

delivering
the world next door





New Michigan Media

New Michigan Media (NMM) is the network of ethnic and minority media in the State of Michigan under the leadership of Dr. Hay Oshagan, Executive Director of NMM, and professor at Wayne State University. The NMM network strives to enhance Michigan's 140+ ethnic and minority media outlets, which represent hundreds of thousands of readers, viewers and listeners in the state.

NMM's board is comprised of the publishers/editors of the five largest ethnic media in Michigan:

- Osama Siblani, publisher of **The Arab American News**, an Arabic and English language weekly serving the Arabic community, with a circulation of 35,000 and a readership of over 140,000
- Bankole Thompson senior editor of **The Michigan Chronicle**, a weekly serving the African-American community, with a circulation of 40,000 and a readership of over 170,000
- Elias Gutierrez, publisher of **The Latino Press**, a Spanish language weekly, with a circulation of 20,000 and a readership of over 80,000
- Arthur Horwitz, publisher of **The Jewish News**, a weekly serving the Jewish American community, with a circulation of 20,000 and a readership of over 50,000
- Tack Yong Kim, publisher of **The Michigan Korean Weekly**, a Korean language weekly serving the Asian community, with a circulation of 15,000 and a readership of over 40,000.

The circulation of this group reaches 130,000, almost equal to that of the *Detroit News*, while its readership is well over 400,000. Beyond the board extends a vast network of ethnic newspapers and radio stations which serve the ethnic and minority population of Michigan.

NMM is the connection between these outlets and their communities.

Collectively, these communities are economic drivers for the region, possessing substantial buying power, disposable income, job-creating entrepreneurial track records and influence.

The result is New Michigan Media, an innovative and only-in-America collaboration designed to make it easy, efficient and cost effective to place your campaign and messages (in English or other languages) in the region's five most



prominent weekly media outlets. With one insertion order, these five outlets — *The Michigan Chronicle*, *The Arab-American News*, *The Jewish News*, *The Latino Press* and *The Michigan Korean Weekly* — deliver more than 400,000 readers through approximately 130,000 circulation plus additional online audiences.

With three standard ad sizes to choose from, competitive rates and optional language translations, New Michigan Media assures you will reach these audiences in media outlets they trust and respect, with their publishers who will be sure you understand and capture the nuances of their respective communities.





michigankoreans.com

- 40,000+ Korean community
- Household income above national average
- Well educated entrepreneurs with high disposable incomes
- Over \$92,000 median household income



arabamericannews.com

- 400,000+ Arab American community
- Above average household income
- Nearly three times more disposable income than the national average
- 36% possess at least a four-year college degree, higher than the national average



latinodetroit.com

- 100,000+ Latino community
- Nearly half with household incomes above \$50,000
- 70% between the ages of 25-49, prime for consuming goods and services



thejewishnews.com

- 72,000 Jewish community
- 78% read The Jewish News
- Median household income double the national average
- 70% possess at least a four-year college degree



michronicleonline.com

- 170,000 readers, comprising metro Detroit's affluent African-American community
- Annual buying power in excess of \$1.7 billion
- 33% possess at least a four-year college degree

What They Are Saying About New Michigan Media

"Southeast Michigan's ethnic, minority and foreign-born entrepreneurs are key to the region's long-term revitalization and future economic growth and ignite the overall entrepreneurial spirit of the region. The ethnic and minority media partnership (New Michigan Media) is the ideal platform to showcase Southeast Michigan's ethnic, immigrant and minority communities as catalysts for economic renewal and growth."

— **David Egner, Executive Director**
New Economy Initiative of SE MI, Hudson-Webber Foundation

"The economic benefits of immigrant entrepreneurs to our region will advance Michigan's competitiveness in both the domestic and global marketplace, while spurring innovation. This initiative (New Michigan Media and New Economy Initiative collaboration) aligns with the governor's efforts to engage skilled, talented people to re-invent Michigan."

— **Sandy K. Baruah, President and CEO, Detroit Regional Chamber**



David Egner announces grant to NMM during the annual Mackinac Conference

"The ethnic media are the mortar in the bricks of the community structure and are essential for a community to establish itself. New Michigan Media is committed to building bridges among ethnic, minority and immigrant communities, to creating new opportunities, and making SE Michigan a better place for everyone."

— **Dr. Hayg Oshagan, Founder, New Michigan Media**

