



# Defender

2011mediaKIT



WE ARE **DEFENDER MEDIA GROUP**, THE SPECIALISTS IN REACHING HOUSTON'S UPWARDLY MOBILE AFRICAN AMERICAN CONSUMERS.

## WHY HOUSTON ?

Houston is home to nearly one million blacks. It is consistently ranked as one of the top ten cities for African Americans based on median household income, percentage of households earning more than \$100,000 annually, percentage of businesses owned, percentage of college graduates and homeownership. Additionally, we have the lowest unemployment and home loan rejection rates.

### Compared to other US cities, Blacks in Houston are:

- 23%** more likely to have a college degree
- 27%** more likely to have household incomes of \$75,000+
- 10%** more likely to own a home

### Houston area Blacks are Educated, Affluent and Homeowners

- Home to two black institutions of higher learning; Texas Southern University and Prairie View A & M University
- Third among cities with the most (25) Fortune 500 company headquarters.

### QUICKFACTS:

- Nation's 4TH largest city and 5th largest African American city
- African Americans represent 25.3% of Houston's population



**DISCOVER  
THE DEFENDER**  
12401 South Post Oak Dr.  
Suite 223  
Houston, Texas 77045  
Phone: **713. 663. 6996**  
Fax: **713. 663.7116**

[www.defendernetwork.com](http://www.defendernetwork.com)

# CONTENT CHANNELS

**The Defender** has been Houston's leading Black information source for 80 years. Founded by C. F. Richardson Sr. in 1930, transitioned during the 40s to C. F. Richardson Jr., the paper began a new era in modern journalism under the tutelage of Sonceria Messiah-Jiles in 1981. Today, the Defender fulfills the thirst for information in traditional print, the web and social media and has grown into the Defender Media Group. Our products include:

## Defender Newspaper

A weekly newspaper with award winning design and editorial content is committed to keeping a finger on the pulse of concerns and issues that affect Houston's African-American community.

## Defendernetwork.com

A comprehensive web-sites hosting quality news, business, sports, and entertainment in an attractive cutting edge design with interactive features to engage our viewers

## Defender Public Relations & Marketing

The Defender can help clients target key audiences and develop efficient branding strategies because we have a strong working relationship with the African-American community.

## Defender Magazine

A quarterly publication with a singular focus on issues of great impact on the black community including: **Diversity, Education, Finance and Health**

### Circulation Facts & Figures

**Auditor:** Certified Audits of Circulation (CAC)

**Circulation:** 20,753

**Readership:** 62,259

### Distribution:

Focused on zip codes with the highest Black household incomes, our unique distribution system makes our products easily accessible to readers in all parts of the city and suburbs. We are the only black newspaper in the Houston metro distributed in major retail and grocery stores including Kroger, Randall's, H-E-B, Fiesta, Gerland's and CVS Pharmacy .

## YOUR ADVERTISING IS IN GOOD COMPANY:

As the preferred "go to" source for community news and information many of the most prestigious retail and service companies trust the **Defender Media Group** to deliver their advertising message to key consumers.



**MWBE Certified Company: Minority and Woman owned business**

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# ★ AUDIENCE PROFILE

<b>AGE</b>		<b>GENDER</b>		<b>BUYING POWER &amp; PATTERNS</b>	
25-54 years old	67%	Female	54%	<i>Plan to Buy in Next 12 Months</i>	
55-64 years old	14%	Male	46%	<b>Automotive</b>	
Median Age	45			Plan to buy car/truck/van	30%
<b>MARITAL STATUS</b>		<b>HOUSEHOLD</b>		Will pay \$20,000+ for next vehicle	25%
Married	59%	Home Owners	52%	<b>Household</b>	
<b>EDUCATION</b>		Market Value of Home 100K-299K	35%	Remodel home	42%
Graduated College	58%	Median Home Value	\$150,866	Major household appliance	23%
<b>MEDIA EXPOSURE</b>		Graying Affluents 50+ w/ \$50K HH Income	22%	New furniture	25%
<b>Newspaper</b>		Children @ Home any age	43%	Plan to buy new bed/mattress	50%
Spends time reading daily	74%	Children @ Home under 6	37%	<b>Electronics/Technology</b>	
Heavy-60+ minutes	40%	Children @ Home 6-12	35%	Stereo/cd/ipod/mp3	54%
Medium-30-59 minutes	34%	<b>INCOME</b>		Video camera/DVD	71%
<b>Internet</b>		\$50,000 - \$74,000 HH Income	40%	Personal computer/equipment	71%
Spends time with daily	93%	\$75,000+	37%	New TV	36%
Heavy-180+ minutes	72%	Median Income	\$62,405	Own Cell Phone	83%
Medium- 60-179 minutes	21%	<b>FINANCIAL/INSURANCE</b>		<b>Entertainment</b>	
		Have IRA/KEOGH account	32%	Attended Movie Theater	79%
		Have CD'S/Savings Certificates	47%	Dined in Restaurant 4+ times in 2 weeks	32%
		Have a 401K account	35%	Attend 3+ College/Prof Sports Events	35%
		Have some type of Health Insurance	61%	Visited Gambling Casino 1+ times	27%
				Purchased Lottery Ticket	33%
				Purchased 12+ books	44%
				Plan to take a ocean cruise	27%
				<b>Department Stores/Malls/Boutiques</b>	
				Purchased men's clothing	87%
				Purchased women's clothing	52%
				Purchased children's clothing	74%
				<b>Other Shops</b>	
				Auto Parts Stores	22%
				Hardware/Building Supply	30%
				Drug Stores	96%
				Discount Stores	100%
				Glasses/Contacts	60%
				Jewelry Stores	21%
				Sporting Goods Stores	41%
				E-Commerce purchases 5+	60%
				E-Commerce purchases 12+	40%

Source: The Media Audit - May 2008

# ★ RATES & SPECS

## All Rates are Net

No commissions paid on ad rates, color or preprint rates and no cash discount allowed. One flat rate for retail, political and national ads.

## Display Ads

Publication size: 10.75" x 14"		
Ad Size	Dimensions	Rates
Full	9.75" x 13.0"	\$4,420.00
Half H	9.75" x 6.5"	\$2,244.00
Half V	4.79" x 13.0"	\$2,244.00
Qtr	4.79" x 6.5"	\$1,152.60
1/8	4.79" x 3.25"	\$575.28
1/16	4.79" x 1.625"	\$272.00
Strip	9.75" x 2.0"	\$680.00

Frequency discounts available

## Deadlines

**Friday, 5pm CST** Space Deadline      **Monday, 5pm CST** Ad Materials Deadline\*      **Thursday** Publication Day

*Design services available. Non-camera ready copy due one week prior to publication*

Rates/Spec Revisions Effective June 2, 2011

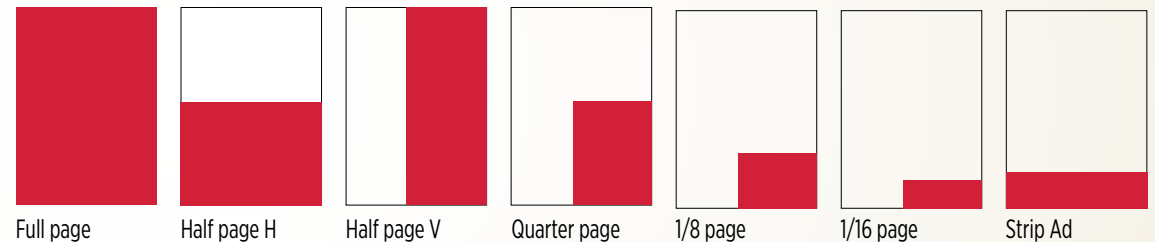
## Classified Ads

Send estimate requests for classifieds to: [ads@defendermediagroup.com](mailto:ads@defendermediagroup.com)

Ad Size	Rates	Ad Size	Rates
1.4867" x 1"	\$31.00	3.1389" x 2"	\$124.00
1.4867" x 2"	\$62.00	3.1389" x 5"	\$310.00
1.4867" x 5"	\$155.00	3.1389" x 7"	\$434.00

Other sizes available

## ad size samples



## Insertion Orders and Ad Materials

Send ads as pdf - minimum 300 dpi to: [ads@defendermediagroup.com](mailto:ads@defendermediagroup.com)

## Color Rates

The color charges are in addition to black and white rates. Color positions determined by mechanical capabilities. Rates are net cost-non-commissionable.

<b>1 Color</b>	<b>2 Color</b>	<b>3+ Color</b>
\$260.00	\$320.00	\$400.00

# ★ PREPRINT

Standard and tabloid size sections and single sheet cards may be preprinted for insertion into the full press run of The Defender. Designated zip code/zone insertions are not available. An advertiser should add 2% to the printing order to cover spoilage. Preprints are non-commissionable

Size of Preprints	Distribution Rate
4 TAB	\$50 PER M
8 TAB/4STD	\$60 PER M
12 TAB/6STD	\$66 PER M
16 TAB/8STD	\$70 PER M
20 TAB/10STD	\$75 PER M
24 TAB/12STD	\$80 PER M

## Deadline

14 working days prior to the publication date. Reservations and/or cancellations of preprints must be made at least two weeks before scheduled insertion. Preprints must be received at least two weeks before scheduled insertion. Preprints canceled after deadline, late arriving preprints, or preprints improperly folded, skidded or trimmed will be charged an additional handling fee based on cost incurred by the Defender Media Group.

## Shipping Information

### Defender Media Group

#### C/O Tri-Star Web Graphics

Attn: Ted Mazza

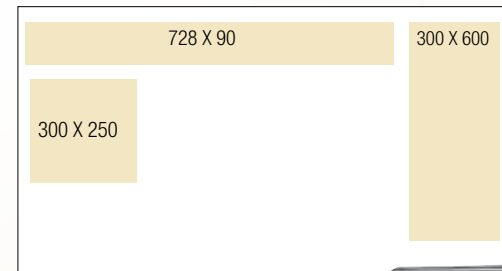
4010 Airline Drive Houston, Texas 77002

Receiving Hours

Monday-Friday: 8am – 5pm Only

# ★ ONLINERATES

Type	Weekly	1-2 mos	3 mos	6 mos	12 mos
300 x 250	\$90	\$360 monthly	\$930 \$310 per mo.	\$1,560 \$260 per mo.	\$2,520 \$210 per mo.
728 X 90	\$125	\$500 monthly	\$1,350 \$450 per mo.	\$2,400 \$400 per mo.	\$4,200 \$350 per mo.
300 x 600	\$175	\$700 monthly	\$1,950 \$650 per mo.	\$3,600 \$600 per mo.	\$6,600 \$550 per mo.



Rates/Spec Revisions Effective June 2, 2011

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