Visibility
Increase your visibility to this influential market that spends over $780 billion a year

Access
Giving you access to more than 14 million members who are committed to social justice

Promotion
Promote your company as a socially responsible employer committed to growing the middle class
WHAT IS LABOR 411?

Labor 411, the nation’s #1 directory of union goods and services, is a trusted resource that can be found in union halls and government offices across the country. Now in its 11th year, Labor 411 is leading the charge for the Buy American movement that is sweeping the country. Labor 411 is committed to harnessing consumer buying power to help create thousands of good, middle class jobs. We call that ethical consumerism: the power to make your every day decisions count.


Union leaders and members turn to us because we promote:

• Working for good companies that provide fair wages
• Strengthening America’s middle class
• Advocating for ethical consumerism
• Increasing middle class purchasing power

LABOR 411 HAS A SIMPLE PREMISE:

How you spend your marketing dollars impacts our country, communities, families and friends. By promoting your company as providing fair wages, safe working conditions and access to health care, you are supporting and growing America’s middle class. Ethical consumerism harnesses the spending power of the middle class for your brand.

If your company is interested in reaching the union market, you need to be in Labor 411. No marketing program to reach organized labor and its 14.6 million members is complete without Labor 411.

PROUD TO PARTNER WITH:
Unions Members are Important to Your Business

There are 14.6M Union Members Across the U.S.

Get in front of purchasing decision-makers on housing, cars, gas, travel, entertainment, consumer goods, healthcare, food/beverage, and more

By the Numbers

- $780 Billion: Union member annual consumer spending
- $224 Million: Spent by unions on meetings each year at unionized hotels
- $113 Billion: Spent by unions on health care each year

- $7.6 Trillion: Assets in union pension funds
- 3.7 Million: Millennial union membership with $200B in spending
- 90%: Amount of Labor 411 advertisers who renew each year

The Labor 411 Audience at a Glance

There are 14.6 million union members in the United States with access to the digital directory at Labor411.org

Trade unions have been an essential source for social change, without which a semblance of a decent and humane society is impossible under capitalism.

— Pope Francis
LIFESTYLE INTERESTS

HOUSEHOLD SHOPPING
- Beverages: 84%
- Household Goods: 81%
- Condiments/Spreads/Dressings: 78%
- Breakfast Foods: 76%
- Snacks: 74%
- Oral Care/Shaving/Skin Care: 81%
- Over the Counter Medicine: 81%
- Soap/Cosmetics: 76%
- Nutrition/Weight Loss: 74%
- Deodorants: 72%

CONSUMER LIFESTYLES
- Sale Shoppers: 56%
- Shopping Enthusiasts: 56%
- Deal Seekers: 50%
- Trendy Homemakers: 49%
- Spa Mavens: 47%

SHOPPING INTERESTS
- Sporting Goods: 74%
- Outdoor Recreation: 62%
- Luggage & Travel Items: 42%
- Stationary: 69%
- Arts & Crafts: 67%
- Toys & Games: 67%
- Hobbies: 56%
- Books/Magazines/Newspapers: 41%
- Jewelry & Watches: 53%
- Product Warranty: 47%
- Professional Service: 45%

MOBILE VS DESKTOP
- Mobile: 79%
- Desktop: 21%

MEDIA INTERESTS
- Football: 97%
- Nascar: 50%
- Baseball: 43%
- Basketball: 41%
- Awards Events: 57%
- Drama: 70%
- Family: 63%
- Crime: 52%
- DIY: 47%
- History: 46%

OWNED VEHICLE TYPES
- Car: 33%
- Truck: 33%
- Van: 26%
- SUV: 21%
- Luxury: 11%
LABOR 411 PRINT DISTRIBUTION


Los Angeles
350 Unions & 800,000 members
Distribution: 15,000

Philadelphia
200 Unions & 350,000 members
Distribution: 10,000

New York
300 Unions & 1.3 million members
Distribution: 20,000

Washington D.C.
240 Unions & 250,000 members
Distribution: 10,000

San Francisco
200 Unions & 230,000 members
Distribution: 10,000
We feature digital versions of our highly successful print publications, attracting 75,000 unique and engaged viewers monthly. Optimized for mobile, our easy-to-use function allows viewers to instantly find everything from a fun night on the town, to vacation hotspots to quality professional services.

- Over 1 million unique visitors each year, and growing
- 180,000+ social media fans on Facebook and Twitter
- Growing footprint in LA, NY, SF, DC, Philly and beyond
- Sponsored/featured blogs/blogposts
- Product spotlights
- Bi-Weekly E-Newsletters

73% Engagement
Our audience is highly engaged across all of our social media channels

You can advertise on the blog page – our most popular page on the site. Or we can feature your company with customized blog content to communicate your commitment to the unions.

Advertise with Labor 411 and get the attention of Labor Leaders!

For more information on digital advertising packages, please contact Cherri Senders, Labor 411 Publisher, at sales@sendersgroup.com or (818) 884-8966 x1104.
**EVENT SPONSORSHIPS**

Sponsorships available for these fun and educational events, for vendors who are looking to communicate and connect with this important audience.

**ADVERTISER TESTIMONIALS**

See What Our Clients are Saying About Labor 411

“Kaiser Permanente was built on and around union members and their families. Labor 411 is the ideal marketplace for keeping in the tradition of a healthy and happy America based on the values of solidarity.”

—Christopher J. Blass
VP & National Director, Labor & Trust
National Sales and Account Management, Kaiser Permanente

“We’ve been partnering with Labor 411 for seven years and it’s been a good partnership. We’re a union printer and support unions and that’s important to us.”

—Thomas Kabelitz
Senior Account Executive
Continental Colorcraft

“We value Labor 411’s approach of offering a one-stop resource for people who want to do business with a union owned and union represented bank.”

—William Arnold
Market President, North America
Bank of Labor

“I use Labor 411 all the time to make sure I’m purchasing union products. It’s very easy to find the information I need. American Income Life supports the working people of Los Angeles, so it’s nice to have such a good reference to make sure I’m bringing union-made products to our members.”

—Carmella Swanson
Public Relations Manager
American Income Life

—Summer 2023—
TESTIMONIALS

What labor leaders are saying about us

“Labor 411 is a place where I can go and I can find all the union products and services that I need. Certainly we want to put our money in a place that matches our values. Today, so many companies don’t match our values, so we want to embolden and empower those that actually do.”

—Rusty Hicks
Executive Secretary-Treasurer
L.A. County Federation of Labor AFL-CIO

“We are proud to work with Labor 411 to help promote union vendors, goods, and services in and around New York City. We are a union-made city, and this partnership provides an opportunity to help showcase the working men and women who help make and keep our city great.”

—Vincent Alvarez
President
New York City Central Labor Council, AFL-CIO

“Philadelphia is pleased to join Labor 411 in supporting good jobs through the purchase of union-made products and services. We believe it’s a very effective way to bolster a lagging middle class. Philadelphia is a beautiful and historic union city with a robust tourism industry. We believe it is a great fit with the Buy Union, Buy American movement.”

—Patrick Eiding
President
Philadelphia Council AFL-CIO

“AFL-CIO”

“The Teamsters strongly support Labor 411. It’s a vital tool for buying union-made products – and sustaining good jobs.”

—Teamsters International

“Buying Made in America supports jobs in this country—and buying union-made in the USA supports great jobs. Before you open your wallet, check Labor 411.”

—AFL-CIO International

GET IN TOUCH

Thank you for your interest in working with Senders Communications Group. For more information on advertising packages and pricing, please contact Cherri Senders, Labor 411 Publisher, at sales@sendersgroup.com or (818) 884-8966 x1104.

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