

## Media Kit

Written by Advertising Department  
Wednesday, 15 June 2011 19:21

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### **Welcome to the Houston Forward Times - Celebrating 53 Years in Service!**

The Houston Forward Times readership continues to grow. Our readers are active, aware, upwardly mobile young professionals as well as strong established community subscribers. Our readers are a majority African American. The buying power of the African-American community increased by 16% in the past seven years.

The March 8, 2011 issue marked the reinvention of the Forward Times newspaper. Expanding and deepening our coverage we continue to be the strongest and most trusted voice for African Americans in the city of Houston, a position that we are uniquely qualified to command. That is what Julius and Lenora Carter expected and it is the mandate they left us to carry on.

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