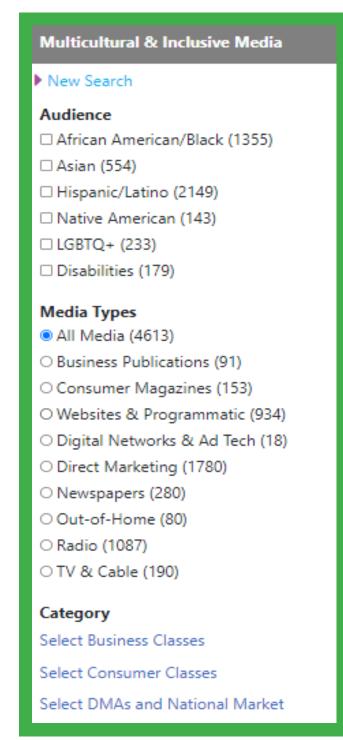
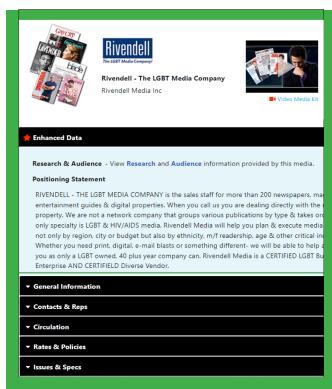


Multicultural & Inclusive Media Source

Meet the demands of an increasingly diverse media marketplace

Advance your campaign planning with a centralized source for efficiently identifying and comparing media that reaches multicultural and inclusive audiences.





Identify

- Understand the diverse media landscape and audience segments
- Discover new and niche options that reach your target audience
- · Fill gaps and blind spots in your data
- Save time using enhanced search options that overlay media channels, categories, local markets and these audience segments:

African American/Black Hispanic/Latino
Asian LGBTQ+
Disabilities Native American

Evaluate

- Data for 4,700+ media titles
- Over 270 categories reported
- · More than 300 local markets represented
- Local maps and demographic profiles
- Multi-channel coverage

Business Publications
Consumer Magazines
Digital & Ad Networks
Direct Marketing

Newspapers
Radio
TV & Cable
Out-of-Home

Connect

- Access contact information, websites, media kits, and enhanced planning data
- Connect with media reps and send RFPs directly from SRDS
- Quickly create POVs and answer last minute client requests

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\$4,500 for unlimited single-user access to this online service for 1 year