

New York Beacon

Media Kit



African Americans in New York City represent a \$60 Billion Consumer Market

As African-Americans achieve higher education, higher incomes and political control, they are making wiser decisions about where they spend their money. With consumer selectivity, cultural bonding and ethnic awareness, advertisers of the New York Beacon reap double benefits: They sell their products while ensuring a continuous patronage.

Get connected !

New York Beacon

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Memberships and Affiliations



National Association of
Black Journalists



National Newspaper
Publishers Association



Northeast Publishers
Association



New York Black
Publishers Association



New York Press
Association

Our Story

The New York Beacon holds a unique position among New York City's newspaper readers. Having begun as "Big Red"—a publication that captured the public's attention for its ability to accurately predict the numbers' results—it attracted readers from all walks of life, much like the lottery.

Prior to legalized numbers (the lottery) in New York, it was the daily numbers that dictated the superfluous income in the African American communities i.e. it was their Wall Street and local stock exchange.

Families were fed by "Mama" hitting the number for .05 cents. Kids were sent to college from earnings garnered from the numbers industry, and "Big Red" had established itself as the guru of the numbers industry by accurately predicting the numbers result on a printed 8.5 X 11 sheet.

Spiritualists and fortune tellers were the first to request advertising space. Soon the sheet was extended to an 11x14. Within weeks, the demand was greater than the limited space could accommodate, as community organizations requested space for their functions. The escalated requests for advertising opening initiated the production of a 4-page weekly tabloid edition called "Weekend Big Red". Quickly this grew to 8 then sixteen and eventually 24 pages.

This popular publication caught the eye of one of New York City's popular department stores, Abraham & Straus, followed by E J Korvette, Alexander's, Sears and other local businesses. In 1981, weekly circulation grew to over 100,000.

In a marketing campaign, our editor, Carl Nesfield, ran a column, "Did your Momma Play the Numbers?" The results were phenomenal. Responses came from all corners of New York City's communities. From ministers to pimps, judges to jailers, the Whitehouse to the schoolhouse and from teenagers to seniors, everyone bought and read "Big Red," most importantly, they looked for clues to hitting their numbers. "Big Red's" readers could easily purchase it at "candy" stores and newsstands in their local neighborhoods.

In 1983 the newspaper was re-named the "New York Beacon" By it's current owner, Walter Smith.

The demand for the New York Beacon increased as a result of its membership in the National Newspaper Publishers Association (NNPA) which provides access to various writers and reporters on local and national issues.

The New York Beacon has kept pace with modern news delivery methods by delivering its contents through newsstands sales, websites, Email, bulk handouts and social media platforms.

The **New York Beacon** Takes its Content and Advertisers where the consumers are!



News stands



Subscriptions



Digital Advertisings



Church Delivery



E-Blasts



Paid Circulation
Audited and Verified by:



Verified Audit Circulation

New York Beacon Consumer Profile

TAP INTO THIS MARKET

African Americans are making wise decisions about where they spend their money. With consumer selectivity, cultural bonding and ethnic awareness, advertisers of the New York Beacon reap double benefits: They sell their products while ensuring consumer patronage.

PRODUCT LOYALTY

New York Beacon supplies special features and editorials not found with other media which accounts for African American loyalty and involvement. This editorial environment maximizes your ad's impact.

UNIQUE READERSHIP

Our readers consist of African American, Caribbean Americans and Latin Americans which represent nearly 57% of the New York City population. Many Caribbean Americans are erroneously recorded as Latin American. So although the census reports the New York African American population skews at 29%, an unknown percentage is accountable in the designated Latino percentage. Most of these readers are included in the African American social, political and educational principles.

READER PROFILE

AGE - 52% 18-54 years; 48% 54 years and up -

EDUCATION - 66% college educated; 34% post grad

INCOME - 45% earn \$50K and up; 28% earn \$25-49K; 27% earn \$24K and below

OCCUPATION - 49% professional, managerial, technical occupations

SEX - 56% female; 44% male:

They are brand conscious and are significantly influenced by Black newspapers

NEWSPAPER LOYALTY – 87% have read Black newspapers 5 years or more; 49% occasionally

WHERE TO REACH THIS RICH AND DIVERSE MARKET

Local Black-owned newspapers 80-%

Black magazines 87%

Black radio news 77%

National magazines 73%,

National TV news 70%

BEACON READERS ARE:

Upscale professionals, home owners, decision makers, small business owners

BEACON FEMALE READERS ARE:

Decision makers of the family

Responsible for the entire family shopping

Controllers of the family budget

Advisors to family members and others

Heads of households

Business owners

Purchasers of 85% of all goods and services

Special Editions

JANUARY	HOLIDAY CLEARANCE PROMOTIONS DR MARTIN LUTHER KING'S BIRTHDAY
FEBRUARY	BLACK HISTORY MONTH PRESIDENTS DAY
APRIL	EASTER SHOPPING
MAY	MEMORIAL DAY
JUNE	BLACK MUSIC MONTH JUNETEENTH
JULY	INDEPENDENCE DAY
AUGUST	HARLEM WEEK
SEPTEMBER	LABOR DAY CARNIVAL AFRICAN AMERICAN DAY PARADE BACK TO SCHOOL SPECIALS
OCTOBER	COLUMBUS DAY SPECIALS HALLOWEEN, VETERANS DAY
NOVEMBER	THANKSGIVING FOOD AND TRAVEL
DECEMBER	CHRISTMAS GIFTS AND TRAVEL NEW YEARS TRAVEL AND CELEBRATIONS

Special rates are available for multiple insertions
Please call 212-213-8585 and ask for Edna

New York Beacon

Rates & Data

Mechanicals

Tabloid 10 X 14 5 columns 70 inches full page

Column size 2 inches

Web Offset

Halftones: 85 line screen

Film: Right reading emulsion side down

Disk: 170DPI

Publication Date: Thursday

Advertising deadlines

Space reservations: Friday

Mechanicals: Monday

Advertising Rates

National		Retail	
Open	\$64.80	Open	\$51.30
250 Inches	\$61.56	250 Inches	\$51.15
500 Inches	\$58.48	500 Inches	\$-Call
750 Inches	\$55.56	750 Inches	\$-Call
1000 Inches	\$51.57	1000 Inches	\$-Call
1500 Inches	\$46.50	1500 Inches	\$-Call
Digital	\$-Call	Digital	\$-Call

Small Business (Non-Agency) Non Profit \$40.60 PCI

Classified - \$5.00 per line

Political - \$65.00 PCI

Free Standing Inserts - \$90.00 per M

Full color charge - \$1000.00 Net

Call for special and negotiable rates!

Advertising Department - 212 213-8585 nybeaconads@yahoo.com



Weekly Distribution 39,000
Weekly average paid readership 180,000

Circulation Analysis

Brooklyn	22%
Bronx	18%
Manhattan	31%
Queens	14%
Long Island	8%
New Jersey	7%

Weekly E-Blasts, Facebook, Church distribution
Hospital distribution
School Libraries, Public Libraries

(News stand edition uploaded to website weekly)
newyorkbeacon.net

The *New York Beacon* commands 5.5% of the
New York City \$60 Billion Buying Power
(\$3.3 Billion)

Make Your Space Reservation Now!

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New York Beacon

Distribution by Zip Code

<u>Zip Code</u>	<u>Area</u>	<u>Zip Code</u>	<u>Area</u>
Brooklyn		Bronx	
11203	East Flatbush	10451	Melrose
11205	Navy Hill	10452	Highbridge
11206	Williamsburg	10453	Morris Heights
11207	East New York	10454	Mott Haven
11208	City Line	10457	Bathgate
11210	Marine Park	10460	Bronx Park South
11213	Crown Heights	10466	N. Baychester
11216	Bedford/Stuyvesent	10469	Pelham Gardens
11221	Bushwick	10475	Coop City
11225	Prospect/Leffert		
11226	Flatbush		
11233	Ocean Hill		
11236	Carnarsie		
11238	Prospect Heights		
11239	Spring Creek		
Manhattan		Queens	
10001	West Side	11411	Laurelton
10009	East Village	11412	St Albans
10025	Upper West Side	11413	Brookville
10026	Harlem	11422	Jamaica
10027	Morningside Heights	11423	Jamaica Estates
10029	Harlem	11429	Cambria Heights
10030	Harlem	11430	Queens
10033	Hamilton Heights	11433	St Albans
10035	Harlem	11434	Springfield Gardens
10037	Harlem	11436	South Jamaica
10039	Washington Heights		

Long Island

Nassau County
Suffolk County

New Jersey

Atlantic County
Bergen County
Hudson County
Passiac County