

AFRO



2026 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

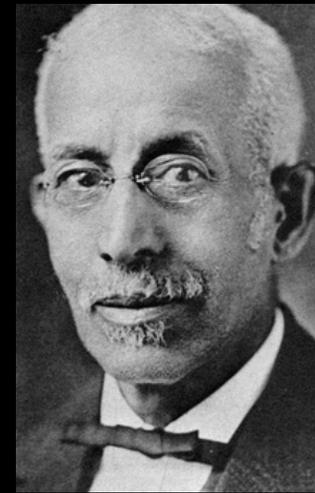
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HISTORY

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.



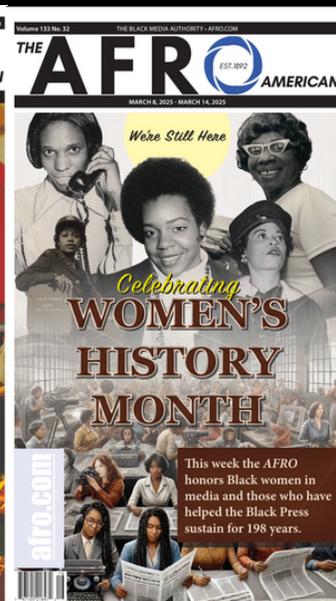
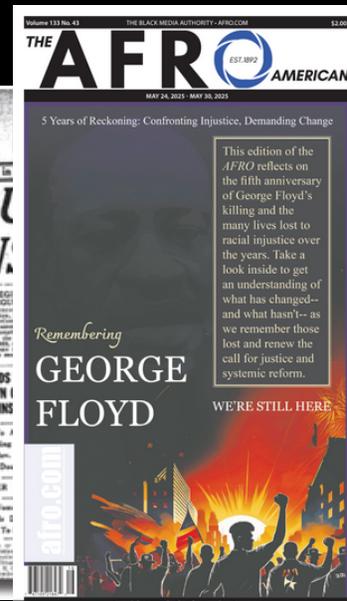
JOHN H. MURPHY, SR.



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 throughout the country.



TEAM AFRO
BLACK BUSINESS MATTERS
AUGUST 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 34k (21k active) subscribers each, over 300k 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 our partner network of 100+ locations in Maryland and 4400+ screens nationwide****

AUDIENCE ANALYSIS



711K

Social Media Followers

39K

Email Subscribers

38.2K

Print & Digital
Readership

33.8%

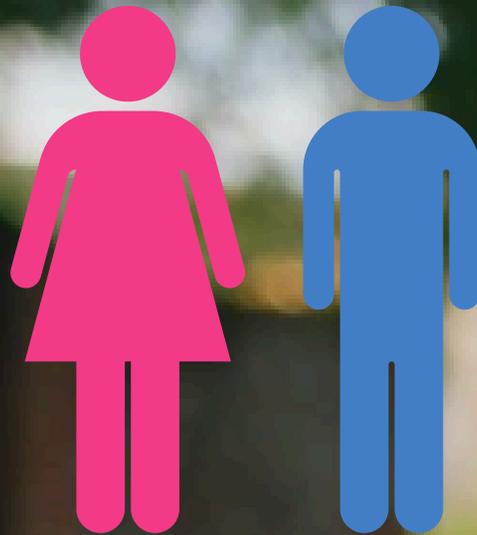
Avg open rate

245K+

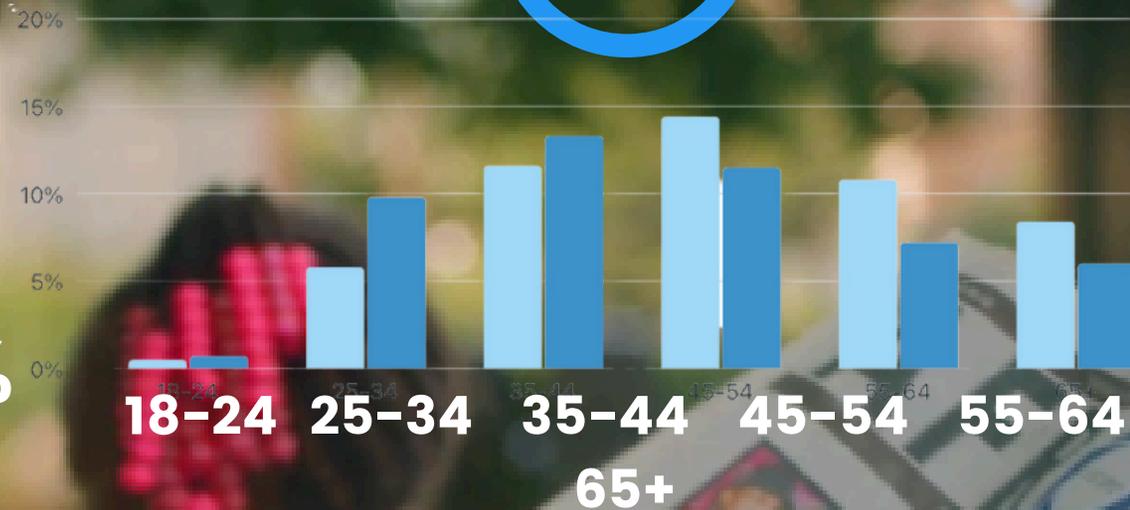
avg Monthly new users



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



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



- Lavern Chatman



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



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



- DeWayne Wickham

AWARD WINNING



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

OCTOBER 2025



45 Best Black News RSS Feeds

13. **AFRO News RSS Feed**

RSS Feed afro.com/feed [+ Follow RSS](#)

Website afro.com

The AFRO knows what it's like to endure challenging times. John H. Murphy, Sr., a former enslaved man founded [more](#)

Facebook Followers 650.4K · Twitter Followers 12.8K · Instagram Followers 21.5K

45 Best Black News Websites

21. **AFRO News**

Media Outlet <https://afro.com/> [+ Follow](#)

The AFRO knows what it's like to endure challenging times. John H. Murphy, Sr., a former enslaved man founded [more](#)

Facebook Followers 650.4K · Twitter Followers 12.8K · Instagram Followers 21.5K · Domain Authority 67

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AFRO WINS 4 AWARDS AT THE JUNE 2025 NNPA MESSENGER AWARDS CEREMONY

TRUSTED ADVERTISING PARTNERS



United Way
of Central Maryland



ABC Associated
Black Charities



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

TEAM AFRO



Afro Ad Sizes

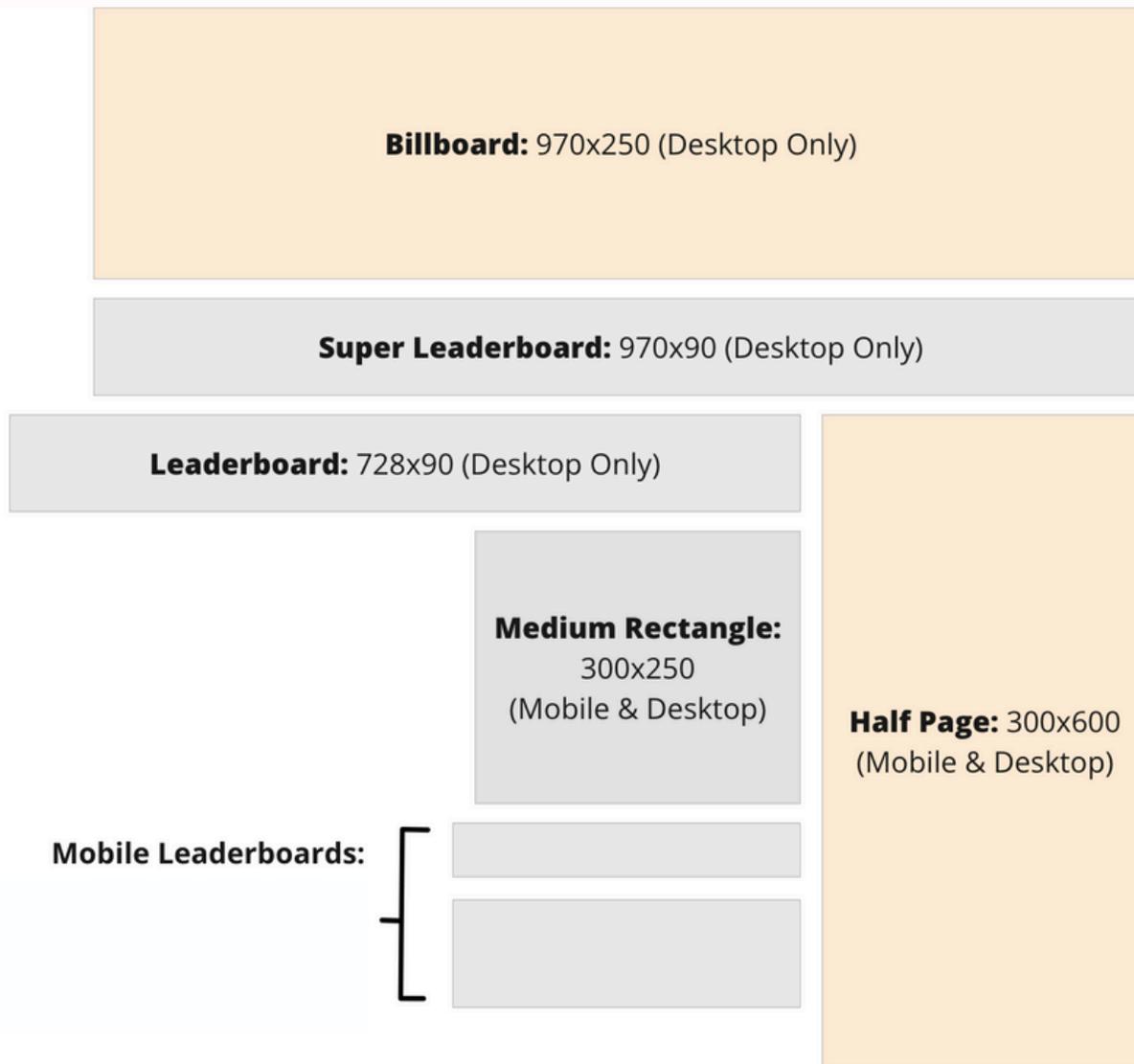
Desktop Sizes

- **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



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 133 years.

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



22.4k

@AFRONews



656k

@AFRO-American Newspapers



733

@AfroMediaSuite



13.8k

@AFRONews



154

@AFRO-News



7.2k

@AFRONews



7.1k

@AFRONews



Apple News+

AFRO NEWS



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



5.1k

The AFRO-American