

Multicultural American Minorities Media

American Minorities Media provides local media and marketing support to reach the expanding multicultural consumer audience of 80 million, building relationships and sales, and ensuring your brand message captures attention.

Why Target the Multicultural Market?

- 34.6 million African American consumers
- 35.3 million Hispanic consumers
- 10.2 million Asian consumers
- \$1.3 trillion in buying power
- Continues to grow at a faster rate than the general market
- Proven more brand loyalty than the general market
- Multicultural media is the most trusted and effective way to reach these consumers

Services

- Research
- Integrated promotional planning
- Strategic recommendations
- Media placement
- Translation services
- Publicity
- One order/One bill
- Events and Promotions
- Recruitment advertising
- Multicultural advertising directory
- On-line Media Analysis Tool at www.marketmedia.com

Products

- **Multicultural Newspapers**
300+ African American publications, 10.4 million circulation
300+ Hispanic publications, 14.1 million circulation
100+ Asian publications, 3.6 million circulation
College newspapers with large multicultural readership
Official NAHP representative
- **Targeted Radio, Spot TV**
With promotional tie-ins and high-impact value added
- **Internet Advertising**
Banner, sponsorships and e-mail advertising on multicultural newspaper and consumer websites
- **Events and Promotions**
Local and community events, including sampling, distribution, tabling, sponsorship opportunities, contests, on-campus and off-campus events for teen and college students, traditional, non-traditional, and turnkey events
- **Out-of-Home**
Including billboards, transit shelters, subway and bus stops, wild posting, flyering and more

The Media and Promotions Solution for Reaching the Multicultural Market



American Minorities Media®
A Division of Market Place Media

MPM Advantage

With twelve years experience in the multicultural market, we have helped thousands of advertisers pinpoint the most effective way to capture the brand conscious and growing African American, Hispanic, and Asian consumer audience. MPM represents the most media options and is the only company providing advertisers an integrated marketing program, completely executed in-house. Moreover, we offer the most competitive rates, more value-added services and the best turnaround times in the business. **Relax. We'll do the work for you.**

www.marketmedia.com



Market Place Media®

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