

The المراقب المحدث  
**Independent Monitor**  
The National Newspaper of Arab Americans



*Media Kit*

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## WHO WE ARE?

*The Independent Monitor*, the National Newspaper of Arab Americans, is the first and only English-language Arab American newspaper in California. It is a vital resource for the nation's continuously growing Arab American community. Our readers rely heavily on us for the most comprehensive and engaging coverage of American political and social issues, from business and technology to lifestyle and entertainment.

*The Independent Monitor* bridges the gap between Arab Americans and fellow Americans by informing the public, mainstream media, public officials, and business leaders about this fast-growing and important community, its needs, interests, and issues of concern.

## CIRCULATION

*The Independent Monitor* has an estimated readership of 100,000 in nineteen states. It is distributed monthly in California at several hundreds of retail and institutional outlets (Arabic stores, clubs, churches, mosques, and various community events) in the counties of Orange, Los Angeles, San Francisco, Riverside, San Bernardino, Ventura, San Diego and Marin.

*The Independent Monitor* is also shipped via UPS to approximately 200 retail and institutional outlets in nineteen states, which are Arizona, Colorado, Connecticut, District of Columbia, Florida, Illinois, Indiana, Iowa, Michigan, Nevada, New Jersey, New York, Oregon, Pennsylvania, South Carolina, Texas, Virginia and Washington. Moreover *The Independent Monitor* is delivered by direct USPS mail to more than 4,000 additional business and residential addresses throughout the nation.

## DEMOGRAPHICS

(Courtesy of the Arab American Institute)

As a community, Arab Americans have a strong commitment to family, economic, and educational achievements, and contributing to all aspects of American life. Their Arab heritage reflects a culture that is thousands of years old and includes 23 Arab countries as diverse as Egypt, Lebanon, Morocco, Yemen, Tunisia, and Occupied Palestine.

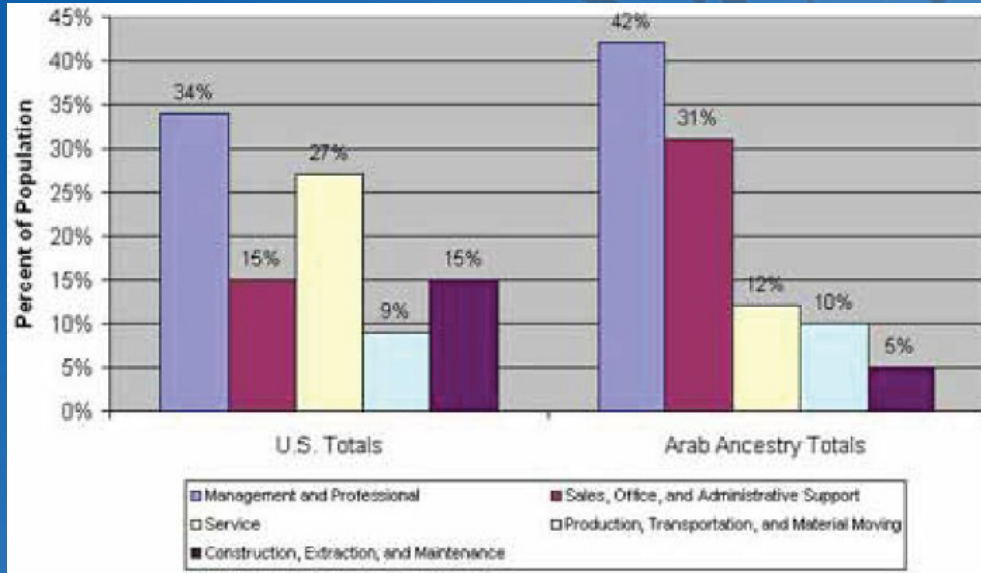
- More than 80% of Arab Americans are U.S. citizens.
- At least five million Americans are of Arab descent. Arab Americans live in all 50 states, but two thirds reside in 10 states; one third of the total live in California, New York, and Michigan.
- About 94% live in metropolitan areas. Los Angeles, Detroit, New York/New Jersey, Chicago and Washington, D.C., are the top five metro areas of Arab American concentration.
  - 85% of Arab Americans acquire a high school diploma.
  - More than 40% of Americans of Arab decent have a bachelor's degree or higher, compared to 24% of Americans at large.
  - 17% of Arab Americans have a post-graduate degree, which is nearly twice the American average (9%).
  - Of the school-age population, 13% are in pre-school, 58% are in elementary or high school, 22% are enrolled in college, and 7% are conducting graduate studies.

DEMOGRAPHICS  
(Courtesy of the Arab American Institute)

Similar to the national average, about 64% of Arab American adults are in the labor force; with 5% unemployed. Seventy three percent of working Arab Americans are employed in managerial, professional, technical, sales, or administrative fields. Nearly half as many Americans of Arab decent are employed in service jobs (12%) in relation to Americans overall (27%). Most Arab Americans work in the private sector (88%), while 12% are government employees.

Occupation Breakdown for Arab Ancestry and U.S. Population Totals

(Employed Civilian Population 16 years and older)



Median income for Arab American households in 1999 was \$47,000 compared with \$42,000 for all households in the United States. Close to 30% of Americans of Arab heritage have an annual household income of more than \$75,000, while 22% of all Americans reported the same level of income. Mean income measured at 8% higher than that national average of \$56,644.

(Income (1999) by Arab Ancestry and U.S. Total Population)

