AMERICA'S MOST INFLUENTIAL AND OLDEST CONTINUOUSLY PUBLISHED BLACK NEWSPAPER, FOUNDED IN 1909. HEADQUARTERED IN THE NATION'S MOST POPULOUS CITY 8M AND SERVING THE COUNTRY'S LARGEST BLACK AND BROWN COMMUNITY 1.8 M.

REACH & DEMOGRAPHICS

- AA/Black 98%
- F 60%
- M 40%
- Age 55
- Age 45

DISTRIBUTION:

- MAILED SUBSCRIPTION 2,000
- NEWSSTAND DISTRIBUTION 10,000
- DAILY EMAIL NEWSLETTER EDITORIALLY BLACK 10,000
- DAILY UPDATED WEB NEWSPAPER 500,000 UNIQUE READERS MONTHLY

WHY AMSTERDAM NEWS SHOULD BE AN IMPORTANT PART OF YOUR MEDIA MIX

**Enhance Your Brand** Expand your reach into the Black and brown communities that are rapidly becoming the nation’s majority with the nation’s most influential publication that serves those communities.

**Align Your Brand** In these pivotal times, enhance your brand by partnering with Amsterdam News - showing your support for Black press - for over 100 years the essential voice for racial equity in our nation.

**High Performance Investment** A reflection of the critical role Amsterdam News and Black press serves for its readers - Black Media outperforms Mainstream Media 6x.

Contact your Advertising Team Member www.AmsterdamNews.com/Advertise/

AMSTERDAM NEWS AT A GLANCE

» **Black Woman Ownership** Minority owned and operated - Black woman Publisher and Editor-In-Chief Elinor R Tatum at the helm for 26 years.

» **Influential and Robust** Local News Reporting with National and International Scope Weekly tabloid print newspaper + Digital E-Edition + with web newspaper + weekday email newsletter Editorially Black + growing social media - all covering NYC Metro local news plus national and international news that impacts the Black and brown community.

» **Deeply Engaged and Loyal Readership** Print newsstand cost $1.00 with complimentary Digital E-Edition + Digital only E-Edition subscribers growing + complimentary email Editorially Black + currently complimentary access to web newspaper.

» **Digital Transformation** including new mobile enabled secure web newspaper projected to have additional 10% content over print + weekday email newsletter Editorially Black + rapidly growing social media.

» **Verified Circulation Paper Via AAM Founded in 1909** and headquartered since 1935 in the heart of Harlem NYC from the Historic Amsterdam News Building at 2340 Frederick Douglass Boulevard Harlem NYC NY 10027 + Our first building from 1909 to 1934 now a National Landmark Building at 2293 Seventh Avenue Harlem NYC NY 10036.

» **Parent company** AmNews Corp includes both The New York Amsterdam News newspaper and digital platforms plus The Amsterdam News Educational Foundation.