

MULTICULTURAL NEWSPAPERS

TARGET (AFRICAN-AMERICAN, HISPANIC AND ASIAN CONSUMERS)



Reaching multicultural audiences has become increasingly important in today's diverse marketplace. Today, more than a third of Americans belong to a non-white race or ethnicity.

Multicultural community newspapers are coveted by readers and speak to them in a voice that resonates with their culture and heritage. Newspaper advertising continues to be a cost-effective tactic that yields response. Whether it's an event or retail promotion, acquisition or branding, newspapers are an important part of your next multicultural effort.

re:fuel's newspaper capabilities provide marketers with a targeted way to reach African-American, Hispanic, Asian and other ethnic audiences through media vehicles that they trust.

No other firm offers stronger publisher relationships that, in turn, benefit our marketing partners. We are the official representative of the National Association of Hispanic Publications (NAHP) and a sponsor of the National Newspaper Publishers Association's (NNPA) annual convention.

KEY BENEFITS

- Ethnic newspapers are a highly effective means of reaching specific ethnic audiences with no waste.
- Multicultural print advertising provides credibility in the marketplace.

QUICK FACTS

Target: Specific multicultural, ethnic and cultural groups and nationalities

Reach: More than 1,200 newspapers reaching 36 million combined circulation including 14 million Hispanics, 8 million African Americans and 5 million Asian Americans plus addition reach to dozens of nationality-focused publications

Targeting: Target by race/ethnicity, region, language and more

Additional reach available via OOH, broadcast, street teams and events.

Contact your account executive or reach us at 866-360-9688 or info@refuelnow.com to **re:fuel** your next campaign.