



# THE ATLANTA INQUIRER INCORPORATED

947 Martin Luther King Drive , N. W.  
Phone (404) 523-6086

Post Office Box 92367  
Atlanta, Georgia 30314

## **FASTFACTS**

- ◆ ***The Atlanta Inquirer*** is Atlanta's second oldest community newspaper
- ◆ ***The Atlanta Inquirer's*** readership is over 200,000 and growing! (over 61,000 paid subscribers, CPVS verified)
- ◆ ***The Atlanta Inquirer*** has over one hundred (100) distribution locations! ( Bulk distribution to ALL metropolitan African American churches)
- ◆ ***The Atlanta Inquirer*** has won local and national awards!
- ◆ ***The Atlanta Inquirer*** has a past and present advisers list that includes both the local and national community.
- ◆ Who reads ***The Atlanta Inquirer?***  
Over 72% of Metropolitan Atlanta's African American Community reads the Atlanta Inquirer!
- ◆ That African American newspaper advertising influenced 62% of its readers in their total purchasing decisions, 67% in grocery store purchases, 54% in department store purchases and 97% withits political endorsements.

## **THE ATLANTA INQUIRER'S BLACK READER'S PROFILE**

***MEDIAN AGE:*** 25.1  
(53.6 Female, 46.4 Male)

***EDUCATION:***  
55.2% have a high school diploma  
24% have college degrees  
11.4% have advanced degrees

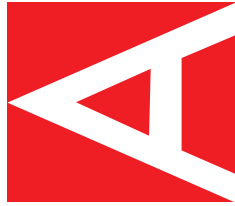
***FINANCIAL:***  
Over 90.6% employed  
(U.S. Census 1994)



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**Key to Atlanta's Huge Black Consumer Market**

**FASTFACTS**



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