

Profile of the African-American Newspaper Readers

The African-American Newspaper Readers are major consumer that are community-minded and loyal. Data shows that 50 percent of African-Americans nationwide do not read a daily newspaper and 44 percent do not read a Sunday Daily newspaper.

Of the 5 million readers the majority have some college, a degree which equates to better paying jobs and homeownership.

That stability and strength of the African-American newspaper reader is demonstrated with 55.5 percent owning their own. The combination of homeownership and children in the home (47.3 percent), emphasizes that African-American newspaper readers have significant buying potential. Twenty percent of African-American newspaper readers are professional or own a business, pointing to strong incomes. Almost 40 percent of these readers have incomes over \$50,000. Boasting buying power of \$631 billion, African-American newspaper readers establish themselves as a viable consumer market that should not go untapped.

A closer look at the buying potential of

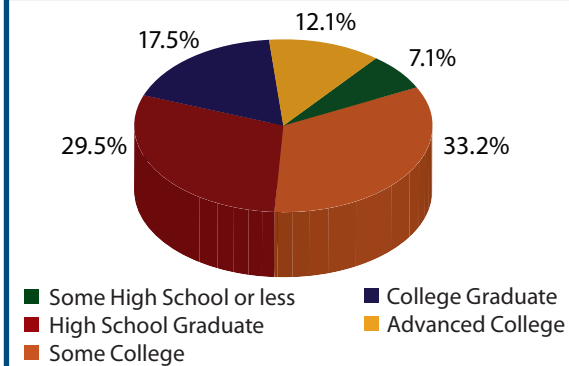
African-American newspaper readers builds a strong case for major retailers and national corporate advertisers to utilize Black newspapers to attract this lucrative audience.

With changing demographics of America, the questions American markets must ask themselves is "Are we reaching the new consumers needed to increase the companies market share and profit margin?" Are we locked in traditional methods of advertising that do not work in reaching today's consumer?

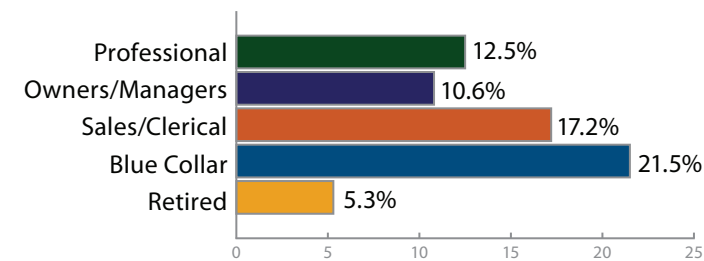
Readers are no the only assets of the Black newspapers. These publications operate both as the information source for the Black community and as owners of reading businesses.

Today, NNPA and its members offer the marketing and advertising decision-makers an opportunity to invite this lucrative market of consumers to purchase your products and services through the pages of our publications.

African-American Reader buying Habits		
PRODUCTS	PURCHASE	RATIO
Next 2 years		
Home purchase	24%	1-4
Next 12 months		
Video Equipment Camera/VCR/DVD	37.9%	1-3
Stereo Equipment CD/DVD	35.4%	1-4
Personal Computer	33.6%	1-3
Computer Software	41.4%	1-3
Major Household Appliances	17.6%	1-10
Television	25.7%	1-4
Bedding & Mattress	31.4%	1-3
Last 4 weeks		
Automotive	27.9%	1-4
Cellular Phones	32.9%	1-3
Discount Stores	22.3%	1-4
Sporting Goods	27.8%	1-4
Last 2 weeks		
Hardware/Building Supply	45.6%	



Career Profile



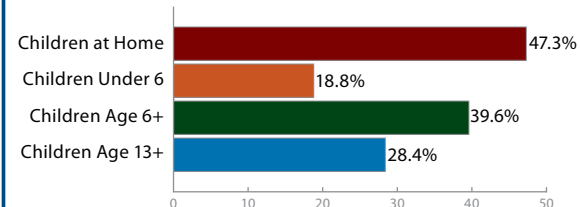
EDUCATION

Two out of three Black newspaper readers have some college, a degree and/or advanced degree. This equates to better paying jobs and more spendable income to buy both necessities and luxury items.

OCCUPATION

The career profile of the African-American Readers reflect a significant number of professionals who either own their businesses or are decision makers in their company. This results in a person who buys both at home and at work.

Children at Home



FAMILY
One out of two African-American Readers have children in the home. That means more expenditures and shopping.

Buying Power \$631 Billion in 2002

INCOME	PERCENTAGE	Percentage of Total
\$15,000-\$24,999	15.7%	61.7%
\$25,000-\$34,999	16.6%	\$35,000+
\$35,000-\$49,999	23.8%	37.9%
\$50,000-\$74,999	17.7%	\$50,000+
\$75,000-\$99,999	11.2%	20.2%
\$100,000-\$149,999	5.4%	\$55,000+
\$150,000+	3.6%	

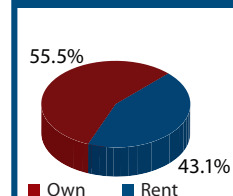
The lucrative income of the African-American Reader emphasizes the importance of purchasing power and the value of this growing community.

The African-American Readers

Reader Profile	U.S. Black Adults	Black Newspaper Readers
TOTAL	32,147,382	8,400,000
Median Age	39	42
Male	43	41
Female	57	59
College Graduates	16	17
Household Income \$50K+	34	37

The African-American Readers are educated, have spendable income and represent a sizable group of potential shoppers who need a formal invitation to spend dollars. The age factor has a direct relationship to higher spending because of family-size and homeownership resulting in more purchases.

HOMEOWNERSHIP



The stability and strength of the African-American Readers is obvious with over 50% owning their home. In the last decade the focus on homeownership has shown a substantial increase of homeownership among Blacks.

AMERICAN PRINT MEDIA

COMPTON BULLETIN • INGLEWOOD TRIBUNE

800 E. Compton Blvd.
Compton, CA 90221
Office (310) 635-6776 Fax (310) 635-4045

DISPLAY & CLASSIFIED ADVERTISING

Display

\$10.50 per column inch

Full Page	\$2,500.00
1/2 Page	\$1,250.00
1/4 Page	\$625.00
1/8 Page	\$325.00

Government & Non-Profit

\$35 per column inch

Full Page	\$2,250.00
1/2 Page	\$1,125.00
1/4 Page	\$562.50
1/8 Page	\$295.00

Contract Discounts

5%	Six Month Contract
10%	Full Year Contract

Color Available (Additional Charge)

1 Color: \$250 2 Color: \$300 Full Color: \$800

Deadlines & Contacts

Friday 3pm for Wednesday. When possible ads should be delivered camera ready via email: ads@inglewoodtribune.com

Business Opportunity Listing

Professionals may advertise services in our Business Directory for a flat rate of \$25 per run. Ad size is 3.5" wide x 2" high.

Mechanical (Display)

Page Dimensions

11.5 wide x 21.5 high
 6 Columns per page

Column Dimensions

- 1 Column: 1.75"
- 2 Columns: 3.75"
- 3 Columns: 5.75"
- 4 Columns: 7.75"
- 5 Columns: 9.75"
- 6 Columns: 11.75"

Zip Code Delivery

- 90301
- 90302
- 90304
- 90305
- 90311
- 90250

DISPLAY & CLASSIFIED ADVERTISING

Display

\$45 per column inch

Full Page	\$5,670.00
3/4 Page	\$4,252.50
1/2 Page	\$2,835.00
1/4 Page	\$1,417.50
1/8 Page	\$708.75

Government & Non-Profit

\$35 per column inch

Full Page	\$4,410.00
3/4 Page	\$3,307.50
1/2 Page	\$2,205.00
1/4 Page	\$1,102.50
1/8 Page	\$551.25

Contract Discounts

5%	Six Month Contract
10%	Full Year Contract

Color Available (Additional Charge)

1 Color: \$250 2 Color: \$300 Full Color: \$800

Deadlines & Contacts

Friday 3pm for Wednesday. When possible ads should be delivered camera ready via email: ads@thecomptonbulletin.com

Business Opportunity Listing

Professionals may advertise services in our Business Directory for a flat rate of \$50 per run. Ad size is 3.5" wide x 2" high.

Mechanical (Display)

Page Dimensions

11.5 wide x 21.5 high
 6 Columns per page

Column Dimensions

- 1 Column: 1.75"
- 2 Columns: 3.75"
- 3 Columns: 5.75"
- 4 Columns: 7.75"
- 5 Columns: 9.75"
- 6 Columns: 11.75"

Classifieds

Classifieds may be placed through our website www.thecomptonbulletin.com

Zip Code Delivery

- 90220 90262
- 90221 90745
- 90222 90746
- 90805
- 90002
- 90745
- 90746
- 90810
- 90059