

TARGET MULTICULTURAL NEIGHBORHOODS

Target the Most Diverse Communities with our Unique Coverage across the Nation.

Consumer income strongly influences shopping personalities. Lower-income consumers are more likely to be a **loyalist** to a brand, they tend to find a go-to brand that fits their needs and sticks with it. **129 million** multicultural consumers now represent **40% of the population**, yet multicultural media investments only account for 5.2% of total spend. This demographic includes **Hispanic, Asian, African American, Millennial and Gen Z** consumers. We have the ability to connect with a diverse audience, our place-based media allows brands to target a specific niche of ethnicity that fits into your clients marketing and advertising strategy.



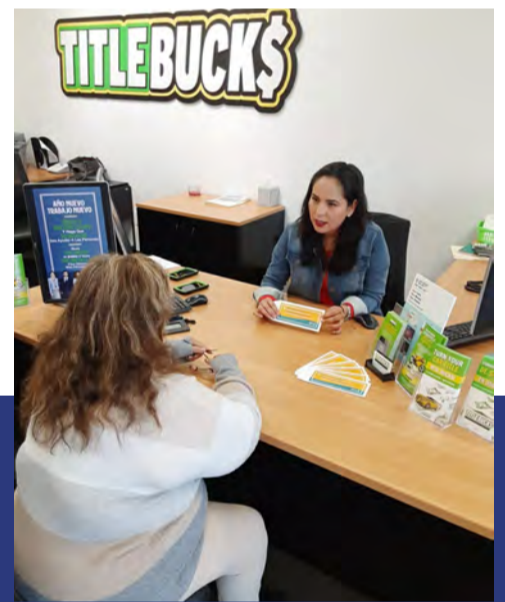
Top 6 Venues to target Multi-Cultural Neighborhoods



Laundromats



Salons



Cash Checking Stores



Grocery Stores & Local Markets



Convenience Stores



Thrift Shops

SEE WHAT VENUE TYPES WORK BEST FOR YOUR CAMPAIGN

