



# CONTENT CHANNELS

## 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 summits: the **Women of Power Summit**, **FWD**, **Black Men XCEL Summit**, and **TechConneXt**. 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 **American Black Film Festival**, **ABFF Honors**, and **SOAR!**; client-customized events; 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" requires day-to-day, moment-to-moment engagement. With BlackEnterprise.com, our online audience is always connected to the latest business, finance, and tech news as well as useful, enlightening, and inspiring content to help our community of entrepreneurs, professionals, and consumers. Our rich digital content is accessible where and how our audience lives—online, mobile, and across social media platforms, and in the form of videos, photo galleries, newsletters, and more. Catch up on the best content tailored for people of color on mobile, on our podcasts, our videos, and sign up for our newsletters—our audience is always in the know.

The **Black Enterprise Digital Platform** is solution-oriented interactive engagement.

## VIDEO

Shared with and by an unduplicated, captivated audience via mobile, web, e-mail, newsletters and social, **BLACK ENTERPRISE** Video offerings bring actionable inspiration to life in real time, on demand, any and everywhere. Our video platform is designed to empower our audience of high-achieving, high-ambition entrepreneurs, executive and professionals to digest more information in less time. Moreover, we provide original video content—including success strategies from African-American leaders and innovators in across every field of endeavor from Silicon Valley to Wall Street—that simply can't be found anywhere else.

**BLACK ENTERPRISE** Video is the source of amplified, captivating and exclusive content.

## PUBLISHING

The audience of **BLACK ENTERPRISE** magazine is not only sizable (4 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: In each issue, 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.



# BE 360 INTEGRATION



# CONTENT FRANCHISES

## 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, and financial services firms.



## HELPING STUDENTS ACHIEVE THEIR DREAMS

We launched the **BE Smart** initiative to bring together educators and business leaders to find inventive ways to improve educational opportunities for our children. With a special focus on historically black colleges and universities, our **HBCU Initiative** includes the annual **HBCU Summit** of presidents and administrators; an annual **BE Smart Hackathon**, where teams of **HBCU** students compete to solve business challenges while also participating in corporate tours and a career fair; and various **Prep Academies** that prepare students for leadership in the 21st century global community.



## IT'S OUR NORMAL TO BE EXTRAORDINARY

**BE Modern Man** 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 **50 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.





# CONTENT CALENDAR

## JANUARY

### DIGITAL

#### FRESH START

- Women of Power Summit Preview
- 25 Women Changing The World
- 30-Day Money Challenge

## FEBRUARY

### DIGITAL

#### WOMEN OF POWER

- Slideshow: Top Female Brand Masters
- TCX Her: Women in Tech
- ABFF Honors Coverage
- Executive Health

### EVENTS



#### WOMEN OF POWER SUMMIT

Feb. 28 — Mar. 2, 2019

The Mirage  
Las Vegas, NV

### PUBLISHING

#### WOMEN OF POWER SPECIAL

- Top Women in Marketing and Advertising
- Women & Money
- Female Tech Stars
- SOAR Empowerment Series Preview

## MARCH

### DIGITAL

#### MILLENNIAL MOVES

- Digital Series Launch: Millennial Moves
- Success Strategies From Women of Power
- SportsBiz: BE @ CIAA Tournament
- HBCU Campus Entrepreneurs

## APRIL

### DIGITAL

#### WOMEN OF POWER

- Most Powerful Blacks on Wall Street
- Tech Companies to Watch
- Cities Where You can SOAR!
- Black Businesses Near You

### EVENTS



#### SOAR EMPOWERMENT SERIES

Apr. 6, 2019

Georgia World Congress Center  
Atlanta, GA

# CONTENT CALENDAR

MAY

## DIGITAL

### FWD PREVIEW

- FWD Preview
- BE @ Small Business Week
- Top CEOs On How To Grow Your Company
- Graduates: Success in Careers, Finance & Life
- Gift Guide For Mother's Day

## PUBLISHING

### LARGEST BLACK SUPPLIERS FOR CORPORATE AMERICA: The BE 100s

- Annual Report on Black Business
- FWD Preview
- Doing Business With The Billion Dollar Roundtable
- Retirement Investment Guide
- Special Advertising Section: Doing Business in North Carolina

JUNE

## DIGITAL

### LARGEST BLACK SUPPLIERS FOR CORPORATE AMERICA: The BE 100s

- Video: Who Runs The BE 100s?
- FWD Coverage
- American Black Film Festival Coverage
- Black Music Month: Entertainment Entrepreneurs
- Business Game Changers in the LGBT Community

## EVENTS



### FWD

June 5-8  
Charlotte Convention Center  
Charlotte, NC



### AMERICAN BLACK FILM FESTIVAL

June 12-16  
Miami Beach, Florida



### SOAR EMPOWERMENT SERIES

JULY

## DIGITAL

### POWER YOUR BUSINESS LIFE WITH TECH INNOVATION

- Next Wave of Young Tech Entrepreneurs
- Latest Trends in Fintech
- TechConneXt Hackathon Winners: Where Are They Now?
- Social Impact Investing
- Mid-Year Tax Planning

AUGUST

## DIGITAL

### POWER IN THE BOARDROOM

- Board Members Rewiring Tech Companies
- Corporate Directors Boot Camps
- Black Men XCEL Summit
- HBCU Tech Directory

## EVENTS



### BLACK MEN XCEL SUMMIT

PGA National Resort & Spa  
West Palm Beach, FL



### SOAR EMPOWERMENT SERIES

## PUBLISHING

### POWER IN THE BOARDROOM

- 2019 Black Enterprise Registry of Corporate Directors
- Management Strategies for Multicultural Leaders
- Estate Planning To Preserve Multigenerational Wealth
- Black Men XCEL Preview

# CONTENT CALENDAR

## SEPTEMBER

### DIGITAL

#### CORPORATE LEADERSHIP

- Most Powerful Executives Update
- TechConneXt Sneak Peek
- Most Innovative Startups
- Fashion Week: Leaders of Business Style

## OCTOBER

### DIGITAL

#### HOTTEST BLACKS IN TECH

- TechConneXt 5.0
- Black Tech Awards
- BE Smart Hackathon
- Wealth for Life: Year-End Financial Planning

### EVENTS



TECHCONNEXT  
SILICON VALLEY



SOAR EMPOWERMENT SERIES

## NOVEMBER

### DIGITAL

#### GUIDE TO GROWING YOUR SMALL BUSINESS

- 25 Angels Every Startup Should Know
- Small Business Saturday Coverage
- Gift Guide for The Holiday Season
- Veteran Entrepreneurs and Executives

### EVENTS



ABFF HONORS:  
A CELEBRATION  
OF HOLLYWOOD

## DECEMBER

### DIGITAL

#### BEST COMPANIES FOR DIVERSITY

- Lifestyle: Best of Everything
- Businesspeople of the Year
- What's In, What's Out For 20/20

### PUBLISHING

#### BEST COMPANIES FOR DIVERSITY

- DiversityInc 50
- Top Diversity Executives
- TechConneXt Recap
- Creating Your Wealth Plan for the Next Decade
- Special Advertising Section:  
How Black Employee Resource Groups Drive  
Corporate Diversity



# 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 decision makers, and the best in leisure activity. Nowhere else can you experience such a combination in one place and time.

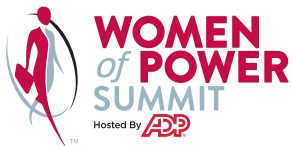
Our events, our audience, and our partnerships are first class. The benefits are tremendous with **BLACK ENTERPRISE** Events. Partnerships offer the opportunity to be associated with the nation's premier business and networking events. It also provides prospects for involvement, promotional placement, 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. Additional benefits include full registrations, lead generation, pre-and-post marketing efforts and data, and integration within each event program element.



EMPOWERERS



	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
SMALL BUSINESS & TECHNOLOGY												
PROFESSIONAL												
PERSONAL FINANCE												
LIFESTYLE												
CUSTOM												



### WOMEN OF POWER SUMMIT

An exclusive 3-day gathering of more than 1000 women of color executives

#### Summit Attendees Are Educated And Affluent

Graduated college	94%
Post-graduate degree	50%
HHI \$100K—\$250K	61%

#### Personal Profile

Attendees between ages 35 and 54	64%
Average age	43

#### Executive Level

More than 66% of the attendees are senior level managers	
President	10.4%
Vice President	13.9%
General Manager	2.6%
Owner/Partner	5.7%
Manager	10.6%
Executive Director	22.9%

### FWD

The country's premier business takeover and networking event for 1,200 African American founders, creators, and innovators



#### Conference Attendees Are Educated And Affluent

Graduated college+	78%
Post-graduate degree	38%
HHI \$100K+	64%

#### Personal Profile

Male/Female	43%/57%
Attendees between ages 25 and 34	25%
Attendees between ages 35 and 54	56%
Average age	42

#### Entrepreneurial Level

Own a business	59%
In business more than 5 years	42.2%
Average years in business	5

#### Businesses Represented

Marketing/Advertising/ Communications	11.1%
Education/Training	3.1%
Retail/Wholesale	10.2%
Computer/Technology	9.9%
Real Estate/ Construction	9.5%
Professional/Personal Services	20.5%
Medical	4.32%
Finance	5.6%
Law	3.6%
Other	20.5%





### BLACK MEN XCEL

A multi-day celebration of enlightenment, empowerment, and excellence that honors the essence of today's man of color

#### XCEL 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 BE subscriber base

Top and middle managers	85%
Own a business	45%
Married	44%

#### Personal Profile

Male/Female	58%/42%
Attendees between ages 35 and 54	60%

#### Nationally Dispersed Attendees

Northeast	31%
Southeast	39%
Midwest	13%
Southwest	11%
Northwest	6%

### TECHCONNEXT

A unique and unparalleled opportunity, bringing the best and brightest of the tech community from Silicon Valley and beyond. There has never been an event quite like this.

#### TCX Attendees Are Educated And Affluent

Average household income	\$150,000
Average annual household spend	\$75,000
Graduated college+	87%

#### Industries Represented

Advertising/Marketing/Entertainment	21%
Sales	11%
Entrepreneurs	9%
Education	8%
Mobile/Telecom	7%
Finance	5%
Technology/Robotics	4%
VC/Incubators/Accelerators	3%

#### Personal Profile

Male/Female	51%/49%
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#### Nationally Dispersed Attendees

CA	60%
NY	7%
GA	3%
NJ	3%
TX	3%
NC	3%

#### Data Consumption

Mobile	37%
Laptop/Desktop	46%
Tablet	9%
TV	8%

# SOAR!

## EMPOWERMENT

A ONE-DAY LIFTOFF EVENT FOR  
HEALTH, WEALTH, AND UNLIMITED OPPORTUNITY

This one-of-a-kind event series is the perfect opportunity for those focused on maximizing their earning power, gaining optimal health, and creating multigenerational wealth for themselves and their families.

### OVERVIEW

- Multiple one-day events, hosted in cities across the nation
- Instructive Sessions focusing on
  - Acquiring assets
  - Building personal wealth
  - Optimizing health
  - Maximizing business opportunities

### PROJECTED MARKETS

Atlanta	Denver	St. Louis
Nashville	Charlotte	Los Angeles

#### Personal Profile

Attendees between ages 18 and 30	10%
Attendees between ages 31 and 45	47%
Attendees between ages 46 and 65	42%

#### Individual Income

\$20—36k	18%
\$36—50k	17%
\$50—75k	26%
\$75—100k	13%
More than \$100k	16%

#### Marital Status

Married	46.2%
Single	36.6%
Divorced	14.6%
Widowed	2.6%

#### Ethnicities Represented

African American	85.4%
Caucasian	4.2%
Caribbean	3.7%
Hispanic/Latino	2.6%
African	1.9%
Native American	0.2%
Asian	0.2%
Other	1.8%



### 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 Black Men XCEL Summit)
- Digital branding and content integration on event dedicated landing page of [www.blackenterprise.com](http://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 Black Men XCEL Summit)
- Digital branding and content integration on event dedicated landing page of [www.blackenterprise.com](http://www.blackenterprise.com)

Event	Presenting Rate (net)	Platinum Rate (net)	Corporate Rate (net)
Women of Power Summit	\$175,000	\$125,000	\$75,000
FWD	\$175,000	\$125,000	\$75,000
Black Men XCEL Summit	\$175,000	\$125,000	\$75,000
TechConneXt	\$175,000	\$125,000	\$75,000

RATES & BENEFITS SUBJECT TO CHANGE

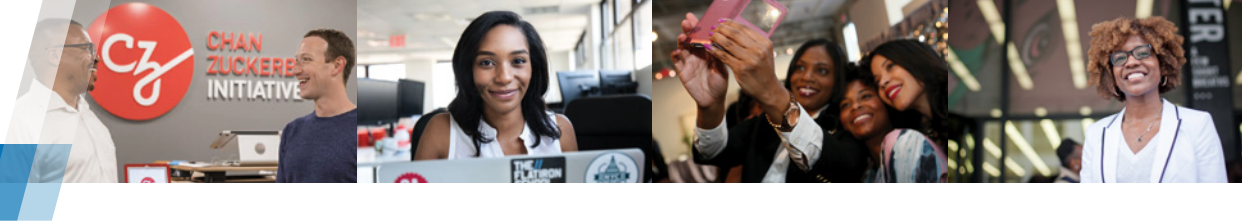


# CONNECTED & ENGAGED

BlackEnterprise.com is the first-stop online destination for black professionals and entrepreneurs, and with good reason: This interactive and user-friendly website, accessed via desktop, tablet, or mobile, offers expert analysis, resources, and insight from Black Enterprise's esteemed editors and the nation's top thought leaders in small business, personal finance, careers and leadership, technology, education, and lifestyle. BlackEnterprise.com features exclusive profiles, videos, photo galleries, and podcasts that keep you entertained and informed, such as the Game Changers video series of advice from the country's most powerful black executives, and the BE the Code podcast of interviews with innovative black startups. There are also special initiatives, such as BizBlock, our community-building registry of black small businesses across the country. And it's all supported by a dynamic social media presence, including Facebook, Twitter, Instagram, and LinkedIn that provides the behind-the-scenes scoop and helps you connect and engage with your peers. Visitors can also experience our conferences and events via livestream and view the latest episodes of our TV shows. Innovative... authoritative... accessible... BlackEnterprise.com is the online nexus for people looking to get ahead and stay informed



# INFORMS



**Home Page** The latest news across all of our content areas plus trending stories, the BE video hub, insights from our editors and contributors, and a highlight on our major franchises

**Entrepreneurship** Tips and tools to start or grow your business, stories of successful entrepreneurs, financing, franchising, and news for and about blacks in business

**Money** All things personal finance, including investing, retirement, insurance, homeownership, taxes, and wealth management

**Leadership** Top career strategies and corporate profiles, plus our BE Smart education coverage, and inspirational stories of interest to our Women of Power and BE Modern Men

**Technology** A spotlight on black founders and startups, diversity in Silicon Valley, and tech tools for your business

**Lifestyle** Blacks in entertainment, sports the arts, and pop culture; travel, food, and spirits; plus health and wellness

**Events** All the information and behind-the-scenes excitement at our annual events including the Women of Power Summit, FWD, Black Men XCEL Summit, TechConneXt, the American Black Film Festival, and ABFF Honors

**Lists** Annual directories and special reports on the top black-owned businesses, most powerful corporate executives, best companies for diversity, and more...

**Magazine** A look inside the issues of **BLACK ENTERPRISE** magazine as well as exclusive Web extras from each issue

**Videos** One-on-one interviews with top names in business and culture, including our "BE The Code" technology podcast and "Game Changers" series of career advice from the C-Suite, as well as exclusive video from our events

**TV Shows** Clips, segments, and full episodes from *Our World with Black Enterprise* and *Women of Power*.



## WEBSITE USER PROFILE

## MOBILE OPPORTUNITIES

### USER PROFILE

#### Age

25-34	26%
35-44	25%
45-54	21%
55-64	12%
18-24	11%
65+	5%

#### Gender

Women	54%
Men	46%

#### Education

Holds Undergraduate Degree	44%
Holds Post-Graduate Degree	36%

#### Average Household Income

\$50k — \$100k	38%
\$100k+	39%

#### 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%

#### Cross Platform

Mobile	62%
Desktop	33%
Tablet	5%

#### Statistical, Behavioral, & Composition Data

Average Monthly Users	414,047
Page Views	0.660 Million
Sessions	0.467 Million
Average Time Spent	1:00 Minutes

#### Affinity Categories

Shoppers/Value Shoppers	3.19%
Media & Entertainment/Movie Lovers	3.00%
Media & Entertainment/Music Lovers	2.74%
Lifestyles & Hobbies/Pet Lovers	2.71%
News & Politics/Avid News Readers	2.61%
Technology/Technophiles	2.55%
Lifestyles & Hobbies/Business Professionals	2.55%
Sports & Fitness/Sports Fans	2.48%
Food & Dining/Fast Food Cravers	2.45%
Lifestyles & Hobbies/Art & Theater Aficionado	2.38%

### SOCIAL MEDIA

The **BLACK ENTERPRISE** social media audience is highly engaged with our core content across multiple platforms and is actively stimulated by the resources, information, and inspiration we share tailored from the black perspective.

In addition to the support of daily BlackEnterprise.com content, our engagement in the space includes live coverage on Twitter, Facebook, LinkedIn, and Instagram; social-only videos, memes, and polls; plus exclusives from behind the scenes at our events, interviews, and magazine photoshoots. We have dedicated Facebook groups for our technology, small business, Women of Power and Black Men XCEL audiences.

#### Importance of Content for Our Readers

- Business & News
- Career
- Lifestyle
- Education
- Money
- Music & Entertainment
- Technology

#### Statistical, Behavioral, & Composition Data

Facebook Fans	603,007
Twitter Followers	267,584
Instagram	303,014
Periscope	35,449
LinkedIn Connections	20,784
Pinterest	4,802
YouTube	5,597



### MOBILE

Consumers get easy access to the latest Money, Small Business, Career Tips, Lifestyle, Technology, Women, Education, Politics, How-Tos, News, Photos, and Videos.

#### Site Features

- Articles** Get all the info you need to know and weigh in on news, politics, and issues affecting our community.
- Video** Gain access to our founders, influencers, experts, editors, and events.
- Branding** 320x50 or 300x50 banners contextually positioned to target **BE** audiences on the go.

#### Mobile Impressions

Average Monthly Page Views	181,226
Average Monthly Impressions	362,453



## AD SPECIFICATIONS



### Standard/High Impact

Standard Media	Formats	Max Flash	Max JPG/GIF	Loop Limit	Max Expansion
Leaderboard: 728x90	HTML5 (3rd Party Preferred), Flash, JPG, GIF, SWF, Static JPG	40k	40k	3 Loops max	728x270
Medium Rectangle: 300x250	HTML5 (3rd Party Preferred), Flash, JPG, GIF, SWF, Static JPG	40k	40k	3 Loops max	600x250
Half Page: 300x600	HTML5 (3rd Party Preferred), Flash, JPG, GIF, SWF, Static JPG	40k	40k	3 Loops max	600x600
Wallpaper: 1600x1024	Custom 1x1	—	40k	—	—
Pushdown: 970x90	1x1 Impression & click tracking. HTML5 (Preferred, 3rd party hosted only)	60k (SWF)	40k	3 Loops max	970x415r

### Rich Media

Standard Media	File Type	Initial Load	Max File	3rd Party Tags	Specs
Leaderboard: 728x90	JPG, GIF, SWF	<15K	100K	Yes	Expands down; Max expanded size: 728x315
Medium Rectangle: 300x250	JPG, GIF, SWF	<15K	100K	Yes	Expands left; Max expanded size: 600x250
Half Page: 300x600	JPG, GIF, SWF	<15K	100K	Yes	Expands left; Max expanded size: 600x600
Interstitial: 640x480	JPG, GIF, SWF	60K	100K	Yes	"X-Close" button in upper right corner. 15 seconds, then auto-close. Please provide 3rd party ad tag, or if siteserved, SWF & FLA, and all corresponding fonts and build in a clickTag.

### Newsletters

Unit	File Type	Max File	3rd Party Tag
728x90	JPG, GIF	40k	Ads are hardcoded via site: 1x1 tracking pixels accepted
300x250	JPG, GIF	40k	Ads are hardcoded via site: 1x1 tracking pixels accepted

### Mobile/Video

Placement	Formats	Max JPG/GIF	Max Video
Static: 320x50 or 300x50	Static: JPG & 1x1 (3rd party tracking). TPT: Standard redirect. Static: DFA internal redirect	40k	—
Pre Roll	MOV, MP4 (3rd party impression & click tracking) 3rd Party Served: VAST 2.0, VAST 3.0, VPAID	—	:15 or :30

For complete specifications, visit <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](mailto:beads@blackenterprise.com)



### Rich Media

Start	End	Placement	Ad Unit Size & Description	CPM*	Cost (net)
n/a	n/a	ROS_300x250, 300x600, 728x90	300x250, 300x600, 728x90	\$14.00	n/a
n/a	n/a	ROS_300x400 Video Pre Roll	Pre Roll	\$20.00	n/a
n/a	n/a	Run of Channel_300x250, 300x600, 728x90	300x250, 300x600, 728x90	\$16.67	n/a
n/a	n/a	Run of Channel_300x400 Video Pre Roll	Pre Roll	\$25.00	n/a
n/a	n/a	ROS WAP_320x50_300x50_320x250	Various Mobile Sizes 320x50_300x50_168x28_216x36_320x250	\$10.00	n/a
One Day	One Day	BE.Com Home Page Takeover	300x250 (2), 728x90 (2), Wallpaper	Flat	\$3,360
One Day	One Day	Email Blast_728x350	728x350	Flat	\$3,500
One Day	One Day	Newsletter_300x250	300x250	Flat	\$2,500
One Day	One Day	Twitter/ Facebook Posts	n/a	Flat	\$2,750
One Day	One Day	Twitter Chat	n/a	Flat	\$5,000

# REAL PEOPLE = REAL RESULTS!

Our videos are a direct connection to a vibrant consumer audience. At the centerpiece of our video portal, we profile African American entrepreneurs, corporate executives, innovators, investors, and entertainers.

We are an authoritative voice providing in-depth inspirational and aspirational content to our audience. We offer a wide variety of short- and long-form content, video, and audio podcasts as well as custom (sponsored) content that is timely and will motivate, celebrate, and shape the lives of African Americans.



INSPIRES

### FROM THE EXECUTIVE SUITE ... TO THE RED CARPET!

One-on-one interviews with top names in business and culture, including our “BE The Code” technology podcast and “Game Changers” series of career advice from the C-Suite, as well as exclusive video from our events.

## VIDEO SEGMENTS

- BE The Code** Founders speak candidly about overcoming the challenges of taking their companies from startup to success
- Dollars & Sense** It doesn't matter how much you make if you give it all back. This segment helps viewers look sensibly at saving and investing.
- Game Changers** We highlight success secrets of movers and shakers, from the most powerful people in business, sports, and philanthropy.
- Tech Talk** Today's leading technologists provide insights on various topics ranging from developing new products to navigating corporate structures.

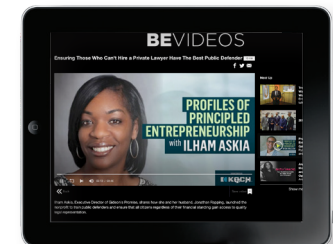
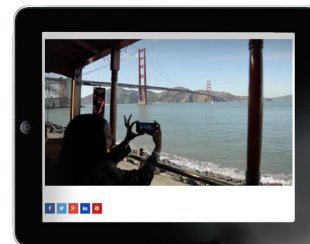
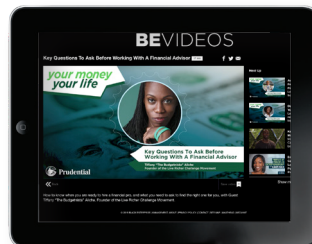
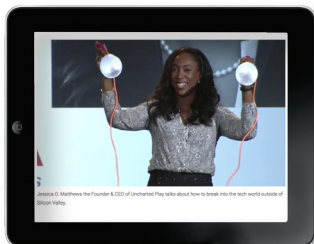
- Your Money Your Life** A step-by-step financial empowerment guide providing our viewers with vital information to build and grow their personal wealth.
- Power Forward** A motivational segment with celebrity guest and influencers each week to discuss tech, work-life balance, health & wellness, and relationships.
- Luxe Life** Features the hottest trends in lifestyle, entertainment, and technology.

- All Access** Get a backstage pass to the hottest celebrity headliners for an exclusive look inside their latest projects and high-profile lives.
- Entrepreneur of the Week** Features successful small business owners who provide our viewers with tips on growing their business ventures.
- Slice of Life** We introduce you to everyday heroes making a difference by doing extraordinary things in their community.

## CUSTOM CONTENT VIDEO

Deliver your brand message through custom segments crafted by our team of content experts.

Delivered through BE social media channels as well as through our website, these videos offer far deeper audience engagement than does traditional advertising.





# THE GOLD STANDARD

**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.



ENRICHES





		INSERTION	MATERIALS	ON SALE
WOMEN OF POWER SPECIAL	<b>Winter</b>	1/22/19	2/4/19	3/5/19
LARGEST BLACK SUPPLIERS TO CORPORATE AMERICA: THE BE100S	<b>Spring</b>	4/3/19	5/7/19	6/4/19
POWER IN THE BOARDROOM	<b>Summer</b>	7/16/19	8/5/19	9/3/19
50 BEST COMPANIES FOR DIVERSITY	<b>Fall</b>	10/22/19	11/11/19	12/10/19



### Age

25 to 54	73%
Under 65	92%
Median Age	40

### Occupation

Executive/Manager	67%
Upper Management	39%
Business Owner/Partner	30%

### Education

Graduated College+	62%
Post-Graduate Degree	23%

### Gender

Men	51%
Women	49%

### Marital Status

Married	48%
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### Children in the Household

Any Children	49%
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### Entrepreneurial Interest

Plans to Start Own Business in Next 24 Months	36%
Interested in Owning a Franchise	37%

### 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%

### 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 (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%



### 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%



### Four Color

Size	1X	3X	6X	12X	18X	24X	36X
Full Page	\$42,000	\$39,480	\$38,225	\$36,960	\$35,280	\$33,600	\$31,500
2/3 Page	33,600	31,585	30,580	29,570	28,230	27,275	25,200
1/2 Page	27,300	25,670	24,850	24,040	22,935	21,845	20,480
1/3 Page	21,000	19,745	19,120	18,480	17,645	16,800	15,755
1/4 Page	16,800	15,800	15,295	14,785	14,115	13,445	12,600
1/6 Page	12,600	11,850	11,470	11,095	10,585	10,080	9,455

### Black/White

Size	1X	3X	6X	12X	18X	24X	36X
Full Page	\$31,500	\$29,615	\$28,670	\$27,725	\$26,465	\$25,200	\$23,630
2/3 Page	25,200	23,700	22,940	22,185	21,170	20,160	18,910
1/2 Page	20,480	19,260	18,640	18,030	17,205	16,385	15,365
1/3 Page	15,755	14,810	14,345	13,865	13,240	12,600	11,825
1/4 Page	12,600	11,855	11,470	11,095	10,585	10,080	9,455
1/6 Page	9,455	8,895	8,605	8,320	7,950	7,565	7,095

### Four Color Cover Rates (including bleed charge)

Size	1X	3X	6X	12X	18X	24X	36X
2nd/3rd	\$50,400	\$47,380	\$45,865	\$44,360	\$42,345	\$40,325	\$37,800
4th	54,600	51,330	49,695	48,050	45,865	43,680	40,955

### 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%  
20%

**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  
12+

10%  
20%





### Four Color

Size	1X	3X	6X	12X
Full Page	\$31,500	\$29,615	\$28,670	\$27,725
2/3 Page	25,200	23,710	22,940	22,185
1/2 Page	20,480	19,260	18,640	18,030
1/3 Page	14,185	13,330	12,905	12,710
1/4 Page	11,035	10,370	10,040	9,705
1/6 Page	7,880	7,410	7,170	6,935

### Black/White

Size	1X	3X	6X	12X
Full Page	\$23,635	\$22,220	\$21,515	\$20,805
2/3 Page	18,910	17,765	17,210	16,645
1/2 Page	15,365	14,445	13,985	13,720
1/3 Page	10,635	10,000	9,685	9,365
1/4 Page	8,035	7,555	7,315	7,070
1/6 Page	5,910	5,560	5,385	5,210

### Display Classified

Size	1X	3X	6X	12X
1 Column X 1	\$1,080	\$1,010	\$980	\$965
1 Column X 2	1,875	1,755	1,700	1,655
1 Column X 3	2,800	2,620	2,550	2,485
1 Column X 4	3,700	3,485	3,375	3,290
1 Column X 5	4,620	4,350	4,225	4,125

### Business Card Directory

Size	1X	3X	6X	12X
Standard Business Card Size	\$2,730	\$2,575	\$2,485	\$2,405

### Non-display Classified

Size	1X	3X	6X	12X
Per Word (20-word minimum)	\$11.50	\$10.80	\$10.40	\$10.00

## RATE CARD NO. 36 • EFFECTIVE JANUARY 2019 • 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**  
per page extra: \$1,825

**Matched color**  
per page extra: \$2,655



### Advertising Material Specifications

Trim size 8 x 10.5

#### Non-bleed Sizes:

Page 7 x 9.625	
Two page facing	14 x 9.625
2/3 page vertical	4.625 x 9.625
1/2 page horizontal	7 x 4.6875
1/2 page horizontal (spread)	14 x 4.6875
1/2 page vertical	3.5 x 9.625
1/3 page vertical	2.25 x 9.625
1/3 page horizontal	4.625 x 4.6875
1/4 page	3.5 x 4.4375
1/6 page horizontal	4.375 x 2.3125
1/6 page vertical	2.25 x 4.4375
Digest size	4.625 x 6.75

#### Bleed Sizes:

Page	8.25 x 10.75
Spread	16.5 x 10.75
2/3 page vertical	2.25 x 10.75
1/2 page spread (bleed)	16.5 x 5.4375
1/2 page horizontal	8.25 x 5.4375
1/2 page vertical	4.125 x 10.75
1/3 page vertical	3 x 10.75
1/3 page horizontal	5.25 x 5.4375
Digest size	5.25 x 7.3125

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

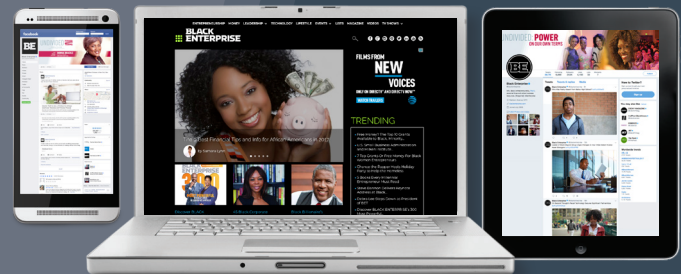
#### Corporate Headquarters New York Office

260 Madison Avenue, 11th Floor ■ New York, New York 10016

212-886-9555 Fax: 212-886-9618 ■ E-mail: beads@blackenterprise.com

# BE SALES CONTACT

**DIRK J. CALDWELL**  
SVP/NATIONAL DIRECTOR OF MULTIMEDIA SALES  
347-865-5892  
CALDWELLD@BLACKENTERPRISE.COM



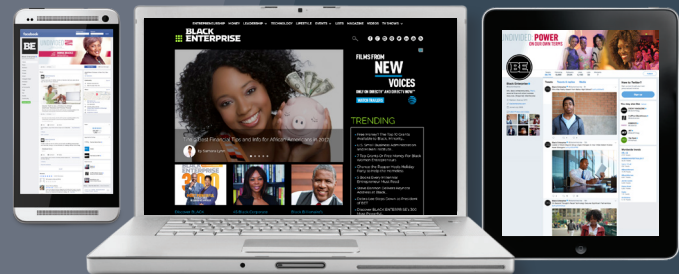
# BE SALES CONTACT

**KYLE ALLMAN**

SVP/NATIONAL DIRECTOR, MULTIMEDIA SALES

212-886-9507

ALLMANK@BLACKENTERPRISE.COM



**EVENTS < DIGITAL < VIDEO < PUBLISHING**



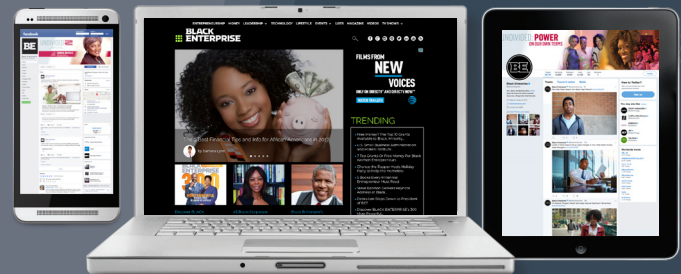
# BE SALES CONTACT

## RENAU DANIELS

SR. DIRECTOR, EVENT SPONSORSHIP SALES

212-886-9544

DANIELSR@BLACKENTERPRISE.COM



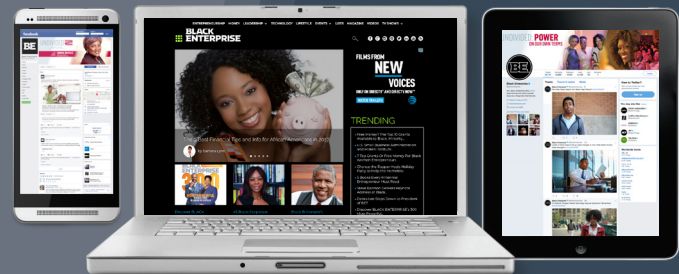
# BE SALES CONTACT

**JACK CLARK**

MULTIMEDIA SALES MANAGER

212-886-9762

CLARKJ@BLACKENTERPRISE.COM



**EVENTS < DIGITAL < VIDEO < PUBLISHING**

# BE SALES CONTACT

**ROBERT SPENCE**  
MULTIMEDIA SALES MANAGER  
480-216-8620  
SPENCER@BLACKENTERPRISE.COM

