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Updated MPA Market Profiles at
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Did you know?

From 2000-2003, 38 new magazines were launched targeting African Americans/Blacks. They represent a mix of categories and interests, from business and travel to parenting, religion and automotive.

Samir Husni's Guide to New Magazines, 2004

Did you know?

Asian Americans' readership of most of the major business magazines indexes at more than twice that of the general population.

MRI Spring, 2004

Did you know?

Eighty percent of adult Hispanics/Latinos who read magazines are age 18 to 49. The average household income of U.S. Hispanics/Latinos who read magazines is \$60,217 — 35% higher than the average household income of Hispanics who do not read magazines (\$44,691).

Simmons NCS/NHCS Fall 2003

What's New in the Multicultural Market?

Visit www.magazine.org/marketprofiles for the most current research available on diverse markets.

MPA Market Profile Series

Each profile in the Market Profile Series is now updated to reflect the latest research on these key market segments. Listed below are some of the most recent facts and figures for these groups. Visit MPA's website (www.magazine.org/marketprofiles) to view or print out completely updated profiles.

African-American/Black Market Profile

- African-American/Black median household income increased 12%, from \$27,910 to \$31,285 in the past year. (*American Demographics*, October 2003)
- African-American/Black buying power has risen from \$585 billion in 2000 to \$688 billion in 2002, and is expected to increase to \$965 billion in 2009, up by 39% in nine years. (Selig Center for Economic Growth, First Quarter 2004)
- Nearly three in ten African-American/Black households are middle and upper class in America. (*American Demographics*, October 2003)

Asian-American Market Profile

- Asian-American disposable income is projected to reach \$528 billion in 2009, more than triple the \$118 billion in 1990. (Selig Center, First Quarter 2004)
- Within the general population, Asian Americans have the highest proportion of college graduates at 50% in 2003. (U.S. Census, June 2004)
- U.S. residents who say they are Asian or Asian in combination with one or more other ethnic groups comprise five percent of the total U.S. population (13.1 million). Since Census 2000, the number of people who are part of this group has increased 9%, the highest growth rate of any ethnic group. (U.S. Census, April 2004)

Hispanic/Latino Market Profile

- Hispanic/Latino spending power has increased 5% to \$686 billion in 2004 from \$653 billion in 2003. By 2009, Hispanic/Latino spending power is estimated to reach \$992 billion. (Selig Center, First Quarter 2004)
- In just five years, Hispanic/Latino magazines have increased by 146%, from 46 to 113 titles. (National Directory of Magazines 2004)
- The total revenue for the top ten Hispanic/Latino advertising agencies in 2002 was \$134 million. In 2003, revenue for the top ten rose by a third to \$175 million. (*Advertising Age*, April 19, 2004)

Also Available... Teen Market Profile

Recently released, the Teen Market Profile provides a snapshot of this growing, influential market's buying power, consumer behavior and magazine reading habits.

Complete updates with the most current facts and figures are available in a PDF printable format on MPA's website at www.magazine.org/marketprofiles. For information on other MPA resources, please visit magazine.org or contact us at promotion@magazine.org.

