

# NE INFORMER ONLINE

## New England Informer Web Newsmagazine

top disseminator of news out to minorities from one end of the globe to the other

### A.A. Buying Power

Although N.E. Informer's target audience is not solely African American, we understand that our readership is prodominantly within this buying power influence. African-Americans control \$761 billion in buying power in the U.S., and that's expected to grow an estimated \$1.0 trillion by the year 2010. If African-American buying power were a country, it would rank 10th in the world, ahead of India, South Korea, Mexico, Australia and Brazil.

\*Source: World Development Indicators database, World Bank July 2005, and Selig Center for Economic Growth, 2005

Between 2001 and 2055, African-Americans will transfer an estimated \$1.1 to \$3.4 trillion of their wealth to younger generations.

The most dramatic change that occurred among African American consumers was in the earnings of black women. African American women account for 48% of the dollar earned by black households since 1999.

African-American women control \$403 billion in buying power more than Hispanic women who control \$346 billion in buying power.

70% of African-American women are head of household compared to 50% of General Market women 75% of black newspaper subscribers.

Black women have increased expenditures over the years in the following categories in which they are dominant buyers: child care, personal care products, gifts (155%), food, women's apparel, women's footwear.

Over half of young African-American women (18-29) surveyed stated their goals were to own their own business (54%) and own their home (49%).

The purchases made by black women are the single biggest influence on the growth of African American spending.

\* Buying Power, often referred to as "disposable income," is the total personal income available after taxes for spending on goods and services.

\* Only 1 out of every 4 African Americans receive newspapers, while 60% of the African American community read their local Black owned newspaper

### N.E.I. Newsmag



### Online

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### Additional Offers:

15% off for 5 or more ads

10% pay in full when placing ad

20% off for 1 year ad contract

### Special offers Available

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## **Readership Testimony**

*“The New England Informer is one of the best online news sources in Black America. The newsmagazine provides valuable information for anyone trying to stay informed on issues.”*

**- Cathy Harris, Author of "How To Take Control of Your Own Life  
Atlanta, GA**

*“Since my Partnership with New England Informer and the placement of my "One Minute Green" Videos my viewership has increased. It has been a successful partnership with Ms Wade and I look forward to doing businesses with her now and in the future”*

**- Today's Green Minute with Jim Parks of HGTV's New Spaces  
Evanston, IL**

*“I believe in what Doreen Wade and New England Informer have set forth. This is an excellent example of the positive initiatives to disseminate information which helps people of color gain the tools to become informed and educated.*

**- Alice Wolf, Massachusetts State Representative**

*“I enjoy reading the New England Informer simply because it's informative as well as entertaining. I especially like how it expresses the image of each and everybody it speaks about. **Not** just the infamous but local patrons. The New England Informer is not just a newspaper/magazine it is life...”*

**- Andre "Hollywood" Evans Producer of BNN Cable Television Show,  
Boston, MA**

*“I've had the honor and pleasure of watching this baby (NE Informer) grow from its infancy as an idea into what can be termed an intelligent and beautiful 'young adult'. Not a bit shy, New England Informer fully serves it audience of readers with the type of information that is every bit an evolution of a media revolution that positively impacts communities of color. Bravo!”*

**- Crystal Starks, small business Owner of Expressions Unlimited,  
Omaha, Nebraska**

New England Informer is a very concise and informative newsmagazine. Though it is aimed at the African-American audience, the issues, news and information can benefit readers of all creeds, color and race. I like the overall layout and the variety of writers from various parts of the U.S. The website is very easy to navigate, with colorful pictures, clear type; a quick and easy read. I like this magazine/website very much. I commend to publisher and staff for their efforts.

**- Rene' Marchando, Boston, MA**

In my opinion the New England Informer's mission statement says it all:

*“To disseminate information to empower Black Americans along the Eastern Seaboard and beyond...”* The empowerment of Black Americans has also been an explicit goal of the United States since the Emancipation Proclamation. The reality is that we still have a long way to go in order to reach that goal and here in 2007 reaching that goal is more dependent than ever on Black Americans having access to information. The New England Informer is well positioned to become one of the premier sources of information for Black Americans because it exists as both an online and offline entity.

**- Bob Davis - CEO Soul-Patrol.com, Mount Holly, NJ 08060**

## **African American Readership Profile**

1. Average Income \$64,615
2. Average Net Worth 391,290
3. Average Age: 42
4. 85% Home-Ownership
- 5.. 83% having at least some college education
6. readers of African American newspapers represent 73% of the total 645 billion African American Buying Power
7. 87.6% of regular black newspapers readers don't regularly read daily newspapers
8. Studies have found these readers don't trust the mainstream dailies, who have traditionally been viewed as less than fair in their reporting on the African American community
9. Only 1 out of every 4 African Americans receive a daily newspaper, while 60% of the African American community read their local Black owned weekly newspaper

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Contact N.E.I.**

*"...The difference between success and failure is information*

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## **N.E.I Online**



**"...The difference  
between success  
and failure is  
information."**



**Don't just read it  
live it, love it  
let it empower you  
today!**

**Your Premier  
Black-owned  
Newsmagazine**

## **Business Concept**

N.E. Informer Online/New England Informer web newsmagazine has assembled an exceptional group of specialist offering information to empower the minority community and offer concise up-to-date information on business, lifestyle, health, culture and so much more. It has positioned itself to be one of the top 10 outlets providing information online to minorities across the globe.

N.E. Informer Online/New England Informer web newsmagazine's product promotes economic self-determination, financial literacy and economic literacy.

N.E. Informer Online/New England Informer Web newsmagazine offers advertisers a maximum way to reach their target market by using comprehensive methods to promote their business, with premium web banner placement and video broadcasting, using their Website, to gain maximum exposure to a multifarious audience.

**AFFILIATIONS –**

Today's Green Minute - Partnership - Il  
Black PRWire, Partnership - Florida  
Radio Talk Show Host - Sounds by TJ Radio Station - New Jersey  
BOD - Living Long - Boston  
Bone Marrow Spokesperson - Boston  
BOD - "United Voices For A Common Cause" - California  
Ambassador, American Heart Association - Framingham, MA  
New England Press Association  
Order of The Eastern Stars -Massachusetts  
Girl Scouts of Eastern Massachusetts - Boston  
Center for Women in Enterprise  
Black Media Round Table - Roxbury, MA  
Jewish and Black Round Table  
Harambee Board - Springfield Mass  
Community Of Color Outreach - BOD - Boston  
Served As Chair, WIN (Woman In The NAACP) - Brockton, MA

**SUMMARY EXPERIENCES –**

Entertainment Writer, Fernando's Hideaway/EI SHow De  
Fernandito TV Show  
Sponsor for Million Woman March, Philadelphia, PA  
Sponsor for Soul-Patrol.com Convention, Philadelphia, PA  
Editorial Commentator/Jazz Editor on Touch 106.1 FM, Roxbury, MA  
Entertainment Reporter, WMBR, 88.1 FM  
Art New England, Assistant To Publisher, Brighton, MA  
Jewish Advocate, Assistant Editor and Controller  
Let's Talk, Talk Show, BNN Channel 9, Boston  
Public Relations, Entertainment Profile, BNN Cable Television, Boston  
Assistant Executive Director/Community Of Color Outreach  
Trade Show Supervisor, World Trade Center-Build Boston 2005  
Communications Ministry, Union Baptist Church, Cambridge  
Communications Developer, NAACP, Cambridge  
Editor and Chief, Masonic Lodge, Order of The Eastern Stars

**COMMERCIAL SEGMENTS –**

Assistant Producer and Voice Announcer, WMBR, 88.1 FM  
Assistant Producer for Radio Segment Touch 106.1 FM

**SPEAKING AND COMPANY GUEST APPEARANCES –**

Urban Update -Channel 7  
Maurice Lewis Cable TV Show  
Harlem Book Fair, Boston MA  
CWE Meeting with Senator Kerry and SBA  
Boston Women's Business, Newspaper  
Democratic National Convention, Boston, MA  
WBLS 1040 AM - Boston Business Radio, Boston, MA  
The Heat Is On, Cathy Harris Host, Atlanta, GA  
PAX TV-QPXQ, Channel 69, Rhode Island  
1040 WBLS, Boston Business Radio, Boston, MA  
93.3 WSNE, Rhode Island  
Women's Business Expo, Roxbury Boys and Girls Club, Boston, MA  
Black Wedding Expo, Roxbury Boys and Girls Club, Boston, MA  
Wine and Chocolate Tasting, Hull, MA  
Annual Guest Speaker, Black History Month Celebration, Hesser College,  
Manchester, N.H.  
Guest Speaker, Roxbury, MA, Roxbury Branch Library, "Advertising in  
Black Media,  
Coming Back To Your Comfort Zone"

**Publisher and CEO  
PROFILE**



**Features, Columns and  
Press Releases:**

Fernando's Hideaway/EI SHow De  
Fernandito TV Show

The Black Capital Network,  
New York State

TheBlackWomanSpeaks.com  
Atlanta, GA

Radio Talk with Cathy Harris- "The  
Heat Is On"  
Atlanta, Ga

Soul-Patrol.com  
New York City

Melt Magazine for Women,  
California

Boston Women's Journal  
Boston, MA

Market Wire

Business Wire