

**THE AWARD WINNING AFRICAN AMERICAN NEWSPAPER  
CELEBRATING OUR 40<sup>TH</sup> YEAR OF SERVICE**



**FACTS TO CONSIDER**

Marketing and media plans that adequately reach the general population, often under deliver to African Americans, however with the increasing numbers and wealth of Black consumers, it will be nearly impossible to maintain any type of market leadership without directly addressing Black consumers in a meaningful way. Our readers need to be aware of their choices as to where to spend their time or their dollars. By partnering with The Washington Informer, you will be able to *Advertise, Educate, and Inform...* all with the same marketing dollar.

We are asking you to spend marketing dollars to tap into a niche market of African Americans by partnering with The Washington Informer. Here are some facts that should be considered:

- The Washington Informer has a distribution area that includes Washington DC and Prince Georges County, Maryland. According to the US census Bureau, African Americans make up 13.3% of the US population however, Washington DC has a population that is 61% Black, while Prince Georges County has boasts a population that is 66% Black
- A record number 17% of African Americans age 25 and over have at least a bachelors degree, with many of them holding graduate degrees. The result is greater discretionary income and the desire to expand horizons.
- The Washington Informer is Black targeted newspaper that is in our 40<sup>th</sup> year. Black targeted newspapers are a medium of expression, a source of pride, a focal point and a staple within the black community as a voice.
- Readers of black newspapers do not have sectional segmentation like the daily papers, so they spend more time reading the paper cover to cover. This is a plus because it means that everybody who picks up the paper will see your page.
- The Washington Informer is a weekly newspaper. Black newspapers have a longer shelf life, and are passed around within the family. The Washington Informer also has nearly 30 churches on its distribution list, so our paper is also passed around within each congregation.

You are invited to let The Washington Informer be your link from anywhere to the African American community. Advertising in The Washington Informer will yield the positive results you desire.

**The Washington Informer**  
3117 Martin Luther King Jr. Ave SE  
Washington DC 20032  
202-561-4100 FAX 202-574-3785  
rburke.informer@verizon.net

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**READERSHIP PROFILE \***

**Ethnicity:**

African American	90.0
Caucasian	4.0
Other	6.0

**Gender:**

Male	41.2
Female	58.8

**Age:**

18-34	17.5
35-49	47.9
50 and over	34.6

**Marital Status:**

Married	38.4
Single/never married	30.3
Widowed/divorced	31.3

**Education:**

High School Graduate	29.4
Attended college/trade	32.6
College Graduate	28.5
Post Graduate	9.5

**Household Income:**

Median Income	\$51,000
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**Where Readers Live:**

NW DC	12.5
SE/SW DC	14.5
NE DC	29.0
PG MD	24.0
Montgomery MD	8.0
NO VA	4.0

\* according to an independent survey

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TEN REASONS FOR FREQUENCY IN ADVERTISING**

1. **People have new wants and needs everyday** – Very few people have a need for any specific merchandise on any given day. In half of all general merchandise categories measured in a 2000 consumer shopping study, the consumer's decision to buy and the actual purchase were made in one day. Frequent advertising reaches this "thin market" when they are ready to buy, not just when you are ready to sell.
2. **Frequent advertising reaches your customers-regardless of reading habits** – Frequency builds awareness, awareness builds familiarity, and familiarity builds trust. Conventional wisdom says your audience needs to be exposed to your ad 2.5 times for it to sink in and build awareness. Just like dieting, advertising gets the best results over time. Each ad builds on prior brand recognition.
3. **Frequency offers you the best rates** – Most newspapers today offer significant incentives for increasing frequency. Whether these incentives are for repeating an ad in a certain period or for contracting to run a certain amount of space over time or investing a certain amount of money, newspapers recognize the need for frequency and encourage customers to use it.
4. **Today's ad may influence, but tomorrow's will close the deal for a lukewarm prospect** – Like pushing a ball up a hill, it is better to push slowly than to push quickly and run out of energy half way up.
5. **Frequent advertising helps you beat your competition** – If you are not advertising as much as your competition, who is more likely to reach the consumer who is ready to shop?
6. **Everyday you:** Open your store; keep your shelves stocked; keep your phone connected; have your staff come to work. Shouldn't you invite customers in by advertising frequently? Advertising is one of your smaller expenses. Yet not using it often enough can kill your business. For the average business, the investment in advertising could be as low as 2%-3%.
7. **Advertising frequently equals higher than average results** – Every business needs new customers every week. A study conducted by the Advertising Research Foundation and American Business Press measured the profitability of products that advertised with varying frequencies to discover that the more frequently advertised products resulted in higher profits.
8. **Frequent advertising helps you spread your sales evenly throughout the year** – You can avoid spikes in customer traffic, efficiently utilize resources and manage inventory.
9. **Frequency helps your advertising cut through the clutter** – Muhammad Ali did not become heavyweight champion by punching 20 people once each. He became champion by punching one guy 20 times. By applying frequency to the opponent, Ali was able to bring his message home. Repeating yourself to a target customer increases the odds that your message will get through.'
10. **People forget!** – Statistics have shown that about 80% of an audience will forget a message after 24 hours.

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**FACT  
SHEET**

**THE WASHINGTON INFORMER** adopts the African proverb that states: “It takes an entire village to raise a child.” We believe this to be true, not only for the nurturing and development of youth, but for all members of the community. This is why for more than 39 years, The Washington Informer has been committed to only publishing and distributing news, which is positive and beneficial for citizens of the greater Washington metropolitan area. We firmly believe that by publishing uplifting news and useful information, we can support the community as it finds positive and constructive ways to help itself. Our long-standing commitment towards this mission has allowed the Washington Informer to gain the reputation as a newspaper with integrity, vision and genuine concern for the community and its readers. The Washington Informer not only reports local community news, but it contributes to the community in many meaningful ways, as well.

**THE WASHINGTON INFORMER** is an African American, woman-owned newspaper founded on October 16, 1964 by the late Dr. Calvin W. Rolark. Over the past 38 years, The Washington Informer has grown from an 8 to 12-page weekly to an average of 32 pages or more covering a broad range of topics including politics, education, business, health, finance, religion, sports, national and international affairs, concerns of the elderly, and so much more,

**THE WASHINGTON INFORMER** is published on Thursday, and has a current readership of more than 50,000 residents in the District of Columbia, suburban Maryland and Virginia. The newspaper is distributed by mail to more than 4,000 households, and to more than 150 vendors, news boxes and other outlets in D.C., Maryland and Virginia. In addition, The Washington Informer is delivered to more than 30 churches, local schools and senior citizens homes.

**THE WASHINGTON INFORMER** does not cover any crime news. When covering issues related to crime, the focus is usually on ways in which the community has managed to create solutions that help to improve the quality of life for all Washington area residents.

**THE WASHINGTON INFORMER** is a member of the National Newspaper Publishers Association (NNPA), the oldest trade association of African American-owned newspapers across the country with more than 250 members. It is also a member of the Newspaper Association of America (NAA), a trade organization with more than 18,000 daily and weekly newspapers in America. The Washington Informer is active in many local schools, helping to support school-based newspapers where expertise and resources are desperately needed.

**THE WASHINGTON INFORMER** is the official sponsor of the D.C. City-Wide Spelling Bee in which nearly 3,000 students participate each year. The Washington Informer is the first weekly and the first African American-owned publication in the nation to receive sponsorship privileges more than 19 years ago when the bee was first brought back to the District of Columbia.

**THE WASHINGTON INFORMER is the recipient of numerous Merit Awards presented by the NNPA for categories including Best Layout and Design, Use of Photographs and Best Church Page. The Washington Informer and members of its staff have been recognized for outstanding contributions to the community and for excellence in Journalism. Most recently, the National**