WE ARE HERE TO SERVE

BLACK ENTERPRISE EXISTS TO inspire, embolden, and empower our community to embark on the lifetime journey from ambition to achievement.
BE...
REACHES.
TOUCHES.
REFLECTS.
CONNECTS.
THE BIG PICTURE: OPPORTUNITY TO CONNECT WITH AFRICAN AMERICANS, A DIGITALLY-INVESTED & SOCIALLY-CONNECTED CONSUMER

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>96% of AA live in a household that owns a smartphone and have a higher weekly reach for:</td>
<td></td>
</tr>
<tr>
<td>75% Social networking primarily on a smartphone</td>
<td></td>
</tr>
<tr>
<td>66% Watching/streaming video on a smartphone</td>
<td></td>
</tr>
<tr>
<td>54% of all AA have lived their lives in the digital age!</td>
<td></td>
</tr>
<tr>
<td>37% more likely* to be the first to adopt &amp; try new technology gadgets</td>
<td></td>
</tr>
<tr>
<td>18-34 &amp; 35+ more likely* to use finance/insurance/investment apps</td>
<td></td>
</tr>
</tbody>
</table>

**DIGITALLY NATIVE:**
More than half

**OVER-INDEX**
against the total population for dollars per buyer online in most grocery categories

*SOURCE: NIELSEN: DIGITAL HABITS AND IMPACT OF BLACK CONSUMERS. 2022.* VS GENERAL POPULATION.
GET **CONNECTED TO THE BE.COM AUDIENCE**

**GENDER**
- Women: 56%
- Men: 44%

**AGE RANGE**
- 25-34: 12%
- 35-44: 20%
- 45-54: 20%

**HHI $100K+**
- 57%

**Black/AA Comp Index**
- 275

**Profession/Managerial**
- 68%

**Business Owner/Partner**
- 31%

**College & Post Grad**
- 72%
A POWERFULLY **SOCIAL & DIGITAL COMMUNITY**

**SOCIAL REACH**

- Instagram: 752K
- Facebook: 758K
- Twitter: 334K
- LinkedIn: 223K
- YouTube: 33K

**TRAFFIC**

- Monthly Unique Visitors: 5.5M
- Monthly Page Views: 13M
- Business/News Rank: #19

**DISPLAY IMPRESSIONS**

- Desktop Impressions: 7M
- Mobile Impressions: 63M
- Avg. Monthly Impressions: 70M

**CROSS PLATFORM**

- Mobile: 82%
- Desktop: 15%
- Tablet: 3%
### ALIGNED WITH THE CULTURE:
**INCREASED REACH IN THE AA COMMUNITY**

<table>
<thead>
<tr>
<th>Website</th>
<th>Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>BET.COM</td>
<td>6,325</td>
</tr>
<tr>
<td>BLACK ENTERPRISE.COM</td>
<td>5,555</td>
</tr>
<tr>
<td>ESSENCE.COM</td>
<td>3,314</td>
</tr>
<tr>
<td>THEROOT.COM</td>
<td>3,054</td>
</tr>
<tr>
<td>THEGRIOT.COM</td>
<td>2,772</td>
</tr>
<tr>
<td>BOSSIP.COM</td>
<td>2,377</td>
</tr>
<tr>
<td>MADEMENOIRE.COM</td>
<td>2,133</td>
</tr>
<tr>
<td>NEWSONE.COM</td>
<td>1,811</td>
</tr>
<tr>
<td>REVOLT.COM</td>
<td>1,363</td>
</tr>
<tr>
<td>EBONY.COM</td>
<td>148</td>
</tr>
<tr>
<td>XONECOLE.COM</td>
<td>106</td>
</tr>
</tbody>
</table>

*Source: COMSCORE, Sept. 2022*
CONNECT WITH AN **UNDUPLICATED AUDIENCE**

**FINANCES**

- **$358,000**
  Avg. Net Worth
- **$102,000**
  Avg. HHI
- **$133,700**
  Avg. Value of Securities Owned

**AGE RANGE**

- 25-54: 73%
- Under 65: 92%

**GENDER**

- Men: 51%
- Women: 49%

**EDUCATION**

- College Graduate+: 62%
- Post-Graduate Degree: 23%
- Has One or More Retirement Savings Plans: 79%

**OCCUPATION**

- Executive: 67%
- Upper Management: 39%
- Business Owner: 30%

*TOTAL AUDIENCE includes unique visitors to BlackEnterprise.com, Black Enterprise newsletter subscribers and attendees of annual networking conferences and events.*
ALIGN WITH THE CULTURE:
CONTENT BY & FOR THE PEOPLE

FROM THE CORNER OFFICE
This hard-hitting video series explores how decisions are made at the highest levels as BLACK ENTERPRISE President & CEO Earl “Butch” Graves Jr. engages in exclusive, insider interviews with the nation’s most powerful CEOs.

THE NEW NORM
BLACK ENTERPRISE Digital Editor Selena Hill hosts a virtual video interview series about adaptability, resilience, and social ills prevalent in today’s society. Each week, Selena speaks to Black professionals, celebrities, leaders, and change makers about the impact we can have on culture, economics, politics, and business.

SISTERSINC.
This award-winning franchise provides a platform for our audience to hear and learn success strategies from a powerful and inspirational cadre of Black women CEOs and founders transforming global business. Their unique, audacious journeys serve as invaluable guidance to a range of entrepreneurs. Those business owners who want to achieve growth and success follow SistersInc.

BEYOND THE HYPE
BLACK ENTERPRISE interviews high-profile achievers, celebrities, and experts to separate the myths from the reality of professional, business, and financial success in industries ranging from sports and entertainment to investing and empire building.

ON THE CLOCK
Presenting candid, highly engaging conversations with today’s leading corporate executives and CEOs, as well as respected doctors, teachers, social workers, pastors, and caregivers about operating in environments amid sustained uncertainty.
**ALIGN WITH THE CULTURE:**
**CONTENT BY & FOR THE PEOPLE**

<table>
<thead>
<tr>
<th>YOUR MONEY YOUR LIFE</th>
<th>THE RUNDOWN</th>
<th>GREEN ENTERPRISE</th>
<th>HIP-HOP &amp; ENTERPRISE</th>
<th>INSIDE THE STUDIO</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BLACK ENTERPRISE</strong> presents a dedicated personal finance podcast. Alfred Edmond Jr. hosts this special series with a lineup of top financial experts. The show covers money topics ranging from investing for long-term gain to the psychological relationship with money.</td>
<td>Welcome to “The Rundown with Ramon” a weekly show giving you the tips, stories and insights YOU need to start or grow your business and inspire you to live better. Hosted by four-time entrepreneur and bestselling author Ramon Ray, “The Rundown with Ramon” is fun, fast paced, high energy and chock full of practical tips to help you succeed in business and in life.</td>
<td>Green Enterprise is comprised of interviews and panels that cover prominent black executives finding success within the cannabis industry. Revealing their challenges and successes helps clear a path for others to enter this expanding industry. The series is a partnership with Digital Venture Partners, one of the only minority founded portfolio companies in cannabis.</td>
<td>Hip Hop &amp; Enterprise is a weekly interview show hosted by Jeroslyn JoVonn, where we get a look inside the success stories of influencers, entrepreneurs, and tastemakers within urban pop culture. With a focus on learning how they’re making a change in their communities and for the people that follow them, Hip Hop &amp; Enterprise will help give young professionals more modern-day realistic visions of success.</td>
<td>These are the interviews that can’t be missed. Celebrities, artists, executives, athletes, activists, and artists can be seen in the BE Studio. Unbound by topic selection, Inside the Studio always offers something new but with a continued focus on success.</td>
</tr>
</tbody>
</table>
CUSTOM – BRANDED CONTENT

DIGITAL ADS.
CUSTOMIZED ARTICLES.
INTERVIEWS.
PODCASTS.
SOCIAL SERIES.
LIVE BROADCASTS.
Consumers want sharable memories, not just products. Immerse your brand at the center of a memorable experience.

* 2018 Nielsen; Forbes

TAP INTO THE POWERFUL WORLD OF BE EVENT EXPERIENCES

- MARCH 9—11, 2023
- JUNE 2-4, 2023
- SEPTEMBER 13—14, 2023
- OCTOBER 11-13, 2023
## Align with the Culture: Reaching a Highly Engaged Audience

<table>
<thead>
<tr>
<th>Placement</th>
<th>CPM*</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>ROS_300x250, 300x600, 728x90</td>
<td>$14.00</td>
<td>$0</td>
</tr>
<tr>
<td>ROS_Interstitial</td>
<td>$25.00</td>
<td>$0</td>
</tr>
<tr>
<td>ROS_970x250</td>
<td>$15.33</td>
<td>$0</td>
</tr>
<tr>
<td>ROS_300x400 Video Pre-Roll</td>
<td>$20.00</td>
<td>$0</td>
</tr>
<tr>
<td>Run of Channel_300x250, 300x600, 728x90</td>
<td>$16.67</td>
<td>$0</td>
</tr>
<tr>
<td>Run of Channel_970x250</td>
<td>$18.00</td>
<td>$0</td>
</tr>
<tr>
<td>Run of Channel_Interstitial</td>
<td>$25.00</td>
<td>$0</td>
</tr>
<tr>
<td>Run of Channel_300x400 Video Pre-Roll</td>
<td>$25.00</td>
<td>$0</td>
</tr>
<tr>
<td>Run of Site Mobile</td>
<td>$12.00</td>
<td>$0</td>
</tr>
<tr>
<td>Run of Channel Mobile</td>
<td>$14.00</td>
<td>$0</td>
</tr>
<tr>
<td>BE.com Main Page Takeover</td>
<td>Flat</td>
<td>$2,500</td>
</tr>
<tr>
<td>Email Blast_728x350</td>
<td>Flat</td>
<td>$3,500</td>
</tr>
<tr>
<td>Custom Video (Quantity 6 — Podcast)</td>
<td>Flat</td>
<td>$75,000</td>
</tr>
<tr>
<td>Sponsored Posts (4) to live within BE Channels</td>
<td>Flat</td>
<td>$20,000</td>
</tr>
<tr>
<td>Twitter/ Facebook Posts</td>
<td>Flat</td>
<td>$2,750</td>
</tr>
<tr>
<td>Twitter Chat</td>
<td>Flat</td>
<td>$5,000</td>
</tr>
<tr>
<td>Vignette Series (6 videos)</td>
<td>Flat</td>
<td>$60,000</td>
</tr>
<tr>
<td>Social Cover</td>
<td>Flat</td>
<td>$15,000</td>
</tr>
<tr>
<td>Interactive Quiz</td>
<td>Flat</td>
<td>$2,500</td>
</tr>
</tbody>
</table>
2023 CONTENT CALENDAR
**Business Trends & Opportunities 2023**
- Video: Top 5 Profitable Sectors for Black Entrepreneurs
- How the Black Metaverse is Changing the Digital Game
- Crypto & Blockchain-Friendly Business Practices
- Rise of Black Fintechs and Their Offerings for Diverse Consumers

**Black History Month 2023**
- 28 Days: Celebrating Black Business Icons Past & Present
- Video: 5 African American Leaders Who Transformed Corporate America
- Creating “New Black History” by Closing the Wealth Gap Through Entrepreneurship

**Events**

**Health is Wealth Weekend**
*In-Person Experience*
**February 10—11, 2023**
- The latest, Tastiest Trends in Healthy Nutrition
- Using Mindfulness & Meditation to Manage Stress
- Strategies to Protect Your Mental Health

**Bridging the Wealth Gap**
*Town Hall Series*
**January 26, 2023**
- Creating New Pathways to Economic Opportunities
- Holding Banks Accountable to Black Communities
- Designing Effective Financial Education Programs
DIGITAL

Women’s History Month: Black Women Changing the World
- Businesses Prowess: Black Women Powering the U.S. Economy
- Cultural Influence: Black Women Controlling the Conversation
- Political Power: Black Women Reshaping the National Agenda
- Female Business Leaders & Black Businesswomen Who Influenced Them

EVENTS

Women of Power Summit
In-Person Experience
March 9—11, 2023
- Your Re-entry Plan: The Return to the Workplace
- Cultivating the New Leadership
- Getting Ahead Without Sacrificing Your Wellness

DIGITAL

Best Companies for DEI
- Corporate Leaders In Black Employee, Senior Management, Board & Supplier Representation
- Major Companies Fulfilling Equity Commitments
- CDOs of the Nation’s Largest Corporations

EVENTS

Top Chief Diversity Officer Honors
Virtual Summit
April 27, 2023
- Corporate Pledge Update: Gaining Momentum or Falling Off?
- How Allyship Helps Advance Inclusive Corporate Cultures

The Future of Work
Town Hall Series
April 13, 2023
- Expanding Racial Equity in Workforce Development
- Why Companies Must Retain Black Talent To Stay Competitive
- Employee Trends Transforming Today’s Workplace

Wealth Building & Retirement Investing
Virtual Summit
- Rules For Lifetime Investing
- Getting Started: Money Management Strategies for Millennials
- How To Increase Equity In Your Home
Most Innovative Black-Owned Companies
- 5 Ways to Redesign Your Company For Growth
- Video: 10 Leading Black VCs
- Creating The Next Black Unicorns

Juneteenth Empowerment
- What Juneteenth Means To America
- Celebrating Our Legacy
- Programs That Promote Financial Freedom

Entrepreneurs Summit Series
In-Person Experience
June 8, 2023
- One-day West Coast Conference Reinventing Your Company
DIGITAL

Boost the Value of Your Home
- Home Improvement Projects With The Biggest ROI
- 5 Home “Improvement” Mistakes to Avoid
- Top Real Estate Experts Share Their Secrets
- How To Hire Contractors

Career & Business Opportunities in Entertainment
- Video: Top Business Power Brokers In Hollywood
- How To Use Digital To Profit In Entertainment
- 5 Steps to Packaging and Negotiating That Lucrative Deal

DIGITAL

BLACK ENTERPRISE Summer Sensation on Martha’s Vineyard
- A Monthlong Series of Fireside Chats, Talks, Activations and Networking Functions at this Leading Summer Retreat

Black Business Month
- 20 Most Profitable Franchises
- Best Business Grant Programs
- Using HBCUs As Black Business Accelerators
**DIGITAL**

**Boardroom Power 2023**
- B.E. Registry of Black Directors
- Best Corporate Governance Diversity Programs
- Black Influence on Multiple Corporate Boards

**Afro-Latino Culture: Power & Opportunity**
- Creating Coalitions for Empowerment

**EVENTS**

**Women of Power C-Suite Summit**
**In-Person Experience**
- The Skills You Need in the CEO’s Seat
- Learn to Leverage Your Influence
- Change Starts Within: Becoming More Adaptable

**Women of Power Tech**
**In-Person Experience**
**September 13—14, 2023**
- Overcoming Barriers to Entry for Women in Tech
- Retaining and Advancing Black Talent
- Tech Opportunities for Female Founders

**The Fight to Advance Black Corporate Leadership**
**Town Hall Series**
**September 27, 2023**
- Networking Your Way To The Boardroom
- Creating Inclusive CEO Succession Plans
- Black Advocacy In the C-Suite

**Black Men Xcel Summit**
**In-Person Experience**
**October 11-13, 2023**
- 2023 XCEL Awards for Black Male Excellence
- Career Fair & Mentorship
- Diversity, Equity & Inclusion of Black Men in the Corporate Leadership Pipeline

**Corporate Recruiting: Attracting Top Talent from HBCUs**
**Town Hall Series**
**October 26, 2023**
- Removing Artificial Barriers to Employment
- Creating An Environment For Retention and Advancement
- Establishing Professional Relationships to Promote Sponsorship
NOVEMBER

DIGITAL

40 Under 40 Listing
- Top Professionals in Business, Finance, Media, Fashion & Social Impact

EVENTS

BE Smart HBCU Hackathon
In-Person Experience
November 2—4, 2023
- The Nation’s Leading Collegiate Coders
- How To Gain Entry To Top IT Internships & Jobs
- Mentoring The Next Generation of Tech Leaders

40 Under 40 2023
In-Person Experience
November 16, 2023
- Celebrating the Leading Changemakers Under the Age of 40

DECEMBER

DIGITAL

Black Business Gift Guide
- Products and Services From a Wide Range of Black-owned Businesses

Wealth Building Strategies for 2024 and Beyond
- Curing the Holiday Shopping Hangover
- Strategies to Wipe Out Credit Card Debt
- Tips From Top Money Experts
- How to Profit in Any Market
- The Best Money Apps to Build Wealth

EVENTS

SistersInc.
Virtual Summit
December 7, 2023
- Breaking the Glass Revenue Ceiling:
  Growing and Scaling Your Business
- Securing Funding as a Women Entrepreneur
- Tapping Into Corporate Allies & Resources
TOWNHALL SPONSORSHIP BENEFITS

**HOST LEVEL**

* $100,000 net

- Opportunity to brand/host Town Hall
- Opportunity for a company representative as panelist during the Town Hall
- Hyperlink corporate logo on BLACK ENTERPRISE's website in the area dedicated to Town Hall news, notes, and updates hosted at BlackEnterprise.com.
- Complete list of event attendees provided for post-event direct marketing
- ROS pre and post media schedule (100k IMP)
- Opportunity to insert Corp. Literature or keepsake in the virtual registration bag.
- Two (2) Custom Email blast to BE.COM audience
- Ability to upload QR Code in virtual Chat Room
- One (1) Social Post (Twitter, Linkedin, FB, In)

(All items must be pre-approved by BE)

**PRESENTING LEVEL**

* $50,000 net

- Opportunity for a company representative as panelist during the Town Hall
- Hyperlink corporate logo on BLACK ENTERPRISE's website in the area dedicated to Town Hall news, notes, and updates hosted at BlackEnterprise.com.
- Complete list of event attendees provided for post-event direct marketing
- ROS pre and post media schedule (50k IMP)
- Opportunity to insert Corp. Literature or keepsake in the virtual registration bag.
- One (1) Custom Email blast to BE.COM audience
- Ability to upload QR Code in virtual Chat Room

(All items must be pre-approved by BE)
PRESENTING LEVEL
$150,000 net

- Opportunity to brand/host a General Session.
- Executive to provide welcome/opening remarks for virtual and in-person Summit.
- Opportunity for an executive to participate on a panel session.
- Hyperlink corporate logo on BLACK ENTERPRISE website in the area dedicated to Summit news, notes and updates hosted at BlackEnterprise.com.
- Complete list of event attendees provided for pre and post-event direct marketing.
- Opportunity to include promotional material in our final eblast to all registered attendees.
- Opportunity to Exhibit in our Summit Showcase Pavilion.
- ROS pre- and post-media schedule (100k Imp).
- Opportunity to insert Corp. Literature or keepsake in the virtual/in-person registration bag. (All items must be pre-approved by BE).
- Custom branding in virtual session (Large Video Billboard)
- Two (2) Custom Email blast to BE.COM audience

PLATINUM LEVEL
$75,000 net

- Executive to provide welcome/opening remarks for virtual and in-person Summit.
- Opportunity for an executive to participate on a panel session.
- Hyperlink corporate logo on BLACK ENTERPRISE website in the area dedicated to Summit news, notes and updates hosted at BlackEnterprise.com.
- Complete list of event attendees provided for pre- and post-event direct marketing.
- Opportunity to include promotional material in our final eblast to all registered attendees.
- Opportunity to Exhibit in our Summit Showcase Pavilion.
- ROS pre- and post-media schedule (100k Imp).
- Opportunity to insert Corp. Literature or keepsake in the virtual/in-person registration bag. (All items must be pre-approved by BE).
- Custom branding in virtual session (Medium Video Billboard)
- One (1) Custom Email blast to BE.COM audience
# IN-PERSON ANNUAL SUMMIT SPONSORSHIP BENEFITS

## PRESENTING LEVEL
$175,000 net

- Official Host of a General Session (Morning or Lunch Keynote/Fireside Chats, Customized Element, etc.)
- Opportunity for Executive to participate in a breakout session
- Twenty (20) Summit Registrations
- Two (2) Reserved tables at Main Stage Functions, Breakfast/Lunch & Final Dinner/Concert
- Hyperlink corporate logo on **BLACK ENTERPRISE’s** website in the area dedicated to Summit news, notes, and updates hosted at BlackEnterprise.com
- Full-screen, color ad in Event App
- Special invitations to VIP networking receptions
- Complete list of event attendees provided for post-event direct marketing efforts
- Corporate identification on event signage
- Provide promotional gift in “Event” registration bag
- Corporate identification in **BLACK ENTERPRISE’s** national promotional and PR campaigns
- Opportunity to include promotional material in our final mailer to all registered attendees
- Ability to upload QR code
- Two (2) Custom Email blasts to BE.COM audience
- 100k ROC banner impressions on designated event channel

## PLATINUM LEVEL
$125,000 net

- Opportunity for Executive to participate in a breakout session
- Fifteen (15) Summit Registrations
- One(1) Reserved table at Main Stage Functions, Breakfast/Lunch & Final Dinner/Concert
- Hyperlink corporate logo on **BLACK ENTERPRISE’s** website in the area dedicated to Summit news, notes, and updates hosted at BlackEnterprise.com
- Full-screen, color ad in Event App
- Special invitations to VIP networking receptions
- Complete list of event attendees provided for post-event direct marketing efforts
- Corporate identification on event signage
- Provide promotional gift in “Event” registration bag.
- Corporate identification in **BLACK ENTERPRISE’s** national promotional and PR campaigns
- Opportunity to include promotional material in our final mailer to all registered attendees
- Ability to upload QR code
- One (1) Custom Email blasts to BE.COM audience
- 50k ROC banner impressions on designated event channel

## CORPORATE PARTNER LEVEL
$75,000 net

- Opportunity for Executive to participate in a breakout session
- Ten (10) Summit Registrations
- One(1) Reserved table at Main Stage Functions, Breakfast/Lunch & Final Dinner/Concert
- Hyperlink corporate logo on **BLACK ENTERPRISE’s** website in the area dedicated to Summit news, notes, and updates hosted at BlackEnterprise.com
- Full-screen, color ad in Event App
- Special invitations to VIP networking receptions
- Complete list of event attendees provided for post-event direct marketing efforts
- Corporate identification on event signage.
- Provide promotional gift in “Event” registration bag.
- Corporate identification in **BLACK ENTERPRISE’s** Magazine’s national promotional and PR campaigns
- Opportunity to include promotional material in our final mailer to all registered attendees
KYLE ALLMAN
SVP/National Director, Multimedia Sales
212-886-9507
allmank@blackenterprise.com

THANK YOU
CASE STUDIES
CASE STUDY

AMERICAN EXPRESS 100 FOR 100

Objective
Raise awareness of American Express’ commitment to the future of Black female innovators and build brand affinity and consideration among this audience to ultimately diversify its customer base.

Strategy
Through an interactive campaign, feature winners of the 100 for 100 Initiative over a three-part custom content campaign supported by rich media, sponsored by American Express. The campaign featured a branded video series highlighting selected business owners who were recipients of the $25,000 award. Videos lived on the Entrepreneurs channel and dedicated hub of BlackEnterprise.com.

Results
Videos’ viewership was 100,000+; campaign delivered 000,000,000 impressions.
CASE STUDY

ADP TITLE SPONSORSHIP OF THE WOMEN OF POWER SUMMIT

Objective
Raise awareness about company’s commitment to diversity, equity and inclusion culture and recruitment to fill leadership positions and provide career development training for existing employees.

Strategy
Provided branded messaging, custom activations, speaking opportunities for company’s leadership and a platform to recruit candidates.

Results
Company’s profile increased; over 50% employees who participated in the summit were promoted and performance improved.
KYLE ALLMAN
SVP/Multimedia Sales & Sponsorships
917-623-5531
allmank@blackenterprise.com

JUSTIN BARTON
SVP/Digital Strategy & Partnerships, Programmatic Sales
516-967-0895
bartonj@blackenterprise.com