

# AFR



# 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](http://www.afro.com)

 [subs@afro.com](mailto:subs@afro.com)

 410-554-8200

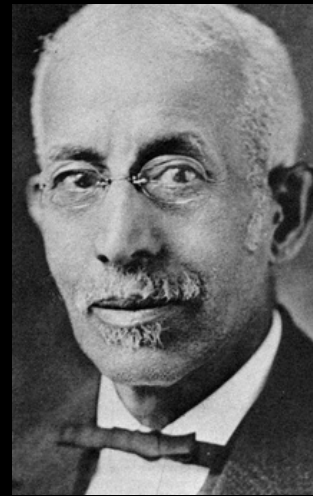
# AFRO NEWS

THE BLACK MEDIA AUTHORITY

## OUR LEGACY

Founded in 1892 by John H. Murphy, Sr.—a formerly enslaved man and Civil War veteran who launched the venture with \$200 in seed money from his wife, Martha—the AFRO stands as the nation’s longest-running African American, family-owned newspaper business.

As the oldest Black-owned business in Maryland, the AFRO has spent over 133 years leveraging its respected influence to shape the political and social order of the Black community, crusading for racial justice in education, jobs, housing, and public accommodations.



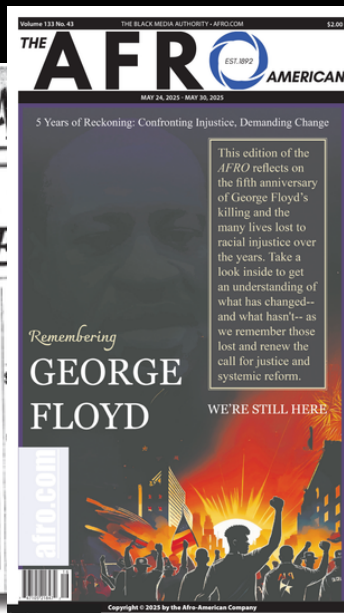
JOHN H. MURPHY, SR.



MARTHA HOWARD MURPHY



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



# OUR FUTURE

Today, the AFRO is led by 4th and 5th generation descendants of the Murphy family, including Dr. Frances “Toni” Draper, who serves as Publisher and CEO. Under her visionary leadership, the organization is navigating a major digital transformation, expanding its reach for a new generation through high-impact social media, interactive broadcasts like the Chicken Boxx, and a strategic push to secure 100,000 digital subscribers by 2027.

Central to our mission of cultural preservation is the **AFRO American Newspapers Archives**, one of the **most comprehensive Black media collections in the world**. Containing over 100 million photos and stories, these archives are currently being prepared for their new permanent home at the Upton Mansion, set to open in 2027 as a beacon of Black history and a resource for global storytelling



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



**UPTON MANSION**  
RENDERING FOR THE UPCOMING INTERNATIONAL  
DESTINATION FOR STUDY AND CELEBRATING  
AFRICAN AMERICAN HISTORY AND CULTURE.

# 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

# 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 3/week to over 39k (23k active) subscribers, 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 5000+ screens nationwide\*\***

# AUDIENCE ANALYSIS



**713 K**

Social Media Followers

**39 K**

Email Subscribers

**48K**

Monthly Print & Digital  
Readership

**33.8%**

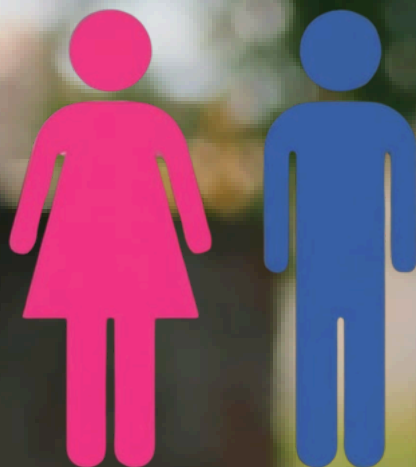
Avg open rate

**122 K+**

Avg Monthly Total 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

\$133

Patricia Tunstall made a \$133 donation in honor of The AFRO Newspaper  
11 days ago

Congratulating, Thanking and Honoring The AFRO for it's Resilience and Commitment to maintain service to the Nation for 133 Years!! 🙌

\$233

Milton A. Dugger, Jr. made a \$233 donation  
about 1 month ago

WE must support our communication vehicles to get the TRUTH about what is going on in these treacherous times. KEEP GOING!!!

# 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](https://afro.com/feed) + Follow RSS

Website [afro.com](https://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

[afro.com](https://afro.com)



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

# TRUSTED ADVERTISING PARTNERS



United Way  
of Central Maryland



M&T Bank



ABC Associated  
Black Charities

JPMORGAN  
CHASE & CO.



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

# TEAM AFRO



**FRANCES MURPHY DRAPER**  
**PUBLISHER & CEO**  
PUBLISHER & CEO





**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](http://www.afro.com) and our social media platforms



**22.8k**

@AFRONews



**656k**

@AFRO-American Newspapers



**754**

@AfroMediaSuite



**13.8k**

@AFRONews



**292**

@AFRO-News



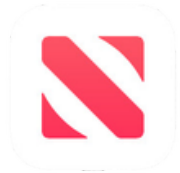
**7.2k**

@AFRONews



**7.1k**

@AFRONews



Apple News+  
AFRO NEWS



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



**5.4k**

The AFRO-American