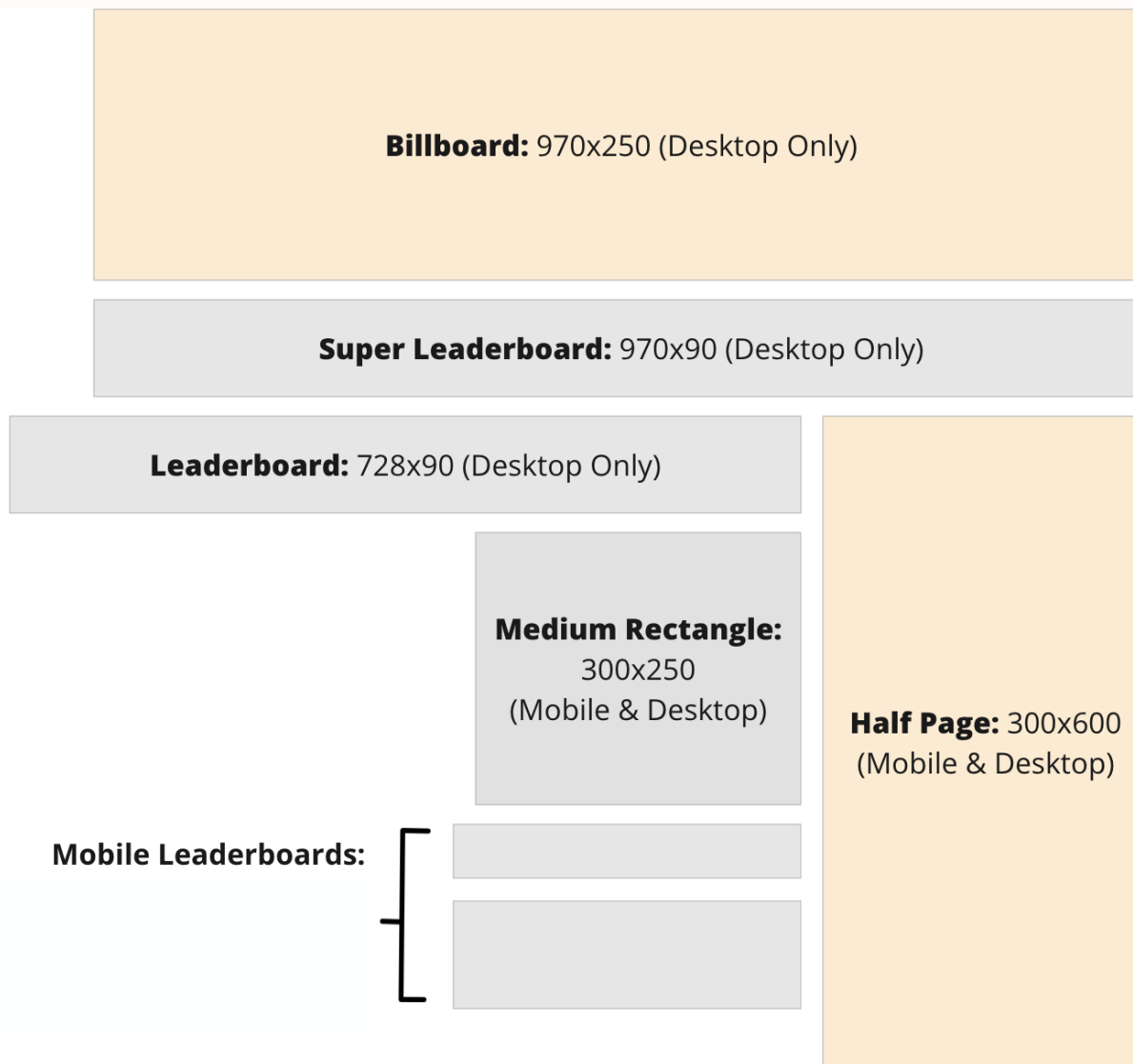
Desktop Sizes

- **Billboard:** 970x250*
- **Half page:** 300x600*
- **Super Leaderboard:** 970x90
- **Leaderboard:** 728x90
- **Medium Rectangle:** 300x250

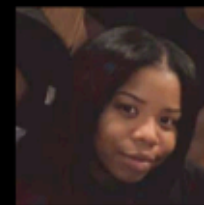
Mobile Sizes

- **Half Page:** 300x600*
- **Medium Rectangle:** 300x250
- **Mobile Banner:** 320x50
- **Large Mobile Banner:** 320x100

*Should be sold at premium rates



TEAM AFRO



www.afro.com



subs@afro.com



410-554-8200

233 E. Redwood Street Suite 600G Baltimore, MD 21202



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 132 years.



21.1k

@AFRONews



649k

@AFRO-
American
Newspapers



5.9k

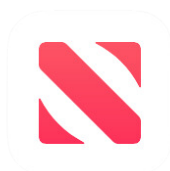
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and our social media
platforms



687

@AfroMediaSuite



Apple News+
AFRO NEWS



12.8k

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7.1k

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4.8k

The AFRO-
American



Text "AFRO" to 410-936-5002 for updates