



Shopping Site Adds Product Carousels

[The Urban Shopper](#), a Shopping Lifestyle and Values web magazine targeted to Black and Latino females, rolled out new interactive merchandise carousels as the latest site feature. The web magazine showcases channel compatible displays of the most popular products from Amazon.com in moving carousels that site visitors can scroll to view or click to purchase.

The newest site feature is the addition of products that are best-sellers on Amazon.com. Interactive carousels of featured merchandise from women's fashions, to housewares, to computers allow subscribers and site visitors to scroll to view or click to purchase. **Amazon** joins other online buying resources like **Groupon** accessible from The Urban Shopper. According to Currie, "We aim to be a one-stop destination for our audience to access the best of the web for shopping smart and saving money. We also publish original content to help our readers navigate the urban marketplace better whether keeping tabs on the cost of living, product news, or safety, and advising on what's hot to buy now".

This month's cover story *Product Review* is a blast from the past. The review features women's spring and summer fashions from last year from stores like J. Crew and Banana Republic, which can be found in national retail stores that act as distributors of prior season merchandise like Marshall's and TJ Maxx. The message for consumers is to look for those nearly-new fashion designs at discounted prices this year. The Amazon carousel is also focused on women's fashion.

"*Shaking the Salt Habit*", a Wellness article, reviews recent updated advice from the Food and Drug Administration regarding sodium intake. New guidelines reduce the amount of sodium for everyone down to 2,400 milligrams daily. But for African Americans and other high-risk groups, only 1,500 mg are urged. African-American rate of hypertension is 60% greater and death from stroke, 40% greater than the general population. The Amazon carousel in the Wellness channel features products in Health & Beauty.

"*Great Cheap Wines*", an article in Leisure Living, recommends great-tasting wines of all types that cost between \$6 and \$20. The wines were recommended based on taste tests and includes a number of wines recommended by Oprah Winfrey that also have fabulously low prices and taste great. The product carousel displays blockbuster Hollywood movies that are best sellers on Amazon that, together with a nice bottle of wine, would help make a leisurely summer evening special.

ABOUT THE URBAN SHOPPER

The Urban Shopper publishes consumerist content targeted to Blacks and Latinos focused on shopping smart, finding value, and creating greater awareness of the urban consumer marketplace.

Exclusively online, The Urban Shopper covers the full shopping spectrum including Food & Household, Leisure Living, Technology and Learning, Green Living, Personal Finance, and Wellness & Beauty. It is a one-stop destination for shopping insights, resources, and buying tools relevant to the urban shopping experience.

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