

HOUSTON'S LEADING BLACK INFORMATION SOURCE
SINCE 1930

2025 AUDIENCE BY THE NUMBERS

GENDER



M 38%
F 62%

AGE

18-24	7%
25-34	11%
35-44	17%
45-54	28%
55+.	37%

INCOME

-\$25K	7%
\$25K - \$59K	23%
\$60K - \$74K	15%
\$75 - \$100K	20%
\$100K+	35%

EDUCATION

No College	25%
Some College	23%
College	33%
Graduate School	19%

17,387
Weekly Print
Circulation

1,336,152
Monthly
Social Reach

190,674
Total Email
Audience*

45,877
Monthly
Website Visitors

*City of Houston: 144,568, Harris County: 160,054, Fort Bend County: 30,622

PERSONA SEGMENTATION

THE FUTURE FORCE

Generation Z is taking the world by storm. With their new found independence, they are making a change and forging a brighter future for themselves and everyone around them. Staying abreast of cultural and social trends means everything, and their favorite way to do so is with social media. **Age 18-24**



MOVERS & SHAKERS

Generation X was once a powerful young voice. But as they have gotten older, they have settled down. They are still passionate about making a difference, but find ways to do so in their daily lives. Family and community are vital to them, and they are committed to contributing to political and social causes. **Age 39-54**



STRIVING MILLENNIALS

Millennials live and breathe social media as their primary source of connectivity to the world. They are starting to age up, meaning career success, social and political awareness, keeping up with pop culture, and quality of life are the critical factors of their everyday existence. **Age 24 -39**



THE OLDER CORE

Empty nesters are rediscovering their social lives. With kids out of the home and starting their own families, they are refocusing on connecting with the community and staying involved politically. While they didn't grow up on social media, it's increasingly becoming a part of everyday life. **Ages 55+**



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RATE CARD 2026

NEWSPAPER AD RATES & SPECS

No commissions paid on print, preprint, banner, social media or e-marketing rates. No 'cash' discounts. Same rate for retail, political and national ads. **Publication Day:** Thursday. **Frequency:** Weekly.

Publication Page Size: 10.75" x 14"

Ad Sizes	Dimensions	Rate
Full Page	9.75" x 13"	\$5,800
Half Page - H	9.75" x 6.33"	\$3,100
Half Page - V	4.812" x 13"	\$3,100
Quarter Page	4.812" x 6.33"	\$1,840
Strip	9.75" x 2"	\$1,240
Eighth of Page	4.812" x 3.25"	\$1,150

Deadline: Thursday at 5 pm CST one week prior to publication.
Submit ad as PDF (min. 300 dpi) to: ads@defendernetwork.com.

CLASSIFIED | BID NOTICES

\$45.00 per inch. Use our self-serve classified system Column. To create an account, visit column.us/register.

Copy deadline: 5pm Monday.

CALENDAR LISTINGS

Make your event stand out and increase your exposure. Starting at \$25. Visit defendernetwork.com/calendar

MILESTONES

Celebrate birthdays, weddings & anniversaries, achievements, obituaries and more!

Type	Standard	Premium
Kings & Queens	\$10	\$20
Boss Moves	\$20	\$40
Black In Love	\$20	\$40
Memories	\$25	\$50

SPONSORSHIP & VIDEO OFFERINGS

Contact us for sponsored events and video production services and rates

Email: ads@defendernetwork.com.

SOCIAL MEDIA

Custom-designed Facebook and Instagram ads targeted by age, gender, location, ethnicity, and other filters. **Deadline:** Two weeks before launch.

100K impressions **\$1,600** net
200K Impressions **\$3,000** net
500K Impressions **\$6,000** net

WEB BANNERS

\$1,500 monthly for Run of Site (ROS).

Sizes: 970x250, 728x90, 300x600, 300x250 and 320x50.

Tags: Javascript File Size: 30-150 KB.

Format: JPEG, GIF and animated GIF.

Deadline: One week prior to launch date.

Send Reservations and materials to: ads@defendernetwork.com.

NEWSLETTER | EBLAST

Use electronic flyers or newsletters to engage targeted audiences. Content supplied by the client or customized design rate \$300 + distribution cost.

Deadline: Two weeks before launch date.

Audience	Rate
25,000	\$1,000 NET
50,000	\$2,000 NET
100,000	\$3,000 NET

Graphic Specs

- Type: JPG or PNG
- Width: 600 pixels
- Maximum Height: 1728 pixels

CLIENT SOLUTIONS

Bundle multiple platforms to extend your campaign message's reach and visibility enhancing your results.

Solution	Basic	Standard	Premium
Social Media	X	X	X
Partner Post	X	X	X
Article	600 words	600 words	1200 words
Print Ad		1/2 page	Full Page
Web Banners	x	X	X
eBlast			X
Video			X
Investment	\$6,000	\$8,000	\$11,000

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