

# The African American Market

Market Experts and Business Leaders

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# DID YOU KNOW?

- **African-American women** represent 67% of \$850 billion in annual buying power
- **Two-thirds** of African-American households are controlled by women
- **ESSENCE** reaches 70% of African-American women in one year

We are the experts in connecting with this vital audience. ESSENCE is the premier lifestyle, fashion and beauty brand for African-American women. In addition to the monthly magazine, women get the expanded ESSENCE experience online at [ESSENCE.com](http://ESSENCE.com) and through branded events.

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To reach these powerful consumers, please contact  
**Michelle Ebanks**, President,  
at 212.522.0721 or [mebanks@essence.com](mailto:mebanks@essence.com).

SOURCE:

Bureau of Labor Statistics, Consumer Expenditure Survey, 2006; MRI Fall 2007; Selig Center for Economic Growth, 2007

**ESSENCE**  
WHERE BLACK WOMEN COME FIRST



## Reach African-American Women: A Key Audience to Increase Sales for Your Brand

**Michelle Ebanks**  
*President, Essence Communications Inc.*

The African-American woman is a vital consumer. Although she may be part of an untapped audience for your brand, there is no better time to

reach her than now. She has impressive spending power; she's a key decision-maker for purchasing products and she's a savvy shopper who increasingly relies on the Internet, in addition to magazines.

Did you know, African-American

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women represent 67% of the total \$850 billion<sup>1</sup> in annual African-American buying power? This is the largest share of the purchase power of multicultural women, compared to Hispanic and Asian-American women. African-American women account for 52% of the 39 million total African-American population, and this number is expected to grow to 41 million by 2012.<sup>2</sup> She's in charge—two-thirds of African-American households are controlled by women.<sup>3</sup> Most likely she is working: 62% are in the labor force. And she outnumbers African-American men in management and professional jobs (31% vs. 22%).<sup>2</sup>

She is a key decision-maker across categories including those you would expect such as food and beverage (80%), beauty (75%), fashion (71%), health and wellness (61%) and those you may not expect such as technology (50%) and travel (50%). She also is an influencer regarding purchases, especially in health and wellness, fashion and beauty.<sup>4</sup>

Targeted media reaches her in the most efficient way possible. She is attracted to magazines that focus on her specific fashion, beauty, health and family interests. For example, the 8.3 million ESSENCE readers are an unduplicated audience: 96% don't read *Marie Claire*, 95% don't read *Harper's Bazaar*, 94% don't read *Shape*, 91% don't read *Ladies' Home Journal* and 90% don't read *Elle*. You'll want to reach the ESSENCE reader because she's college educated (59%) and owns her own home (50%).<sup>5</sup>

In addition to using targeted print media to reach African-American women, advertisers can reach this lucrative audience online: 63% of African-American women are online, which reflects a 30% increase over the past three years.<sup>6</sup> Compared to General Market women, they are embracing the Internet more often and for a longer period of time—

117 minutes per day<sup>7</sup>—to obtain information, shop and keep current. They outrank GM women in using the Internet to get ideas for new products (69% vs. 43%), and in purchasing products online (27% vs. 14%). They also use cell phones to make online purchases (21% vs. 8%).<sup>8</sup>

The best way to reach the African-American woman is to understand what is relevant to her, especially to understand what words and images are more likely to cause her to take action. We have consumer insights to share: ESSENCE has commissioned a variety of research studies to uncover the factors that drive African-American women to shop and spend, including their relationship to brands, and how that differs from the General Market. Our studies on beauty (*Smart Beauty*), fashion (*Smart Style*) and technology (*WOWIII*) help advertisers. For example, using the right words can lead to a customer for life, but using the wrong ones can prevent a sale from happening. We also gain insights directly from our readers,

thanks to the ESSENCE Volume panel. This online group of 30,000+ ESSENCE readers provides valuable feedback via mini-polls and in-depth surveys.

As experts in connecting with African-American women, ESSENCE shares these insights with marketers, and can work with advertisers to answer specific questions. Visit our Web site at

essence.com and

take a look at our media kit. To find out how to best reach this powerful audience, and for customized brand-building opportunities, please contact Michelle Ebanks, President, at 212.522.0721 or mebanks@essence.com.

Sources: <sup>1</sup>Selig Center for Economic Growth, 2007; <sup>2</sup>Packaged Facts, February 2008; <sup>3</sup>Bureau of Labor Statistics, Consumer Expenditure Survey, 2005; <sup>4</sup>WOW II; <sup>5</sup>MRI Fall 2007; <sup>6</sup>Pew Internet & American Life Project and Jupiter Research 2007; WOW III: Understanding African-American Women's Relationship to Technology; <sup>7</sup>The Media Audit, "Media Day Analysis," June 2007; <sup>8</sup>WOW III

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Michelle Ebanks  
President

**Contact information:**

Essence Communications Inc.  
135 West 50th Street, 4th Floor  
New York, NY 10020  
Ph. 212-522-0721  
mebanks@essence.com  
www.essence.com

## African American Market Experts and Business Leaders

The following companies have expertise in marketing to African American consumers, or are headed by an African American business executive.

### Advertising Agency

E. Morris Communications, Inc.  
Footsteps, LLC  
GlobalWorks Group LLC  
Impulso Advertising  
Prime Access, Inc.  
Xpectrum Marketing Group

### Conferences & Seminars

Agular Productions

### Consulting

Chisholm Consulting, Inc.

### Direct Mail/Marketing

Ethnic Technologies, LLC

### Diversity Consultant

Simmons Associates, Inc.

### Large Corporation

Turner Broadcasting System, Inc.

### List Manager/Broker

Specialists Marketing Services -  
21st Multicultural

### Market Research Firm

C R Market Surveys Inc.  
Creative Consumer Research  
Horowitz Associates Inc./Surveys  
Unlimited  
International Communications Research/  
ICR  
Miami Market Research  
Millward Brown  
MRSI (Marketing Research Services, Inc.)  
New American Dimensions  
Phoenix Multicultural  
Roslow Research Group  
Synovate  
Yankelovich, Inc.

### Marketing/Communications

Campbell-Communications, Inc.  
DDR Global, LLC  
IMAGES USA  
Muse Communications, Inc.  
VanguardComm

### Marketing/Promotions

Lunch Truck Advertising  
Urban Marketing Corporation of America

### Marketing/Promotions Online Portal

EthnicEvents.com

### Media-Cable

Black Entertainment Television

### Media-Print

DiversityInc  
Essence Magazine  
Los Angeles Sentinel  
On Wheels, Inc.

### Media-Radio

ABC Radio Networks

### Media-Website

Diversity City Media  
DiversityInc

### Professional/Not-for-Profit Organization

American Advertising Federation  
The Multicultural Foodservice &  
Hospitality Alliance  
National Association of Black Journalists  
UNITY: Journalists of Color, Inc.

### Public Relations Firm

Multicultural Marketing Resources, Inc.

### Training & HR Development

Sutton Enterprises