



RACE, RELEVANCE & REVENUE

Insights on the African American Marketplace

In recognition of the fact that cable is the television medium of choice among African-American consumers, the Cabletelevision Advertising Bureau is delighted to have collaborated with a number of premier thought leaders to create the most comprehensive guide to marketing to African Americans available today. Each of the featured agency executives, research companies and academicians have contributed insights and data that will help ensure that your products and their marketing strategies are "in-sync" with today's African American consumer.

This 144 page publication is divided into six robust sections:

- Psychographics*
- Segmentation*
- Media & Marketing*
- Geographic Targeting*
- Consumer Spending*
- Key Resources & Factoids*

Contributors include: The Nielsen Company, Simmons Market Research, Scarborough / Arbitron, Hunter Miller Group, New American Dimensions, UGA Selig Center, Millward Brown Research and Diversity Inc. Additionally experts from the following agencies shared their insights: Uniworld Group, Matlock Advertising & PR, Tapestry Partners, Vigilante Communications, Footsteps, E. Morris Communications, BBDO Special Markets and Unity Media.

Race, Relevance & Revenue is the definitive guide for those seeking to market effectively to the African-American consumer. Order your copy today!

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