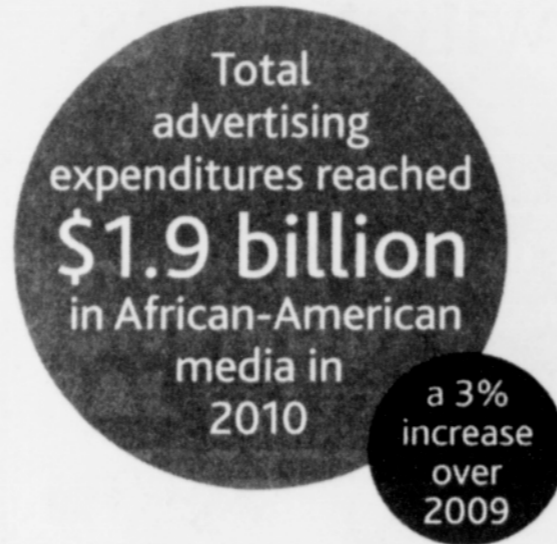


Trends in Advertising Spend and Effectiveness

Total advertising expenditures spent in African-American media reached \$1.9B in 2010, increasing 3% versus 2009. At \$916M, TV ad spending accounted for 46% of the total, followed by advertising in spot radio (\$704M) and national magazines (\$362M).



Top 10 Advertisers for African-American Media (2010)

Parent Company	% Change
Procter & Gamble	15%
L'Oreal	32%
Johnson & Johnson	-16%
General Motors	12%
McDonald's	-7%
Verizon	-9%
U.S. Government	2%
AT&T	11%
Berkshire Hathaway	3%
National Amusements	-8%

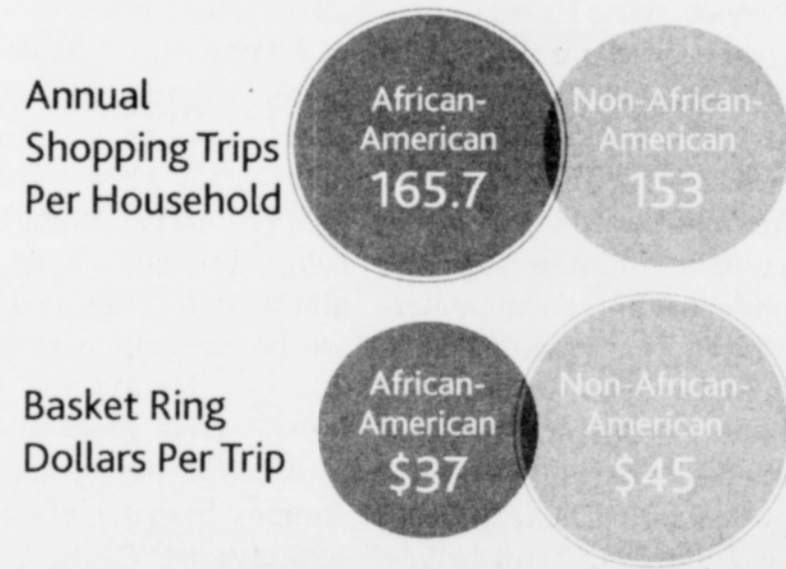
WHAT AFRICAN-AMERICANS BUY

African-Americans shop more often than all other groups, but spend less money per trip and overall. This behavior reflects a propensity to make quicker/smaller purchases based on short-term needs and less on deal availability or the desire to "stock up."

The African-American market is more likely to frequent drug stores, dollar stores and convenience/gas outlets. Major retail channels seem to have a prime opportunity to motivate this highly active group to come to their stores.

African-Americans shop often, but spend less per trip & overall; are less deal prone

Total Retail Channels



Snap here to download full report or download at www.nielsen.com/africanamerican

About Nielsen

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties.

The information contained here is extracted from the full *State of the African-American Consumer Report*.

About NNPA

The National Newspaper Publishers Association, also known as the Black Press of America, is a 71-year-old federation of more than 200 Black community newspapers from across the United States.