

The Right Solution For Your Business

**NEW YORK'S PREMIER
CARIBBEAN NEWSPAPER**



NEW YORK LIBERTY STAR

**A
Newspaper
Designed
Just For
You.**



WITH AN AUDITED CIRCULATION

In order to provide you with even more excellent service and give you the confidence you need to make advertising purchases in New York Liberty Star, we have launched and initial audit of our circulation with one the nation's premier auditing companies, **Verified Audit of Circulations**.

The Verified brand is an established symbol of accuracy and integrity in the field of circulation auditing and advertising verification. Advertisers use audit reports to compare and evaluate advertising opportunities, and most national and regional advertisers require audited circulation. Local advertisers look for audited circulation as a mark of credibility and professionalism.

At New York Liberty Star, we make tough Media Buying Decisions easy for our advertisers.



NEW YORK LIBERTY STAR

Company profile

In 2001, the Tri-State area finally saw a newspaper all New Yorkers could relate to with the establishment of The New York Liberty Star. New York Liberty Star was met with immediate acceptance by its target market - African American with a large focus on Caribbean-Americans.

With a circulation of 50,000, an attractive layout and print quality, unique methods of distribution of this FREE publication and a strategy developed to inform, promote, educate, and entertain while meeting the reading needs of the family, rather than a heavily accented individual focus, New York Liberty Star instantly became an integral part of the African American community.

Significantly, New York Liberty Star has emerged as an essential medium for small business, boosting growth via affordable and effective advertising campaigns.

Reference to our Profile would reveal New York Liberty Star's readership comprise more than 30 per cent of homeowners, with a high disposable income, living in single or two-family homes in New York City and the surrounding communities. Entrepreneurs, political and religious leaders, health professionals and blue collar workers are the main areas of occupation.

New York Liberty Star readers consider themselves in touch with local, regional and international issues. They are quality conscious, loyal consumers, who are upwardly mobile and strive to develop and maintain a quality standard of living.

New York Liberty Star appeals to the reading needs of the family through associations with the Church community with an informative Gospel section. This section keeps Churchgoers abreast with upcoming Gospel events, Music Ministries and topical issues concerning the Church.

Special Features and Supplements – Health, Dining, Education, Homebuyers/Homeowners and Fashion - keep NY Liberty Star readers in touch with culture, Sports, Entertainment, Education, Health, Travel, Business, Topical Issues, and up-to-date trends.

In October 2007, New York Liberty Star launched an initial audit of its circulation via Verified Audit of Circulations.

NEW YORK LIBERTY STAR

Activity/Action Plan:

New York Liberty Star intends to leverage its advertisers established brand equities and services and continue to build an affinity for each client through consistent exposure of their marketing message to the African-American/Caribbean American (target) market. This will help to cement the image of brands in the minds of the consumer.

Through a consistent campaign, New York Liberty Star will help build customer confidence and trust in its advertisers, their merchandise and services.

Understanding that advertisers presents consumers with large inventories and varied services, New York Liberty Star will keep our readers abreast with the latest updates. Our primary focus is to assist Advertisers in meeting their goal of becoming the preferred and most trusted resource for the products and services that enhance home and family life.

In addition to the display ADs, NY Liberty Star will provide a link to sponsorship or co-sponsorship, with arrangements which will provide promotional tie-ins.

New York Liberty Star will ensure that advertisers marketing message is highly visible.

CONTACT US

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Advertising
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