

## **MMRNews and multicultural.com Subscribers/Audience**

### MMRNews subscribers

- Over 9000 subscribers including multicultural brand marketers, industry agencies and organizations multicultural.com visitors
- top referral source to website is by direct google search for a particular company or ethnic market and search for a company with specific ethnic market expertise

## **Who is on MMR's Multicultural Marketing Influentials List?**

Business Types/Titles include:

- Corporations
- Brand marketers who oversee multicultural marketing
- D&I executives
- Supplier Diversity, Purchasing, HR executives
- Marketing/Communications firms
- Ad agencies (general market and ethnic)
- Hispanic ad agencies
- African American ad agencies
- Asian American ad agencies
- LGBTQ ad agencies
- Multicultural ad agencies
- Market research firms
- Organizations
- PR firms
- ...and others

Business Titles Include:

- CMO
- Director of Advertising
- Hispanic Marketing Manager
- Multicultural Marketing Director
- HR
- Director Supplier Diversity
- Purchasing

- Corporate Communications

There are from a wide range of categories and industries including:

- Entertainment
- Automotive
- Financial
- Food/Beverages
- Packaged Goods
- Pharmaceutical
- Telecommunications
- Supplier Diversity
- Technology
- ...and others

Ethnic press is also included in the Multicultural List.

**Sample list of companies who open MMRNews eblasts**

**Agency / Industry**

American Advertising Federation

ANA

CallZilla

Captura Group

Carol H. Williams Advertising

Casanova McCann

Castells

d exposito & partners

DAE

DiversityInc

Draftfcb

Edelman

Ethnic Technologies

Focus Latino

Focus USA

GALLEGOS United

Geoscape

Grey Worldwide

Huemanitas

interTrend Communications

Ketchum  
Lapiz  
Latina Creative Agency  
MIKADO Marketing  
NAMIC  
Nielsen  
PACO Collective  
PM3  
Republica  
Richards/Lerma  
6S Marketing  
TDW+Co  
The Advertising Educational Foundation  
Titanium Worldwide  
Uniworld Group  
VanguardComm  
Walton Isaacson  
Zubi Advertising

### **Mainstream Press & Ethnic Media**

amc tv  
Bloomberg TV  
CBS Local  
Crain Communications  
MTV Networks  
NBCUniversal  
Nick Jr  
ABS-CBN International  
BET  
Crossings TV  
El Editor Newspaper  
El Tiempo Latino/ The Washington Post  
ESPN  
GS TV  
Hispanic Market Weekly  
Korea Daily  
KSCI-TV  
Latina Style Magazine  
Latino Leaders Magazine  
New Tang Dynasty Television

Portada  
Produ  
Sing Tao Daily  
The Asian Reporter Newspaper  
The Korean Channel  
The South Asian Times  
Univision  
World Journal

### **Corporate**

Amtrak  
The Kroger Co.  
Denny's Corporation  
Six Flags  
Hennessy Brand, Moet, Hennessy USA  
MasterCard Worldwide  
Northwestern Mutual  
Minnesota Twins Baseball Club  
HBO  
Starwood Hotels and Resorts  
CVS Health  
MillerCoors  
American Heart Association  
Wells Fargo  
JP Morgan Chase  
Prudential Insurance Company  
Macy's  
Nissan  
Brown Forman  
Bonnier Corporation  
Walmart  
Google  
The Home Depot  
Citi  
Kimberly-Clark Corporation  
Uber  
Twitter  
The Clorox Company  
Glaxo Smith Kline

Colgate-Palmolive Co.  
Orlando Magic  
Nationwide Insurance  
Netflix  
McDonald's  
Maryland Live! Casino  
Hallmark Cards  
Pandora  
Toyota Motor North America  
CDC, Centers for Disease Control and Prevention  
Flexpaths  
Royal Caribbean International  
Capital One  
Verizon  
Kaiser Permanente  
National Life Group  
Kellogg Company  
Blue Cross and Blue Shield of North Carolina  
Boy Scouts of America  
Allstate  
Harris Tea Co  
Caesars Entertainment  
Diageo  
iHeartMedia  
Walt Disney Company  
Mass Mutual  
Homewood Suites By Hilton / Hilton Worldwide  
LifeSouth Community Blood Centers  
Coca Cola  
State Farm Insurance  
AARP  
Target  
Visit Philadelphia

### **Multicultural.com Audience Analytics**

**Demographics** (Google Analytics data 3/1/21-3/31/21)

- **Number of monthly users – 2,798**
- **Number of Pageviews – 6,626**

- **Gender**

Male 36.9%

Female 63.1%

- **Age**

18-24 – 20.23%

25-34 - 34.30%

35-44 – 18.12%

45-54 – 12.78%

55-64 – 7.61%

65+ - 6.96%

- **Interests: In-Market Segments**

Business Services/Advertising & Marketing Services

Employment

Employment/Career Consulting Services

Financial Services/Investment Services

Software/Business & Productivity Software

Real Estate/Residential Properties (For Sale)

Travel/Hotels & Accommodations

Business Services/Staffing & Recruitment Services

Real Estate/Residential Properties/Residential Properties (For

Sale)/Houses (For Sale)/Preowned Houses (For Sale)

Education/Post-Secondary Education

- **Interests: Affinity Categories (reach)**

Shoppers/Value Shoppers

Media & Entertainment/Movie Lovers

Travel/Travel Buffs

Beauty & Wellness/Frequently Visits Salons

Lifestyles & Hobbies/Art & Theater Aficionados

Lifestyles & Hobbies/Fashionistas

Shoppers/Shoppers by Store Type/Department Store Shoppers

Technology/Technophiles

Lifestyles & Hobbies/Business Professionals

Sports & Fitness/Health & Fitness Buffs

- **Interests: Other Category**

Arts & Entertainment/Celebrities & Entertainment News

Reference/General Reference/Dictionaries & Encyclopedias  
[Life Events] Job Change/Recently Started New Job  
[Life Events] Moving/Recently Moved  
[Life Events] Job Change/Starting New Job Soon  
Arts & Entertainment/TV & Video/Online Video  
[Life Events] Moving/Moving Soon  
News/Weather  
News/Business News/Financial Markets News  
Sports/Team Sports/American Football

- **Language**

% Users

English (US) – 81.27%

English (GB) – 4.79%

Chinese – 2.54%

English (CA) – 0.89%

Spanish – 0.68%

Other

- **Location - country (top 10)**

% Users

United States – 62.06%

Ukraine – 6.15%

China – 5.22%

Canada – 4%

Brazil – 3.04%

India – 1.57%

United Kingdom – 1.54%

Germany – 1.46%

France – 0.96%

Philippines – 0.93%

- **Location - city (top 10)**

% Users

(not set) – 8.2%

New York – 7.2%

Kyiv – 5.8%

Los Angeles – 3.9%

Manaus – 2.1%

Columbus – 1.6%

Shanghai – 1.6%  
Zhengzhou – 1.2%  
Des Moines – 1%  
Chicago – 1%