

2024 MEDIA KIT



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

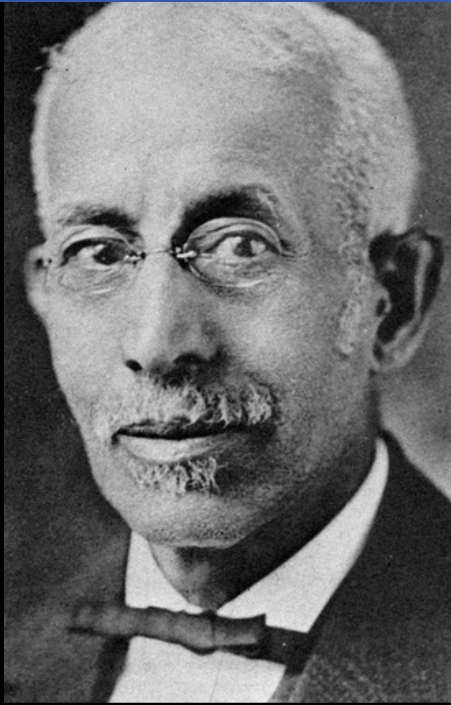


410-554-8200

Ver. 7/24

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

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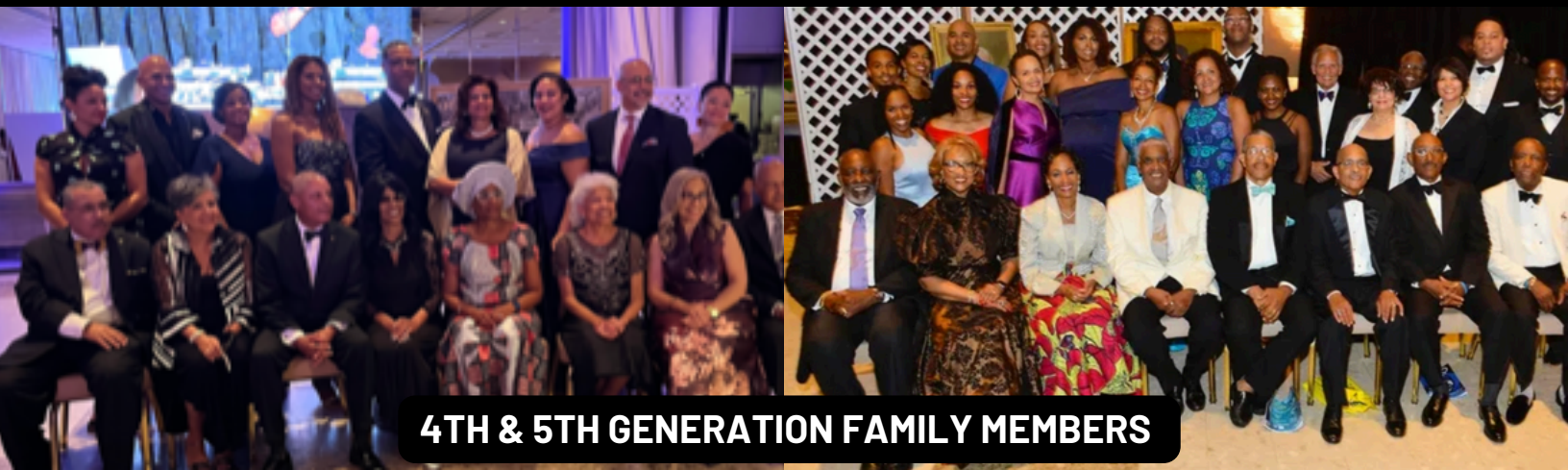
The AFRO maintains one of the most comprehensive African-American archives in the world.

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.



4TH & 5TH GENERATION FAMILY MEMBERS

WHY CHOOSE THE AFRO?

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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 CAPABILITIES⁵



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 26K 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

9 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



Over 100K monthly impressions

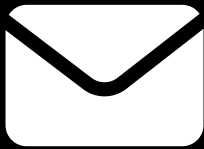
Avg dwell time: 77 min

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

AUDIENCE ANALYSIS⁷



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



26.4 K

Email Subscribers

**with 25.98%
Avg. open rate**



**45.2K+ Monthly Print
& Digital readership**



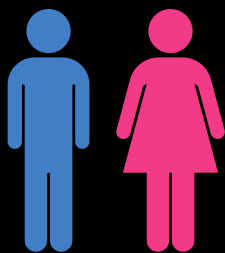
120K +

Monthly Page Views

93K+

**Monthly Unique
Visitors**

AFRO AUDIENCE



	DBN*	Social	Website	Print Subscribers	Digital Subscribers
Gender M/F		48.7%/51.3%	45.8%/54.2%	37.2%/62.7%	38%/62%
Age 18-24		1.50%	2.26%	0.35%	1.13%
Age 25-34		16.50%	2.69%	1.60%	5.21%
Age 35-44		25.10%	2.92%	2.93%	9.53%
Age 45-54		25.70%	3.25%	6.06%	19.65%
Age 55-64		17.4 %	2.85%	7.58%	24.58%
Age 65+		6.60%	2.03%	12.31%	39.90%
Unknown			84.27%	69.17%	
Zip/City/State	Zone 1 (21117, 21133, 21208) Zone 2/3 (21201, 21202, 21239)	NYC, Chicago, Baltimore, Houston, Atlanta	Baltimore, DC, Ashburn, New York, Chicago, Atlanta, Dallas, St. Louis, LA	54% Baltimore (Top zip codes: 21207, 21215, 21117, 21218, 21208, 21133), 46% Other (15% Maryland (not Baltimore), 9% DC, 3.3% VA, 1.5% NY)	48% MD, 7% DC, 6% VA, 3% NY, 3% CA, 3% GA
Monthly Reach	114.2K impressions	59.5K	63.8K users	18.8K print readership	26.4K digital subscribers free and paid



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



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



TEAM AFRO



AFRO Founders and Publishers 1892 - Present



John H. Murphy Sr. Martha Howard Murphy Carl J. Murphy John H. Murphy III Bettie Phillips Murphy Moss Frances L. Murphy II John J. Oliver, Jr. Frances Murphy Draper



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410-554-8200



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.

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



16.2

@AFRONews



645k

@AFRO-American
Newspapers



13.3k

@AFRONews



6720

@AFRONews



3530

@AFRONews



559

@AfroMediaSuite



2506

The AFRO-American

Contact lhowze@afro.com for more information