

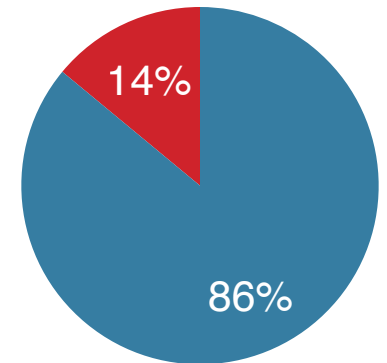
# Complete Ethnic Marketing Solutions



*Connecting you with a \$7 billion Middle  
Eastern-American market in Michigan  
through targeted digital marketing*

## Why Partner with Ya Michigan

- \$7 billion market, 500,000 affluent community
- Middle Easterners distrust mainstream media and depend on ethnic media for information
- Local newspapers & print media are shrinking
- Nearly **80%** of people today get their news and information from mobile devices
- **Ya Michigan** is the **only** outlet in our communities focused on mobile marketing
- Our community trusts **Ya Michigan** for advice, referrals and news and information
- Low risk/ high return marketing. We will work with you to measure your success



### Media Buys

- ★ 86% of Arab/Muslim Americans are likely to purchase a product advertised on ethnic media

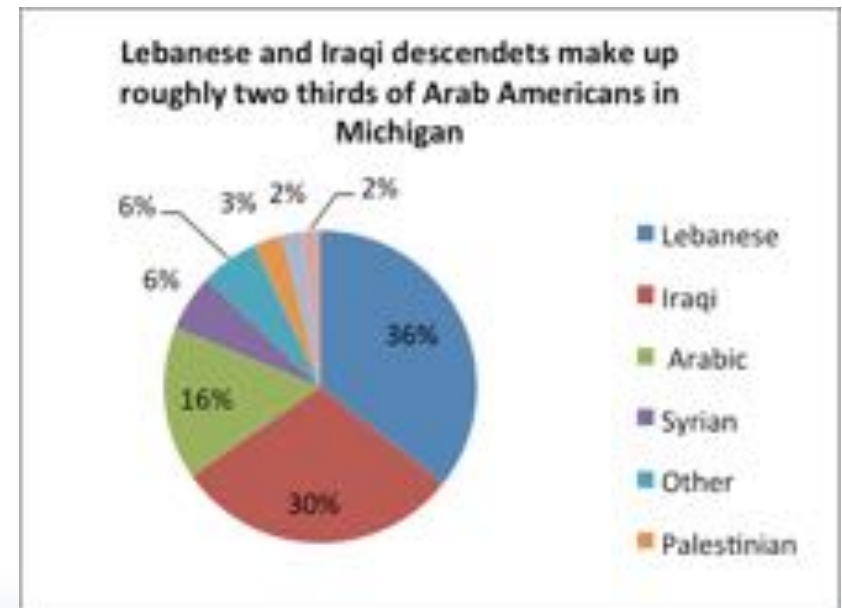
Online research



## Our Community

Michigan is home to the largest and most diverse Middle Eastern-American communities in the United States, about 500,000 people:

- Home ownership: 65%
- Most live in Southeast Michigan
- Earn **\$7 billion** in salaries in Michigan
- Trust each other for advice and information
- Average annual household income: \$62,000
- Spend **2-3 times** more than other Americans
- **60%** are managers, professionals & technicals
- Depend on ethnic media for news and information
- Rapidly growing in number and economic strength



# Our Audience



## Ya Michigan

- Attracts more than **2 million hits** a year, mostly young buyers and professionals
- E-newsletter reaches up thousands of **consumers** a week, Arabic, English
- Connects with thousands of Middle Eastern-American businesses in Southeast Michigan

## Target Area



### Ya Michigan digital visitors are ...

**Diverse**

Average age 18-55  
Average mix 60-40 female/male ratio

**Income**

40% household income \$100,000+  
60% household income \$55,000+

Digital footprint: In-house estimate and analysis & online research

**Click here for ad prices and placement**

## *Cultural Diversity Training*

### **News:**

- Arab Americans earn more than \$7 billion in Salaries in Southeast Michigan
- Detroit jury awards a Muslim man a record \$1.2 million in discrimination case

### ***Customized training to fit your needs and budget***

Khalil E. Hachem simplifies complex subjects and tailors presentations to your needs.

Khalil employs extensive research and tames the challenges of learning different cultures to help you meet your objectives and tailor your services to the growing Arab- and Muslim-American communities.



### **Results:**

Give your managers the tools to attract affluent Arab- and Muslim-American customers, increase revenues and avoid costly lawsuits and public relations blunders.

### ***Benefits***

**Increase revenues:** Our training will teach you Arab and Muslim-American norms, etiquettes, diet restrictions and habits to attract affluent customers and build loyal clients.

**You are not alone:** Receive holiday & event notices and suggested greetings to plan your marketing campaign, connect with community leaders and build strong relationships with your customers.

**[Click here for more information](#)**

## Contact US



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