



THE NEW YORK
CARIBNEWS

THE WEEKLY VOICE OF THE CARIBBEAN-AMERICAN COMMUNITY

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MEDIA KIT 2017

STORY

BACKGROUND AND HISTORY

The New York Carib News, founded in 1981, 32 years later, maintains its Caribbean ownership and Caribbean commitment. Carib News is the #1 weekly Caribbean American newspaper published outside of the Caribbean and maintains a circulation of over 15,000 with an estimated readership over 45,000

Carib News reaches nearly half a million Caribbean-American readers a month. Carib News can be obtained by subscribing and on news-stands throughout the metropolitan area. However, we go even further, directly to the heart of the community.

Yes, Carib News can be found also in places of business, churches and schools. We are appreciative of and strive to maintain our community support, educational institutions and more.

CARIB NEWS STORY

Since inception, the newspaper continues to address important issues and concerns facing the Caribbean -American, African-American communities and beyond.

Carib News has been lauded nationally and internationally by journalists, world leaders and international communities. Carib News has received numerous awards and special recognition.

**Carib News is the proud sponsor of annual events:
Caribbean-American & African American Mother of the Year Award Program
Caribbean Expo, Beating the Odds Scholarship Program
Family Reunion Sweepstakes
Multi-National Business Conference, and most recent
Internet Radio TV-24/7 with a variety of news and information.**

READERSHIP

***READERSHIP DEMOGRAPHICS *COMPOSITION* GEOGRAPHIC BREAKDOWN**

DEMOGRAPHICS

COMBINED PRINT AND DIGITAL READERSHIP

OF CARIB NEWS IS 560,000 PER MONTH

PRIMARY DEMOGRAPHIC: 18-64

SECONDARY DEMOGRAPHIC: ADULTS 35-64

49% MALE READERSHIP

51% FEMALE READERSHIP

HH INCOME: 60,000+

EDUCATION LEVEL: 16.7 YEARS OF EDUCATION

**PRIMARY OCCUPATIONS: MANAGERIAL, PROFESSIONAL HEALTH CARE,
CLERICAL, GOVERNMENT & TECHNICAL**

COMPOSITION

CARIB NEWS READERS ARE UPSCALE, EDUCATED AND HOMEOWNERS

	<i>CARIB NEWS READER</i>	<i>CARIBBEAN AMERICAN CONSUMER</i>
HOUSEHOLD INCOME	\$50,000+	\$40,000
HOMEOWNERSHIP	78%	67%
OWN 1.8% AUTOMOBILES	81%	51%
HIGH SCHOOL GRADUATE	96%	79%
COLLEGE GRADUATE	89%	71%
MAJOR CREDIT CARD HOLDER	6 TIMES	1-3 TIMES
ATTEND SPORTING EVENTS	89%	85%
ATTEND CONCERTS & THEATER	82%	73%

GEOGRAPHIC BREAKDOWN-WEST INDIAN POPULATION

BROOKLYN

BRONX

QUEENS

MANHATTAN

STATEN ISLAND

WESTCHESTER & ROCKLAND

NEW JERSEY (ORANGE, EAST ORANGE, NEWARK & PATERSON)

CONNECTICUT, CHICAGO, MIAMI, NEW ORLEANS, ATLANTA, WASH.DC.

PURPOSE

The New York Carib News was founded 34 years ago, and it is the largest weekly Caribbean-American newspaper published in New York.

Carib News still maintains these four principles:

- **Provide credible, reliable political and economic news and information to Caribbean-Americans locally, regionally, nationally & internationally**
- **Be the foremost source of information available to the community, internationally elected officials, government and corporate leaders worldwide**
- **Act as a guide and liaison to information and its impact on the lives of today and tomorrow**
- **Be the weekly voice by acting as a bridge from the Caribbean extended to North American and then connected into the homes and lives of families.**

MISSION

The New York Carib News is, and continues its commitment to be the “Eyes and Ears of the Community”

The New York Carib News is the main source of political and economic news for the community to stay informed, in touch and intellectually stimulated.

Carib News has a unique universal appeal. Transcending Caribbean cultural readership and crosses over to the African-American, Anglo-American and corporate cultures points of view and as a result, increases general readership.

Carib News has a very important role: to maintain the role of educating, informing and when we can, creating change

Carib News is not only dedicated to providing news from the Caribbean and its impact upon the lives of the community, Carib News is also obligated to serve the community regarding lifestyle issues and vital areas of special interest.

***ARTS *CONSUMER AFFAIRS *EDUCATION
ENTERTAINMENT HEALTH *LEGAL *WOMEN’S ISSUES**

PROFILE

CARIBBEAN-AMERICAN PROFILE

“Until recently, the validity of targeting special interest groups within the black consumer market, for the most part has been ignored. However, the swift development of a sizeable black consumer market has led a number of the nation’s top advertisers to investigate segments of the markets, including West Indians and African-Americans in the US, referred to more commonly as Caribbean-Americans” – Advertising Age-

Caribbean –Americans have penetrated every area of American life making them an extremely important factor in targeting. Caribbean-Americans constitute a community with distinct cultural patterns. The Caribbean-American community has a strong sense of Caribbean identity, representing a clearly identifiable market. Information on their countries of origin, their communities, is in fact the linkage with their cultural heritage; a heritage of great importance that is passed down from generation to generation. The issues Caribbean-Americans are most concerned with, as well as preferred entertainment, are not found in today’s mainstream media.

The progress of this distinct community has been legendary based on its ever-increasing growth in the northeast region of this country. With its consumer purchasing power of 25 billion represents one of the most lucrative consumer markets of the 21ST century and the next millennium.

There are 1.9 million Caribbean-Americans in the New York metro area
Carib News reaches a large percentage of the community.

Did you know our readers earn 20% more than Comparable Groups?

They attain a higher level of education

They over index in home ownership based on the proportion of their population

They typically travel internationally 3-5 times a year

They spend on goods for their relatives at home in the Caribbean and for themselves.

They will typically spend more if a product is perceived to be of greater value

89% of the Caribbean-American population work full-time or part-time

Caribbean-American median household income is \$80,000 annually

They tend to support consumer products that speak to their community directly via print, radio, TV, Internet which is relative to their immediate circumstances

RATES

CARIB NEWS 2017 RATES

ADVERTISING OPTIONS

We offer advertising options to fit all budgets. Since we believe frequency is an important aspect to a successful campaign ad, our ad rates provide discounts for long term commitments. We offer competitive pricing packages, frequency packages, multi-media packages, small business plans, value added promotions and trade marketing programs. We also offer FSI programs, product sampling and distribution. Whether it is display or classified, we can help you reach your target!

For a detailed customized marketing package,
contact *Carib News Marketing Manager at (212) 944-1991*

DISPLAY RATES

Per Column Inch Rates: \$45.00 (84 column inches per page/ 6 columns by 14 inches)

Per Agate Line: 3.36 (1200 lines per page/ 6 columns by 200 lines)

ADVERTISING PRICES/SIZES

FULL PAGE: 9 7/8 x 13 7/8 – 84 Column Inches

- \$3,780 – Black & White

- \$5,670 - Color

HALF PAGE: 9 7/8 x 6 7/8 horizontal; 4 7/8 x 13 7/8 vertical – 42 Column Inches

- \$1,890 - Black & White

- \$2,835 - Color

QUARTER PAGE: 4 3/4 x 6 7/8 – 21 Column Inches

- \$ 945 - Black & White

- \$1,417 - Color

EIGHTH PAGE: 3 1/2 x 4 3/4 - 10.5 Column Inches

- \$472.50 - Black & White

- \$708.75 - 4/Color

CLASSIFIED RATES

\$45 per Column Inch up to 25 words

BUSINESS CARD CLASSIFIED RATES

\$50 per business card – 3 1/2 x 2

PRODUCT/BUSINESS SUPPLEMENT LISTING

Pricing upon request

LEGAL ADS

Pricing upon request

ZIP CODE DISTRIBUTION

Manhattan : 10025, 10027, 10026, 10035, 10030

Bronx : 10466, 10469, 10470, 10473

**Brooklyn : 11212, 11213, 11216, 11233, 11238
11203, 11207, 11210, 11225, 11226, 11234**

**Queens : 11004, 11365, 11412, 11425
11361, 11366, 11367
11697, 11692
11411, 11416**