EVENTS
It doesn’t get better than attending a BLACK ENTERPRISE event. Thousands of talented, ambitious African American men and women turn out for each of our four annual conferences: the Black Enterprise Women of Power Summit, the Black Enterprise Entrepreneurs Summit, Black Enterprise Golf & Tennis Challenge, and the Black Enterprise Tech ConneXt Summit. These are high-energy business events that are rich in entertainment and recreation, but are also filled with serious networking opportunities where up-and-comers mix freely with industry leaders. Our suite of events extends to partnerships with the African American Film Festival, ABFF Honors, and the African American Festival annually held in Baltimore, MD. Client-customized events include The Good Life, Be Modern Man, and Be Smart activations.

A BLACK ENTERPRISE event is always a draw for a potent mix of professionals and business owners you won’t find anywhere else.

DIGITAL
Achieving “Wealth for Life” isn’t a once-a-month task; it requires day-to-day, moment-to-moment engagement. With BlackEnterprise.com, our online audience is always connected to breaking financial news as well as helpful small business and career management content. Our rich digital content is accessible online, via iPad, and mobile and is shareable across a variety of social media platforms, from Facebook to Twitter.

BlackEnterprise.com is solution-oriented interactive engagement.

PUBLISHING
The audience of BLACK ENTERPRISE magazine is not only sizable (6 million readers, 500,000 paid circulation) it’s unduplicated. With only a 10% reader overlap with other financial publications, BLACK ENTERPRISE is a direct line to an affluent, educated audience you won’t find anywhere else. Here’s why: Each month, we connect on a personal level with African Americans who are serious about success, who depend on our expertise, and who recognize that our coverage is about their lives, their challenges, their aspirations.

For our readers, BLACK ENTERPRISE is more than a magazine, it’s a tool for living.

BROADCAST
Real people—a broad spectrum of African American entrepreneurs, corporate executives, innovators, investors, and entertainers—are the centerpiece of our two nationally syndicated television programs: Women of Power and Our World with Black Enterprise. Women of Power, hosted by Caroline Clarke, is a fresh new half-hour series providing success secrets, strategies, and advice to uplift, motivate, and celebrate women of color. Our World with Black Enterprise, hosted by Paul Brunson, provides a timely, in-depth, weekly examination of the issues and trends shaping the lives of African Americans.

Now reaching 90% of African American households, BLACK ENTERPRISE on TV is a direct connection to a vibrant consumer audience.
MAXIMIZING EVERY ASPECT OF YOUR LIFE

The centerpiece of BLACK ENTERPRISE content is our Wealth For Life initiative. Wealth For Life provides relevant information for success-minded people at every stage of their financial journey—from the recent college graduate working toward financial independence to the seasoned mid-lifer looking to maximize career options to the retiree who wants to be able to enjoy the fruits of a lifetime of hard work.

THE NATION’S LARGEST BLACK BUSINESSES

The companies who make the BE 100s list are the undisputed best in their fields. Only the most productive and prestigious African American businesses are honored; led by executives with the insight and passion to advance regardless of the economic climate. The cornerstone of the publication’s June issue, this comprehensive analysis includes industrial/service companies, auto dealerships, financial services firms, and advertising agencies.

HELPING STUDENTS ACHIEVE THEIR DREAMS

We launched the BE Smart initiative to bring together educators, administrators, professionals, and business leaders to find new, inventive ways to improve educational opportunities for our children and prepare them for excellence and leadership in the 21st century. Our multiplatform approach seeks to promote engagement, collaboration, and action.

IT’S OUR NORMAL TO BE EXTRAORDINARY

BE ModernMan honors the essence, image, and works of today’s modern man. With 100 features of entrepreneurs, agents of change, executives, leaders, creatives, students, politicians, and professionals of diverse walks, ages, and life stages, these men of color share the common thread of creating a new normal while setting the bar in tech, fashion, philanthropy, art, business, and beyond.

WOMEN OF POWER

They are among the most ambitious and influential executives in corporate America. They are America’s fast-growing segment of entrepreneurs. And they are household CFOs who manage and invest billions of dollars in spending power. They are the Women of Power, the most powerful women in business, and no one captures this key group of influencers like BE across every media platform, culminating with the unduplicated Women of Power Summit, the nation’s No. 1 professional development event for corporate and professional women of color.

INCLUSION IS A CORE BUSINESS STRATEGY

The 40 Best Companies for Diversity are determined by a comprehensive outreach effort to the CEOs and diversity executives of the top publicly traded companies, and the diversity executives of the leading global companies with strong U.S. operations. The companies identified in the special report outperformed their peers in one or more of four key categories: supplier diversity, senior management, board involvement, and employee base.
## JANUARY

### DIGITAL
- **NEW BEGINNINGS**
  - Latest Trends in Small Business, Personal Finance, Careers, Tech & Lifestyle
  - 2016 CES Coverage
  - 2016 North American International Auto Show Recap
  - BE Modern Man: The Next Wave of Achievers
  - Election 2016: Our Exclusive Coverage
  - Special Section: The Good Life

### BROADCAST
- **WOMEN OF POWER TV**
  - Power Suite: Leaders, Celebrities, Tastemakers & Influencers
  - Power of the Purse: Money, Personal Finance & Consumer Education
  - Power Forward: Health & Wellness, Relationships, Work-Life Balance
  - Luxe Life: Travel, Fashion & Lifestyle Trends

### PUBLISHING
- **BUSINESS OF ENTERTAINMENT**
  - ABFF Honors Preview
  - Hottest Entrepreneurs to Watch
  - New Rules of Wealth Building
  - Improve Your Life in 2016

### EVENTS
- **STEYLLAR GOSPEL MUSIC AWARDS**
  - Feb. 201, 2016 at the Orleans Arena, Las Vegas, NV

### OUR WORLD WITH BLACK ENTERPRISE
- North American International Auto Show Coverage
- CES 2016: Latest Trends in Tech
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things

### DIGITAL
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- Latest Trends in Small Business, Personal Finance, Careers, Tech & Lifestyle
- 2016 CES Coverage
- 2016 North American International Auto Show Recap
- BE Modern Man: The Next Wave of Achievers
- Election 2016: Our Exclusive Coverage
- Special Section: The Good Life

### BROADCAST
- **WOMEN OF POWER TV**
- Power Suite: Leaders, Celebrities, Tastemakers & Influencers
- Power of the Purse: Money, Personal Finance & Consumer Education
- Power Forward: Health & Wellness, Relationships, Work-Life Balance
- Luxe Life: Travel, Fashion & Lifestyle Trends

### PUBLISHING
- **BUSINESS OF ENTERTAINMENT**
- ABFF Honors Preview
- Hottest Entrepreneurs to Watch
- New Rules of Wealth Building
- Improve Your Life in 2016

### EVENTS
- **ABFF HONORS: A CELEBRATION OF EXCELLENCE IN FILM & TELEVISION**
  - Feb. 21, 2016 at the Beverly Hills Hilton, Beverly Hills, California

### OUR WORLD WITH BLACK ENTERPRISE
- ABFF Honors Recap
- Exclusive Fashion Week Coverage
- Millennials: The New Political Leadership
- From the Corner Office: Top Executives and Industry Leaders

### PUBLISHING
- **WOMEN OF POWER SPECIAL**
- Top Women in Advertising & Marketing
- Female Tech Innovators
- Women & Wealth
- Corporate Success: Status Report on Female Corporate Executives
- Special Advertising Section: Florida is Open For Business
- Executive Health Series: Heart Month

### BROADCAST
- **WOMEN OF POWER TV**
- Power Suite: Women in Tech
- Power of the Purse: Women & Money
- Power Forward: New Resolutions for Health & Wellness, Relationships, Work-Life Balance
- Luxe Life: Travel, Fashion & Lifestyle Trends

### OUR WORLD WITH BLACK ENTERPRISE
- ABFF Honors Recap
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**EVENTS**

**DIGITAL**

**PUBLISHING**

**BROADCAST**
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| **2016 WOMEN OF POWER SUMMIT**  
March 9–12 at the Hilton Diplomat Resort & Spa  
Hollywood, Florida |
| **Black Enterprise at SXSW 2016**  
March 11–15  
Austin, Texas |

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<tr>
<td><strong>WOMEN OF POWER SUMMIT COVERAGE</strong></td>
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<td>B.E. SportsBiz: Women &amp; the Business of Sports</td>
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<td>Tournament Fever: March Madness &amp; CIAA</td>
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<td>Advice From America’s Leading Small Businesses</td>
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<td>Why Supplier Diversity Matters</td>
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<td>How to Become The Best Employer Ever</td>
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<td>African American Powerhouses in the Energy Sector</td>
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<td>New Faces of Wealth: Creating A Financial Plan for Multigenerational Wealth</td>
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<td>Entrepreneurs Summit Preview</td>
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<td><strong>THE FINANCIAL EMPOWERMENT ISSUE</strong></td>
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<td>Complete Guide to Investing Your Money</td>
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<td>Election and the Economy: What It Means to You</td>
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<td>Spring Cleaning/Renovation for Your Home and Life</td>
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<td>Annual Auto Guide</td>
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<td>Top Deals for Summer Travel</td>
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### MAY

**EVENTS**
- **2016 BLACK ENTERPRISE ENTREPRENEURS SUMMIT**
  May 4–7 at the Loews Miami Beach Miami Beach, Florida

**DIGITAL**
- **REDESIGNING YOUR PROFESSIONAL AND PERSONAL LIFE**
  - Black Enterprise Entrepreneurs Summit Coverage
  - Female Tech Entrepreneurs
  - Work/Life Balance
  - Mother/Daughter Businesses
  - B.E. Modern Men: Men and Their Moms
  - Class of 2016: Career Options for New Graduates

**PUBLISHING**
- **SPECIAL BUSINESS TECH ISSUE**
  - Latest Tech Trends from Silicon Valley
  - Top Accelerators, Incubators & Co-Working Spaces
  - BE Smart: Tackling Student Debt
  - Special Report: Top Corporate Diversity & Foundation Executives

**BROADCAST**
- **WOMEN OF POWER TV**
  - Top Female Businesses at Entrepreneurs Summit
  - Mother/Daughter Businesses
  - Power of the Purse: Money, Personal Finance & Consumer Education
  - Power Forward: Health & Wellness, Relationships, Work-Life Balance
  - Luxe Life: Travel, Fashion & Lifestyle Trends

- **OUR WORLD WITH BLACK ENTERPRISE**
  - Black Enterprise Entrepreneurs Summit Recap
  - Entrepreneur of the Week: America’s Leading Small Businesses
  - From the Corner Office: Leading Foundation Executives
  - All Access: Hottest Personalities, Celebrities & Influential Newsmakers
  - Slice of Life: Ordinary People Doing Extraordinary Things

**EVENTS**
- **2016 BLACK ENTERPRISE ENTREPRENEURS SUMMIT**
- **2016 AMERICAN BLACK FILM FESTIVAL 20TH ANNIVERSARY**
  June 15–19 at the Ritz Carlton South Beach Miami Beach, Florida

**BROADCAST**
- **WOMEN OF POWER TV**
  - Female Celebrities at ABFF
  - Women of Black Music Month
  - Power of the Purse: Money, Personal Finance & Consumer Education
  - Power Forward: Health & Wellness, Relationships, Work-Life Balance
  - Luxe Life: Travel, Fashion & Lifestyle Trends

- **OUR WORLD WITH BLACK ENTERPRISE**
  - ABFF 20 Recap
  - 2016 B.E. Companies of the year
  - Special Report on Black Music Month
  - Value of Volunteer Cruises

### JUNE

**EVENTS**
- **2016 AMERICAN BLACK FILM FESTIVAL 20TH ANNIVERSARY**
  June 15–19 at the Ritz Carlton South Beach Miami Beach, Florida

**BROADCAST**
- **WOMEN OF POWER TV**
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- **OUR WORLD WITH BLACK ENTERPRISE**
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<tr>
<td>Black Enterprise at SXSW Las Vegas</td>
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| DIGITAL                     |                                                                      |                                                                        |
| THE BEST IN LEISURE & LIFESTYLE |                                                                      |                                                                        |
| - BE Smart: Study Abroad    |                                                                      |                                                                        |
| - BE SportsBiz: 2016 Olympic Summer Games Coverage |                                                                      |                                                                        |
| - Live From Democratic & Republican Conventions |                                                                      |                                                                        |

| BROADCAST                   |                                                                      |                                                                        |
| WOMEN OF POWER TV           |                                                                      |                                                                        |
| - Power Suite: Leaders, Celebrities, Tastemakers & Influencers |                                                                      |                                                                        |
| - Power of the Purse: Money, Personal Finance & Consumer Education |                                                                      |                                                                        |
| - Power Forward: Health & Wellness, Relationships, Work-Life Balance |                                                                      |                                                                        |
| - Luxe Life: Travel, Fashion & Lifestyle Trends |                                                                      |                                                                        |

| DIGITAL                     |                                                                      |                                                                        |
| HEALTH & FITNESS            |                                                                      |                                                                        |
| - Online Guide to Staying Fit & Healthy |                                                                      |                                                                        |
| - Power in the Boardroom    |                                                                      |                                                                        |
| - B.E. Golf & Tennis Challenge Preview |                                                                      |                                                                        |
| - BE Smart: Back To School  |                                                                      |                                                                        |
| - Alternative Businesses    |                                                                      |                                                                        |
| - 2016 Festivals & Conventions Roundup |                                                                      |                                                                        |

| PUBLISHING                  |                                                                      |                                                                        |
| OUR WORLD WITH BLACK ENTERPRISE |                                                                      |                                                                        |
| - All Access: Hottest Personalities, Celebrities & Influential Newsmakers |                                                                      |                                                                        |
| - Entrepreneur of the Week: Inspiring Small Businesses |                                                                      |                                                                        |
| - From the Corner Office: Top Executives and Industry Leaders |                                                                      |                                                                        |
| - Slice of Life: Ordinary People Doing Extraordinary Things |                                                                      |                                                                        |

| BROADCAST                   |                                                                      |                                                                        |
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| OUR WORLD WITH BLACK ENTERPRISE |                                                                      |                                                                        |
| - All Access: Hottest Personalities, Celebrities & Influential Newsmakers |                                                                      |                                                                        |
| - Entrepreneur of the Week: Inspiring Small Businesses |                                                                      |                                                                        |
| - From the Corner Office: Top Executives and Industry Leaders |                                                                      |                                                                        |
| - Slice of Life: Ordinary People Doing Extraordinary Things |                                                                      |                                                                        |
### Content Calendar

#### SEPTEMBER

**EVENTS**
- **2016 BLACK ENTERPRISE GOLF & TENNIS CHALLENGE**
  - September 1-4, 2016
  - PGA National Golf Resort & Spa West Palm Beach, Florida

**DIGITAL**
- **THE POWER OF MENTORSHIP**
  - Finding the Right Mentors in Business and Life
  - New Business Disruptors
  - Fashion Week: Leaders of Business Style
  - B.E. Golf & Tennis Challenge Coverage
  - Professional Development: Executive Leadership Council
  - Congressional Black Caucus Recap

**PUBLISHING**
- **THE DIVERSITY ISSUE**
  - Best Companies for Diversity
  - Black Enterprise TechConneXt Summit Preview: Inclusion in Silicon Valley
  - Business of Entertainment: ABFF Recap
  - Fall Style Guide
  - Special Advertising Section: Business Opportunities in Silicon Valley/San Francisco/Oakland

**BROADCAST**
- **WOMEN OF POWER TV**
  - Power Suite: Leaders, Celebrities, Tastemakers & Influencers
  - Power of the Purse: Money, Personal Finance & Consumer Education
  - Power Forward: Health & Wellness, Relationships, Work-Life Balance
  - Luxe Life: Travel, Fashion & Lifestyle Trends

- **OUR WORLD WITH BLACK ENTERPRISE**
  - B.E. Presidential Debate
  - B.E. Golf & Tennis Challenge Coverage
  - All Access: Hottest Personalities, Celebrities & Influential Newsmakers
  - Entrepreneur of the Week: Inspiring Small Businesses
  - From the Corner Office: Top Executives and Industry Leaders
  - Slice of Life: Ordinary People Doing Extraordinary Things

#### OCTOBER

**EVENTS**
- **2016 BLACK ENTERPRISE TECHCONNEXT SUMMIT**
  - Silicon Valley

**DIGITAL**
- **STRATEGIES FOR BUILDING WEALTH**
  - Success Secrets from the World’s Wealthiest Blacks
  - Wealth for Life: Year-End Financial Planning
  - B.E. TechConneXt Summit Coverage
  - Executive Health Series: Breast Cancer
  - Latin Heritage: Afro-Latinos

**PUBLISHING**
- **THE WEALTH ISSUE**
  - The Wealthiest Blacks in the World
  - Achieving Financial Independence for Retirement
  - Election Special: B.E. Interviews the Candidates
  - Health: Women and Men Surviving Breast Cancer

**BROADCAST**
- **WOMEN OF POWER TV**
  - Power Suite: Women Innovators at TechConneXt Summit
  - Election 2016: Power of the Women Vote
  - Power of the Purse: Money, Personal Finance & Consumer Education
  - Power Forward: Health & Wellness, Relationships, Work-Life Balance
  - Luxe Life: Travel, Fashion & Lifestyle Trends

- **OUR WORLD WITH BLACK ENTERPRISE**
  - BE TechConneXt Summit Wrap-Up
  - Election 2016: A Review of Issues and Races That Matter
  - All Access: Hottest Personalities, Celebrities & Influential Newsmakers
  - Entrepreneur of the Week: Inspiring Small Businesses
  - From the Corner Office: Top Executives and Industry Leaders
  - Slice of Life: Ordinary People Doing Extraordinary Things
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<td><strong>NOVEMBER</strong></td>
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<tr>
<td><strong>DIGITAL</strong></td>
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<tr>
<td><strong>GROWING YOUR SMALL BUSINESS</strong></td>
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<tr>
<td>- Leading Entrepreneurs in the Food Industry</td>
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<td>- Election 2016 Wrap-Up</td>
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<tr>
<td>- Veteran Entrepreneurs and Executives</td>
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<td><strong>THE SMALL BUSINESS ISSUE</strong></td>
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<tr>
<td>- The Business of Food</td>
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<td>- How to Gain Funding For Your Startup</td>
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<td>- Cashing Out: Sell Your Business for Millions</td>
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<td>- Opportunities in Franchising</td>
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<td>- Holiday Entertaining</td>
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<td>- Goal Setting: Your Money, Business &amp; Health</td>
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<td>- Coverage of North American International Auto Show 2017</td>
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SOMETIMES THE RIGHT CONNECTION IS ALL YOU NEED

The aim of BLACK ENTERPRISE Events is to create opportunities for its clients to reach the BLACK ENTERPRISE audience. BLACK ENTERPRISE Events offer sporting activities, special business and educational programs to meet the needs of our clients and the BE audience. Our signature events offer business opportunities, unrivaled networking for corporate leaders and decision makers, and the best in leisure activity. Nowhere else can you experience such a combination in one place at the same time.

FACE-TO-FACE: INSPIRATION, INFORMATION, ENTERTAINMENT, & EMPOWERMENT

Our events, our audience, and our partnerships are first class. The benefits are tremendous with BLACK ENTERPRISE Events. Partnerships offer the opportunity to be associated with the nation’s premier business and networking events. It also provides prospects for involvement, promotional placement, branding through event materials and advertisement across all of our multimedia platforms. Our partners take full advantage of the exposure and experience of interacting with our diverse audience of tastemakers and leaders. They leverage these influencers to inquire about their product offerings and services, develop new business and introduce new concepts. Additional benefits include full registrations, lead generation, pre-and-post marketing efforts and data, and integration within each event program element.
<table>
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<tr>
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<th>SMALL BUSINESS &amp; TECHNOLOGY</th>
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WOMEN OF POWER
SUMMIT
An exclusive 3-day gathering of more than 700 women of color executives

Summit Attendees Are Educated And Affluent
Graduated college 94%
Post-graduate degree 50%
Average household income $193,000

Personal Profile
Attendees between ages 35 and 54 74%
Average age 43

Executive Level
More than 53% of the attendees are senior level managers
President 4.4%
Vice President 15.6%
General Manager 1.1%
Owner/Partner 10.65
Manager 33.3%
Executive Director 34.4%

EVENTS SUMMIT
The country’s premier business conference and networking event for 1,200 African American entrepreneurs and aspiring entrepreneurs

Conference Attendees Are Educated And Affluent
Graduated college+ 83%
Post-graduate degree 36%
Average household income $123,000

Personal Profile
Male/Female 42%/58%
Attendees between ages 35 and 54 63%
Average age 42

Entrepreneurial Level
Own a business 71%
In business more than 5 years 62%
Average years in business 6

Businesses Represented
Marketing/Advertising/Communications 37.1%
Education/Training 8.6%
Retail/Wholesale 7.8%
Computer/Technology 6.9%
Real Estate/Construction 10.3%
Professional/Personal Services 8.6%
Medical 4.3%
Finance 3.4%
Creative/Design + Other 13%

GOLF & TENNIS CHALLENGE
The largest African American sporting event of its kind, attracting more than 1,000 affluent, educated consumers with significant buying power

Challenge Attendees Are Educated And Affluent
Average household income $183,000
Graduated college+ 90%
Post-graduate degree 48%

Thought leaders and decision makers who represent a core segment of the subscriber base
Top and middle managers 75%
Own a business 43%
Married 44%

Personal Profile
Male/Female 33%/67%
Attendees between ages 35 and 54 65%

Nationally Dispersed Attendees
Northeast 31%
Southeast 39%
Midwest 13%
Southwest 11%
Northwest 6%
A FIRST-EVER CONFERENCE ON DIVERSITY, OPPORTUNITY, ENTERPRISE, AND INNOVATION

The Black Enterprise TechConneXt Summit, taking place October 2016 in Silicon Valley, provides an excellent platform for forward-thinking companies to access an extraordinary talent pool of tech innovators, engineers, entrepreneurs, educators and leaders. We’ll bring together leaders from Silicon Valley to exchange ideas, as well as provide information about the professional and entrepreneurial opportunities that exist within their firms.

Tech ConneXt Will Bring Together:
- African American professionals, executives, investors, inventors, entrepreneurs, students, and other people of color invested in the technology space
- Established corporate professionals looking for new opportunities at a top tech company
- Entrepreneurs/innovators/owners of tech ventures and their advisors
- Leaders/directors of tech venture incubators/accelerators/co-working spaces
- Angel investors
- Job-seekers or those looking for career change
- College students/recent graduates seeking technology careers
- Those who want first-look exposure to the latest tech innovations

Tech ConneXt Attendees Will Learn How To:
- Navigate the Silicon Valley community
- Discover opportunities with tech companies seeking diverse talent
- Effectively market skills
- Develop relationships with funding sources for your business
- Connect with established tech professionals
- Engage with leading tech companies
## Sponsorship Benefits

### Presenting Sponsorship
- Opportunity to host a main stage event/program
- Opportunity for involvement in programmatic elements of the event (i.e panel speaker, moderator, welcome remarks, etc.)
- Category exclusivity
- Advertisement in the Event App
- Reserved table(s) at main stage hospitality events
- Corporate identification in BLACK ENTERPRISE network’s national promotional and PR campaigns.
- Conference Registrations
- Complete list of event attendees provided for post event direct marketing.
- Expo booth opportunities (excludes Women of Power Summit and Golf & Tennis Challenge)
- Digital branding and content integration on event dedicated landing page of www.blackenterprise.com

### Platinum Sponsorship
- Opportunity for involvement in programmatic elements of the event (i.e panel speaker, moderator, etc.)
- Create a customized afternoon Session.
- Advertisement in the Event App
- Reserved table at main stage hospitality events
- Corporate identification in BLACK ENTERPRISE network’s national promotional and PR campaigns.
- Conference Registrations
- Complete list of event attendees provided for post event direct marketing.
- Expo booth opportunities (excludes Women of Power Summit and Golf & Tennis Challenge)
- Digital branding and content integration on event dedicated landing page of www.blackenterprise.com

### Rates & Benefits

<table>
<thead>
<tr>
<th>Event</th>
<th>Presenting Rate (net)</th>
<th>Platinum Rate (net)</th>
<th>Corporate Rate (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women of Power Summit</td>
<td>$175,000</td>
<td>$125,000</td>
<td>$75,000</td>
</tr>
<tr>
<td>Entrepreneurs Summit</td>
<td>$175,000</td>
<td>$125,000</td>
<td>$75,000</td>
</tr>
<tr>
<td>Golf &amp; Tennis Challenge</td>
<td>$175,000</td>
<td>$125,000</td>
<td>$75,000</td>
</tr>
<tr>
<td>Tech ConneXt Summit</td>
<td>$175,000</td>
<td>$125,000</td>
<td>$75,000</td>
</tr>
</tbody>
</table>

RATES & BENEFITS SUBJECT TO CHANGE
Accessed from via the Web, smartphones, and tablets, BlackEnterprise.com is the first-stop online destination for African American professionals and entrepreneurs. And with good reason: This interactive and user-friendly website offers expert advice, analysis, resources, and insight from BlackEnterprise’s esteemed editors and the nation’s top thought leaders in small business, money management, careers, and lifestyle.

BlackEnterprise.com features photos and exclusive video series that keep you entertained and informed, and social media tools, including Facebook and Twitter, that help you connect and engage with your peers. Visitors can even view the latest editions of our TV shows, Women of Power and Our World with Black Enterprise, and connect live to our conferences and events via live streaming video. Innovative... authoritative... accessible... BlackEnterprise.com is the online nexus for people looking to stay informed and competitive.
WEBSITE CONTENT AREAS

<table>
<thead>
<tr>
<th>Home Page</th>
<th>Money, Career, Small Business, Technology, Lifestyle, News, Photos, and Videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Money</td>
<td>Investing, Wealth Management, Planning &amp; Budgeting, Credit &amp; Debt Management, Homeownership, Love &amp; Money, Consumer Affairs, Decoded and more</td>
</tr>
<tr>
<td>Career</td>
<td>Career Advice, Top Careers, Changing Lanes, and Find Jobs</td>
</tr>
<tr>
<td>Small Business</td>
<td>Tools &amp; Resources, Your Business, Getting Started, Home Based, Franchises, and Financing</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>Arts &amp; Culture, Travel &amp; Leisure, SportsBiz, Fashion &amp; Beauty, Entertaining, and Health &amp; Wellness</td>
</tr>
<tr>
<td>Technology</td>
<td>Tools, Tips, Products, and People</td>
</tr>
<tr>
<td>News</td>
<td>Hot Topics and Washington Report</td>
</tr>
<tr>
<td>Photos</td>
<td>Photo galleries featuring exclusive images and photo essays</td>
</tr>
<tr>
<td>Videos</td>
<td>Exclusive videos from BlackEnterprise.com’s video series including “The High Life,” “Working Your Style,” “Brand New You,” “Ask the Experts,” “Small Business Advantage,” “One on One with celebrities” as well as exclusive video from our events.</td>
</tr>
<tr>
<td>TV Shows</td>
<td>Clips and full episodes from Our World with Black Enterprise and Women of Power.</td>
</tr>
<tr>
<td>Magazine</td>
<td>A look inside the issues of BLACK ENTERPRISE magazine as well as exclusive Web extras from each issue.</td>
</tr>
<tr>
<td>Events</td>
<td>Go behind-the-scenes and hear from experts at our annual events including the Black Enterprise Entrepreneurs Summit, the Black Enterprise Women of Power Summit, the Black Enterprise Golf &amp; Tennis Challenge, Black Enterprise Tech ConneXt Summit, The American Black Film Festival, the ABFF Honors Awards Show, and the African American Festival</td>
</tr>
<tr>
<td>BE Blogs</td>
<td>Off My Chest with BLACK ENTERPRISE SVP and Editor-at-large Alfred Edmond, Winging It with BEBR host Caroline Clarke, Power Moves with Black Enterprise Editor-in-chief Derek Dingle.</td>
</tr>
<tr>
<td>BE Next</td>
<td>Providing career, money, and business advice to the next wave of leaders. Including fun coverage of entertainment, video and lifestyle elements that are important to this group of under-35 individuals. Celebrate “who’s next!”</td>
</tr>
<tr>
<td>BE Lists</td>
<td>Use this directory of the top black businesses, executives, colleges and more...</td>
</tr>
<tr>
<td>Women of Power</td>
<td>Movers, shakers and dealmakers who are proud women of power—executives and business leaders who are breaking barriers and challenging the status quo. Get advice, insight and inspiration...</td>
</tr>
</tbody>
</table>
WEBSITE USER PROFILE

USER PROFILE

**Total Unique Visitors**
- YOY Increase Dec. 2012 - Aug. 2013: 56%
- Average Time Spent: 7:30

**User Profile**
- Average Age: 34
- Women: 55%
- Men: 45%

**Education**
- Holds Undergraduate Degree: 35%
- Holds Post-Graduate Degree: 22%

**Household**
- Average Annual Income: $75,000+
- Household Income $100k+: 20%

**Employment**
- Professional/Managerial: 68%
- Owner/Part Owner of Business: 31%

**Company Size**
- 2,000+: 23%
- 600 - 1,999: 7%
- 100 - 599: 15%
- Less than 100: 55%
- Student: 13%

**Registered users who subscribe to print version of BlackEnterprise.com magazine**: 33%

**Statistical, Behavioral, & Composition Data**
- Average Monthly Visitors: 517,000
- Page Views: 1.3 million
- Visits: 602,170
- Average Time Spent: 6.5 minutes

SOURCE: COMSCORE, OMNITURE, NIELSEN REVIEW 2013

SOCIAL MEDIA

The BlackEnterprise.com social media audience is highly interactive with the core content and are stimulated more by resources, primarily information tailored with the African American perspective.

Our social media presence offers a penetrated opportunity to reach your consumer and deepen the level of engagement.

**Order of Importance of Content for Our Readers on Social Media**
- News
- Business
- Money Tips & Resources
- Careers
- Lifestyle

**Statistical, Behavioral, & Composition Data**
- Twitter Followers: 165,000
- Facebook Fans: 369,591
- LinkedIn Connections: 5,315
- Instagram: 19,200
- Pinterest: 3,703
- Google+: 1,170
- Periscope: TK
MOBILE
Consumers get easy access to the latest Money, Small Business, Career Tips, How-Tos, News, Photos, and Videos on their phone.

Site Features
- Latest: Get all the info you need to know and weigh in on news, politics, and issues affecting our community.
- Photos: Browse through hundreds of photos of our celebrities, tastemakers, and events.
- Video: Gain access to our experts, editors, events, and TV shows (Women of Power and Our World with Black Enterprise).

Marketing Features
- Customizable SMS Messaging
- Advertise-in-text Capabilities
- Tools to Create Polls, Coupons, and Voting

Mobile Impressions
<table>
<thead>
<tr>
<th>Total</th>
<th>Monthly Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan. 2013-Current</td>
<td>675,000 75K</td>
</tr>
</tbody>
</table>

IPAD APP
Consumers can download the BLACK ENTERPRISE iPad App giving them instant access to each monthly issue of BLACK ENTERPRISE magazine. The App immerses users in the dynamic photo and video experience, then connects them to a growing community of smart professionals who are actively optimizing their network.

The BLACK ENTERPRISE iPad App gives clients the opportunity to provide rich media offerings that deliver an abundance of experiences for the user/reader.

Marketing Opportunities
- Branding: Print ads mirrored digitally
- In App Gaming: i.e. Test driving thru an obstacle course
- Engagement: Viewing benefits via TV commercial, video or special promotional offer
- Geo-Targeting: Include a link
- Find a local show listing
- Local/Regional news
- Interstitial: Sticky Footers
- Program information
- Sponsorship activation
- Premium/Department sponsorships
- Embedded video
## AD SPECIFICATIONS

### Standard & Rich Media

<table>
<thead>
<tr>
<th>Standard Media</th>
<th>File Size (publisher hosted)</th>
<th>3rd Party Hosted</th>
<th>Expansion Max</th>
<th>Rich Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>.swf, .jpg, .gif, .png</td>
<td>3rd party hosted</td>
<td>3rd party hosted</td>
<td>728x270</td>
<td>audio/video/interaction/expansion</td>
</tr>
<tr>
<td>728x90 leaderboard</td>
<td>39K maximum</td>
<td>40K initial/80k</td>
<td>500x500</td>
<td>audio/video/interaction/expansion</td>
</tr>
<tr>
<td>300x250 large rectangle</td>
<td>39K maximum</td>
<td>40K initial/80k</td>
<td>500x600</td>
<td>audio/video/interaction/expansion</td>
</tr>
<tr>
<td>300x600 half page</td>
<td>39K maximum</td>
<td>40K initial/80k</td>
<td>n/a</td>
<td>n/a</td>
</tr>
<tr>
<td>88x31 sponsor logo</td>
<td>15K maximum</td>
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<td>n/a</td>
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### Newsletters

<table>
<thead>
<tr>
<th>Unit</th>
<th>Size</th>
<th>Format</th>
<th>Max File Size</th>
<th>Optional Characters Below Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90 Leaderboard</td>
<td>20K</td>
<td>JPG, GIF</td>
<td>10KB</td>
<td>Smartphone appropriate</td>
</tr>
<tr>
<td>300x250 Rectangle</td>
<td>20K</td>
<td>JPG, GIF</td>
<td>10KB</td>
<td>Smartphone appropriate</td>
</tr>
<tr>
<td>300x600 CIB</td>
<td>20K</td>
<td>JPG, GIF</td>
<td>3.0KB</td>
<td></td>
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<tr>
<td>216x36 pixels</td>
<td>2.0KB</td>
<td>JPG, GIF</td>
<td>3.0KB</td>
<td></td>
</tr>
<tr>
<td>168x28 pixels</td>
<td>1.0KB</td>
<td>JPG, GIF</td>
<td>1.0KB</td>
<td></td>
</tr>
<tr>
<td>120x20 pixels</td>
<td>1.0KB</td>
<td>JPG, GIF</td>
<td>1.0KB</td>
<td></td>
</tr>
<tr>
<td>38x38 pixel icon</td>
<td>1.0KB</td>
<td>JPG, PNG</td>
<td>1.0KB</td>
<td>+ Max 35 characters text</td>
</tr>
</tbody>
</table>

### Mobile

<table>
<thead>
<tr>
<th>Creative Size</th>
<th>Max File Size</th>
<th>Format</th>
<th>Optional Characters Below Ad</th>
</tr>
</thead>
<tbody>
<tr>
<td>320x50 pixels</td>
<td>10KB</td>
<td>GIF, JPG, PNG</td>
<td>Smartphone appropriate</td>
</tr>
<tr>
<td>300x50 pixels</td>
<td>10KB</td>
<td>GIF, JPG, PNG</td>
<td>Smartphone appropriate</td>
</tr>
<tr>
<td>216x36 pixels</td>
<td>3.0KB</td>
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</tr>
<tr>
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<td>1.0KB</td>
<td>GIF, JPG, PNG</td>
<td></td>
</tr>
<tr>
<td>38x38 pixel icon</td>
<td>1.0KB</td>
<td>GIF, JPG, PNG</td>
<td>+ Max 35 characters text</td>
</tr>
</tbody>
</table>

### iPad

<table>
<thead>
<tr>
<th>Creative</th>
<th>Max File</th>
<th>Format</th>
<th>Animation Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1024x768</td>
<td>40K</td>
<td>GIF, JPG, HTML5</td>
<td>15 sec</td>
</tr>
<tr>
<td>768x1024</td>
<td>40K</td>
<td>GIF, JPG, HTML5</td>
<td>15 sec</td>
</tr>
</tbody>
</table>

For complete specifications, visit [http://www.blackenterprise.com/mediakit/ad-specs/](http://www.blackenterprise.com/mediakit/ad-specs/)

FTP Site: ftp.blackenterprise.com
Login: artftp  ■  Password: artftp

Corporate Headquarters New York Office
260 Madison Avenue, 11th Floor  ■  New York, New York 10016
212-886-9555 Fax: 212-886-9618  ■  E-mail: beads@blackenterprise.com
BLACK ENTERPRISE is a magazine but it is also a gold-standard brand powered by four decades of targeted, aggressive audience building. A strong circulation (4 million readers every month; a paid circulation of more than 500,000) is only half the story. Behind the numbers is an audience of affluent men and women that no other financial publication is reaching. BE’s audience overlap with our competitors is a mere 10%.

WHY THE EXCLUSIVE BRAND LOYALTY?

Because we deliver information that makes a difference in the lives of our readers. Because for four decades we’ve shown them how to best earn and manage their money. No other name in the industry speaks to affluent African Americans with the authority we’ve earned. It’s a level of trust that extends to our advertising and marketing partners who have direct access to an elite, engaged, and influential audience of African American consumers.
## Subscriber Profile

### Financial/Insurance
- **Average Value of Securities Owned**  
  $133,700
- **Has One or More Retirement Savings Plans (e.g., IRA, 401k)**  
  79%
- **Household Uses One or More Financial Services**  
  59%
- **(e.g., Financial Planner, Accountant, Broker)**  
  59%
- **Has Life Insurance**  
  91%
- **Has Property and Casualty Insurance**  
  83%

### Automotive
- **Owns or Leases Two or More Vehicles**  
  63%
- **Owns or Leases Three or More Vehicles**  
  28%
- **Plans to Buy or Lease a Vehicle in Next 12 Months**  
  32%

### Travel
- **Average Domestic Round-Trips Via Commercial Airline in Past Year**  
  7
- **Average Foreign Round-Trips Via Commercial Airline in Past Year**  
  5
- **One or More Business Round-Trips Via Commercial Airline in Past Year**  
  46%
- **Five or More Business Round-Trips Via Commercial Airline in Past Year**  
  16%
- **One or More Vacation Round-Trips Via Commercial Airline in Past Year**  
  75%
- **Average Nights Stayed at Hotel or Motel in Past Year**  
  11
- **Rented a Car at Least Once Last Year**  
  54%
- **Average Car Rentals in Past Year**  
  6
- **Made Travel Arrangements Online**  
  69%

### Income and Net Worth
- **Average HHI**  
  $102,000
- **Median HHI**  
  $79,000
- **Average Net Worth**  
  $358,000
- **Median Net Worth**  
  $178,000
- **Net Worth $100,000+**  
  64%

### Real Estate
- **Primary Residence**  
  77%
- **Own Other Real Estate**  
  33%

### Age
- **25 to 54**  
  73%
- **Under 65**  
  92%
- **Median Age**  
  40

### Education
- **Graduated College+**  
  62%
- **Post-Graduate Degree**  
  23%

### Marital Status
- **Married**  
  48%

### Children in the Household
- **Any Children**  
  49%

### Occupation
- **Executive/Manager**  
  67%
- **Upper Management**  
  39%
- **Business Owner/Partner**  
  30%

### Gender
- **Men**  
  51%
- **Women**  
  49%

### Entrepreneurial Interest
- **Plans to Start Own Business in Next 24 Months**  
  36%
- **Interested in Owning a Franchise**  
  37%
### Technology
- Uses Computer for Business or Personal Reasons: 95%
- Purchased/Leased Computer in Past 12 Months: 40%
- Purchased/Leased Laptop in Past 12 Months: 22%
- Purchased/Leased Printer in Past 12 Months: 27%
- Uses the Internet: 95%
- Uses the Internet Five or More Hours Per Week: 75%
- Average Hours Spent Online Per Week: 19
- Made Online Purchase in Past 12 Months: 89%
- Spent More Than $500 Online in Past 12 Months: 56%
- Average Spent Online in Past 12 Months: $1,760
- Has Purchase Authority for Computer/IT/Wireless Products/Services at Work: 43%

### Home Electronics
- Purchased Flat-screen Television in Past Year: 25%
- Average Spent on Flat-screen Television: $1,681
- Average Spent on Home Theater System: $905
- Purchased Digital Music Player in Past Year: 37%
- Average Spent on Digital Music Player: $362
- Purchased DVD Player in Past Year: 50%
- Purchased DVR (TiVo, Replay TV) in Past Year: 19%
- Average Spent on DVR: $393

### Fashion and Jewelry
- Purchased Women’s Apparel in Past Year: 88%
- Average Spent on Women’s Apparel: $1,498
- Purchased Men’s Apparel in Past Year: 74%
- Average Spent on Men’s Apparel: $1,395
- Purchased Jewelry or Watches in Past Year: 68%
- Average Spent on Jewelry/Watches: $1,295

### Entertaining
- Entertains One or More Times per Month at Home: 39%
- Entertains One or More Times per Month Outside the Home: 43%

### Consumes or Serves Alcohol

#### Occasionally/in Past 7 Days
- **Types of Alcohol**
  - Blended or Rye Whiskey: 8%
  - Canadian Whiskey: 7%
  - Irish Whiskey: 5%
  - Scotch Whiskey: 10%
  - Whiskey (any): 17%
  - Bourbon: 10%
  - Gin: 16%
  - Rum: 28%
  - Tequila: 23%
  - Vodka: 32%
  - Table Wine: 50%
  - Champagne/Sparkling Wine: 36%
  - Wine Coolers: 26%
  - Brandy or Cognac: 26%
  - Cordials or Liqueurs: 15%
  - Beer: 42%

---

*Source: 2011 Black Enterprise Subscriber Study conducted by Mendelsohn Media Research, Inc.*
### 2016 Advertising Rates

#### Color Rates
- **Standard AAAA**
  - Per page extra: $1,825

- **Matched color**
  - Per page extra: $2,655

#### Bleed Rates
- 10% on earned rate

#### Regionals
- **Black Enterprise** can accommodate all types of regional ads. Contact your **BE** representative for details and rates.

#### Preferred and Special Positions
- **Space plus Island position**
  - 10% commission
  - 20% commission

#### Commissions and Discounts
- Commission applies to space, color, bleed, and special position charges: 15% to recognized agencies if paid within 30 days of invoice date, 2% cash discount within 10 days of invoice date. Other charges are not commissionable. Terms net 30 days. Interest on any past-due balance is charged at the rate of 1.5% per month.

#### Inserts
- Supplied or in-house inserts are accepted. Contact your **BE** representative for rates.

#### Multiple Page Discounts
- 6-11: 10%
- 12+: 20%

---

**Rate Card No. 46 • Effective January 2015 • 500,000 ABC Average Paid Circulation**
2015 RETAIL RATES

Four Color

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$31,500</td>
<td>$29,615</td>
<td>$28,670</td>
<td>$27,725</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>25,200</td>
<td>23,710</td>
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<td>20,480</td>
<td>19,260</td>
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<tr>
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<td>14,185</td>
<td>13,330</td>
<td>12,905</td>
<td>12,710</td>
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<td>11,035</td>
<td>10,570</td>
<td>10,040</td>
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<td>1/6 Page</td>
<td>7,880</td>
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<td>6,935</td>
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Black/White

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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<tbody>
<tr>
<td>Full Page</td>
<td>$23,635</td>
<td>$22,220</td>
<td>$21,515</td>
<td>$20,805</td>
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<tr>
<td>2/3 Page</td>
<td>18,910</td>
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</tr>
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<td>15,365</td>
<td>14,445</td>
<td>13,985</td>
<td>13,720</td>
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<td>10,635</td>
<td>10,000</td>
<td>9,685</td>
<td>9,365</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>8,035</td>
<td>7,555</td>
<td>7,315</td>
<td>7,070</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>5,910</td>
<td>5,560</td>
<td>5,385</td>
<td>5,210</td>
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Display Classified

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
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</thead>
<tbody>
<tr>
<td>1 Column X 1</td>
<td>$1,080</td>
<td>$1,010</td>
<td>$980</td>
<td>$965</td>
</tr>
<tr>
<td>1 Column X 2</td>
<td>1,875</td>
<td>1,755</td>
<td>1,700</td>
<td>1,655</td>
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<tr>
<td>1 Column X 3</td>
<td>2,800</td>
<td>2,620</td>
<td>2,550</td>
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<tr>
<td>1 Column X 4</td>
<td>3,700</td>
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<td>4,620</td>
<td>4,350</td>
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Business Card Directory

<table>
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<tr>
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<th>1X</th>
<th>3X</th>
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<th>12X</th>
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<tbody>
<tr>
<td>Standard Business</td>
<td>$2,730</td>
<td>$2,575</td>
<td>$2,485</td>
<td>$2,405</td>
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Non-display Classified

<table>
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<th>1X</th>
<th>3X</th>
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<th>12X</th>
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</thead>
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<tr>
<td>Per Word</td>
<td>$11.50</td>
<td>$10.80</td>
<td>$10.40</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

RATE CARD NO. 32 • EFFECTIVE JANUARY 2015 • 500,000 ABC AVERAGE PAID CIRCULATION

Classified Mechanical Specifications
All advertisements will consist of text material only. We will set all display ads. Camera-ready copy accepted. (Column width: 1 5⁄8 inches.)

Word Count
P.O.B. numbers, telephone numbers, and hyphenated words count as two words. Cities (Atlantic City) and states (New Jersey) count as one word. All abbreviations, zip codes, initials, single and group figures, or letters count as one word. E-mail and URL addresses count as three words.

Charge Orders
Telephone orders accepted with Visa, MasterCard, or American Express only.

Cash Orders
A check or money order must accompany copy.

Commission
15% of gross to recognized advertising agencies; no cash discount.

Bleed Rates
10% on earned rate

Commission and Discount
Commission applies to space, color, bleed, and special position charges. Other charges: 15% to recognized agencies if paid within 30 days of invoice date, 2% cash discount within 10 days of invoice date. Other charges are not commissionable. Terms net 30 days. Interest on any past-due balance is charged at the rate of 1.5% per month.

Color Rates
Standard AAAA Matched color
per page extra: $1,825 per page extra: $2,655

Commission
15% of gross to recognized advertising agencies; no cash discount.

Bleed Rates
10% on earned rate

Commission and Discount
Commission applies to space, color, bleed, and special position charges. Other charges: 15% to recognized agencies if paid within 30 days of invoice date, 2% cash discount within 10 days of invoice date. Other charges are not commissionable. Terms net 30 days. Interest on any past-due balance is charged at the rate of 1.5% per month.

Color Rates
Standard AAAA Matched color
per page extra: $1,825 per page extra: $2,655

Policy
- Classified Mechanical Specifications
- Word Count
- Charge Orders
- Cash Orders
- Commission
- Bleed Rates
- Commission and Discount
- Color Rates
### Advertising Material Specifications

**Trim size** 8 x 10.5

<table>
<thead>
<tr>
<th>Non-bleed Sizes:</th>
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<tbody>
<tr>
<td>Page 7 x 9.625</td>
<td></td>
</tr>
<tr>
<td>Two page facing</td>
<td>14 x 9.625</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>4.625 x 9.625</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>4.625 x 9.625</td>
</tr>
<tr>
<td>1/2 page horizontal (spread)</td>
<td>14 x 9.6875</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>7 x 4.6875</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.25 x 9.625</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>4.625 x 4.6875</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.5 x 4.4375</td>
</tr>
<tr>
<td>1/6 page horizontal</td>
<td>4.375 x 2.3125</td>
</tr>
<tr>
<td>1/6 page vertical</td>
<td>2.25 x 4.4375</td>
</tr>
<tr>
<td>Digest size</td>
<td>4.625 x 6.75</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bleed Sizes:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Page</td>
<td>8.25 x 10.75</td>
</tr>
<tr>
<td>Spread</td>
<td>16.5 x 10.75</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>2.25 x 10.75</td>
</tr>
<tr>
<td>1/2 page spread (bleed)</td>
<td>16.5 x 5.4375</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>8.25 x 5.4375</td>
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<tr>
<td>1/2 page vertical</td>
<td>4.125 x 10.75</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>3 x 10.75</td>
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<tr>
<td>1/3 page horizontal</td>
<td>5.25 x 5.4375</td>
</tr>
<tr>
<td>Digest size</td>
<td>5.25 x 7.3125</td>
</tr>
</tbody>
</table>

- Safety - 3/8 from trim
- Gutter Bleed Safety - 1/4 each side
- Gatefold Availability - Sizes and rates upon request

### Screen and Density

For run of magazine and covers:
- Black and white, two color: #133 line screen
- Four color
- Four color density not to exceed 280%

### Four Color Copy for Offset Reproduction

All four color material must be accompanied by matchprints or high-quality proofs.

Digital files on CDs or DVDs accepted in the following forms:
- PDF/XIA (all imbedded images must be hi-res),
- InDesign, or Quark document with hi-res images and fonts.

### Binding

Perfect bound: All issues

### Printing

Cover: Web offset
Text: Web offset
Four color rotation: Black, blue, red, yellow
Four color ink: AAAA offset standard

### Issuance and Closing Dates:

Published monthly; issued 15th of month preceding publication date. Complete, camera-ready art or reproduction proofs can be accepted 8 weeks prior to publication date.

No cancellations accepted after closing date for space reservation.

### General

Advertisers and advertising agencies are jointly and severally liable for payment. Advertisers and advertising agencies also assume liability for content, including text, representations and illustrations of advertisements printed, and any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertisement that he feels is not in keeping with the publication’s standards. All copy is subject to publisher’s approval.

### Direct Response

15% off one-time display rate; direct response rates are available to advertisers who offer merchandise and services solely by mail or mail-order catalogs, or establishments that make a direct offer solely by mail.

### Production Inquiries

Please call Juan Diaz, production/advertising manager, at 212-886-9554 with any questions.

### FTP Site

ftp.blackenterprise.com
Login: artftp  ■  Password: artftp

---

**Corporate Headquarters NewYork Office**
260 Madison Avenue, 11th Floor  ■  New York, New York 10016
212-886-9555 Fax: 212-886-9618  ■  E-mail: beads@blackenterprise.com
**Women of Power** hosted by Caroline Clarke brings you the biggest names in business with our Power Suite interviews, essential Power of the Purse discussions on personal finance, Power Forward topics including work-life balance, and Luxe Life featuring the hottest lifestyle trends and luxury living.

**Our World with Black Enterprise** hosted by Paul Brunson highlights the contemporary African American experience with All Access interviews of today’s top newsmakers and celebrities, From the Corner Office features on success secrets of movers and shakers, and Slice of Life profiles of ordinary people “paying it forward” in their communities.
FROM THE EXECUTIVE SUITE ... TO THE RED CARPET!

From the executive suite...to the red carpet! Join us weekly for the who’s who in Entertainment, Politics, and Corporate America. *Our World with Black Enterprise* features exclusive interviews with today’s top newsmakers and celebrities, while spotlighting corporate executives, small business leaders, and community champions.

## Segments

<table>
<thead>
<tr>
<th>Segment</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Access</td>
<td>Our celebrity headliners give our viewers an exclusive look inside their latest projects and high-profile lives.</td>
</tr>
<tr>
<td>Entrepreneur of the Week</td>
<td>Features successful small business owners who provide our viewers with tips on growing their business ventures.</td>
</tr>
<tr>
<td>From the Corner Office</td>
<td>We highlight success secrets of movers and shakers, from the most powerful people in business, entertainment, sports, and philanthropy.</td>
</tr>
<tr>
<td>Slice of Life</td>
<td>We introduce you to everyday heroes making a difference by doing extraordinary things in their community.</td>
</tr>
</tbody>
</table>

## Household Coverage & Reach

- **Total U.S. Households**: 113.8M
- **Syndication**: 55% or 62,590,000
- **Total African American Households**: 14.8M
- **Syndication**: 73% or 10,804,000
- **Cable (TV One) 210 Cable Markets**: 49% or 55,762,000

## Top 3 Markets

- New York
- Chicago
- Dallas

## Additional Sponsorship Opportunities

- Tie-ins with other *Black Enterprise* media platforms and other customized opportunities.

* Top 10 cable markets ** Airing in 7 of the top 10 AA broadcast markets

## Ad Unit

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Time</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial/Spot</td>
<td>:30</td>
<td>$7,500</td>
</tr>
<tr>
<td>Billboard/Bumper</td>
<td>:05</td>
<td>$1,500</td>
</tr>
<tr>
<td>Segment Sponsorships</td>
<td>:05</td>
<td>$3,000</td>
</tr>
<tr>
<td>Promotional Consideration</td>
<td>:05</td>
<td>TBA</td>
</tr>
<tr>
<td>Promotional Consideration</td>
<td>:10</td>
<td>TBA</td>
</tr>
</tbody>
</table>

* SOURCE: NIELSEN MEDIA RESEARCH. MARKETS SUBJECT TO CHANGE*
WOMEN OF POWER

A fresh new half-hour series providing an in-depth, and intimate look, into the lives of some of the world’s most fascinating women. **Women of Power** features success secrets, strategies, and advice from the corporate boardroom to the hills of Hollywood. This television series will uplift, motivate and celebrate women of color.

**Segments**

- **Power Suite**: We highlight success secrets of movers and shakers, from the most powerful women in business, entertainment, sports, and philanthropy.
- **Power of the Purse**: A step-by-step financial empowerment guide providing our viewers with vital information to build and grow their personal wealth.
- **Power Forward**: Rotating topics including work-life balance, health & wellness, and relationships.
- **Luxe Life**: Features the hottest trends in lifestyle, entertainment, and technology.
- **Woman to Woman**: This :60 second motivational segment inspires today’s Woman of Power.

**Household Coverage & Reach**

<table>
<thead>
<tr>
<th></th>
<th>Total U.S. Households</th>
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<td></td>
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<td>Cable (TV One) 210 Cable Markets</td>
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</tr>
</tbody>
</table>

**Top 3 Markets**

- Los Angeles
- Dallas
- Detroit

**Additional Sponsorship Opportunities**

- Tie-ins with other **BLACK ENTERPRISE** media platforms and other customized opportunities.

* Top 10 cable markets ** Airing in 7 of the top 10 AA broadcast markets

**Ad Unit**

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<td>:10</td>
<td>TBA</td>
</tr>
</tbody>
</table>

**SOURCE:** NIELSEN MEDIA RESEARCH. MARKETS SUBJECT TO CHANGE
CONTACT SALES

Dirk J. Caldwell
SVP/National Director of Multimedia Sales
312-988-4354
caldwell@blackenterprise.com
CONTACT SALES

Kyle Allman
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CONTACT SALES

Grace Castro
Vice President of Multimedia Sales
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castrog@blackenterprise.com
CONTACT SALES

Renau Daniels
Senior Director, Multimedia & Events Sponsorship Sales
212-886-9544
danielsr@blackenterprise.com
CONTACT SALES

Jack Clark
Multimedia Sales Manager
212-886-9762
clarkj@blackenterprise.com
CONTACT SALES

Robert L. Ingram
Multimedia Sr. Sales Director—Corporate Responsibility
646-275-6866
ingramr@blackenterprise.com
## CONTACT SALES

### NEW YORK

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Phone</th>
<th>Email</th>
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</thead>
<tbody>
<tr>
<td>Kyle Allman</td>
<td>Vice President of Multimedia Sales</td>
<td>212-886-9507</td>
<td><a href="mailto:allmank@blackenterprise.com">allmank@blackenterprise.com</a></td>
</tr>
<tr>
<td>Grace Spellman-Castro</td>
<td>Vice President of Multimedia Sales</td>
<td>704-467-1474</td>
<td><a href="mailto:castrog@blackenterprise.com">castrog@blackenterprise.com</a></td>
</tr>
</tbody>
</table>

| Renau Daniels               | Senior Director Multimedia & Events Sponsorship Sales     | 212-886-9544   | danielsr@blackenterprise.com  |
|Jack Clark                   | Multimedia Sales Manager                                  | 212-886-9762   | clarkj@blackenterprise.com    |
|Fabiola D. Roman             | Multimedia Sales Manager                                  | 212-886-9592   | romanf@blackenterprise.com    |

| Dana Storm Santiago         | Director of Multimedia Sales                              | 212-886-9526   | santiagod@blackenterprise.com |
|Robert L. Ingram             | Multimedia Sr. Sales Director—Corporate Responsibility    | 646-275-6866   | ingramr@blackenterprise.com  |

### CHICAGO

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dirk J. Caldwell</td>
<td>S.V.P./National Director of Multimedia Sales</td>
<td>312-988-4354</td>
<td><a href="mailto:calwelld@blackenterprise.com">calwelld@blackenterprise.com</a></td>
</tr>
</tbody>
</table>