

2013

BENEFITS OF Target Marketing



A company's credibility and image within an ethnic market is strongly enhanced by advertising in a medium specifically targeted towards that audience. By an overwhelming margin, our readers say that companies which target them specifically are viewed more favorably than companies going for the general approach.

www.asianenterprise.com

mediakit

"I'm inclined to view more favorably companies that recognize and acknowledge the Asian American market and community in their advertising."

Agree 94.8% **Disagree 3.3%**

"I respond more favorably and pay more attention to advertisements featuring Asian Americans than to advertisements with non-Asians models/personalities."

Agree 89.3% **Disagree 7.6%**

"Advertising in Asian American publications is an effective way for companies to reach and inform me of their products and services."

Agree 91.2% **Disagree 6.4%**

Source: 1994 Subscriber Study, tabulated by Response Measurement Systems.

Readership Profile

Business Structure

Sole Proprietor	65%
1 or more employees	47%
Major Metro location	82%
Other	6%

Business Location

Home-based	47%
Operates outside home	53%

Business Inclinations

Own/Operate computer	93%
Involved in int'l. business	70%

