



2024

**BLACK
ENTERPRISE**

PARTNERSHIP
SOLUTIONS

BLACK ENTERPRISE

EXISTS TO INSPIRE, EMBOLDEN,
AND EMPOWER OUR COMMUNITY
TO EMBARK ON THE LIFETIME
JOURNEY FROM AMBITION
TO ACHIEVEMENT

BLACK ENTERPRISE is a solutions-oriented multimedia company with a historic and current mandate to create instructional and inspirational content for an affluent, educated, and engaged audience of African Americans.



BE...
REACHES.
TOUCHES.
REFLECTS.
CONNECTS.



AUDIENCE REACH

Black-owned since its inception in 1970, **BLACK ENTERPRISE** is the most trusted Black digital media brand that has given value and presence to the voices of African Americans while providing vital information and guidance for entrepreneurs and professionals to pivot during challenging times, design innovative strategies, and identify new opportunities for reinvention and advancement.

18.8M

Digital & Social
Monthly Uniques

13M

BlackEnterprise.com
Page Views

2.5M

Total Social Followers



851K

779K

330K

266K

39K

217K

Daily Newsletter
Subscribers

33.39%

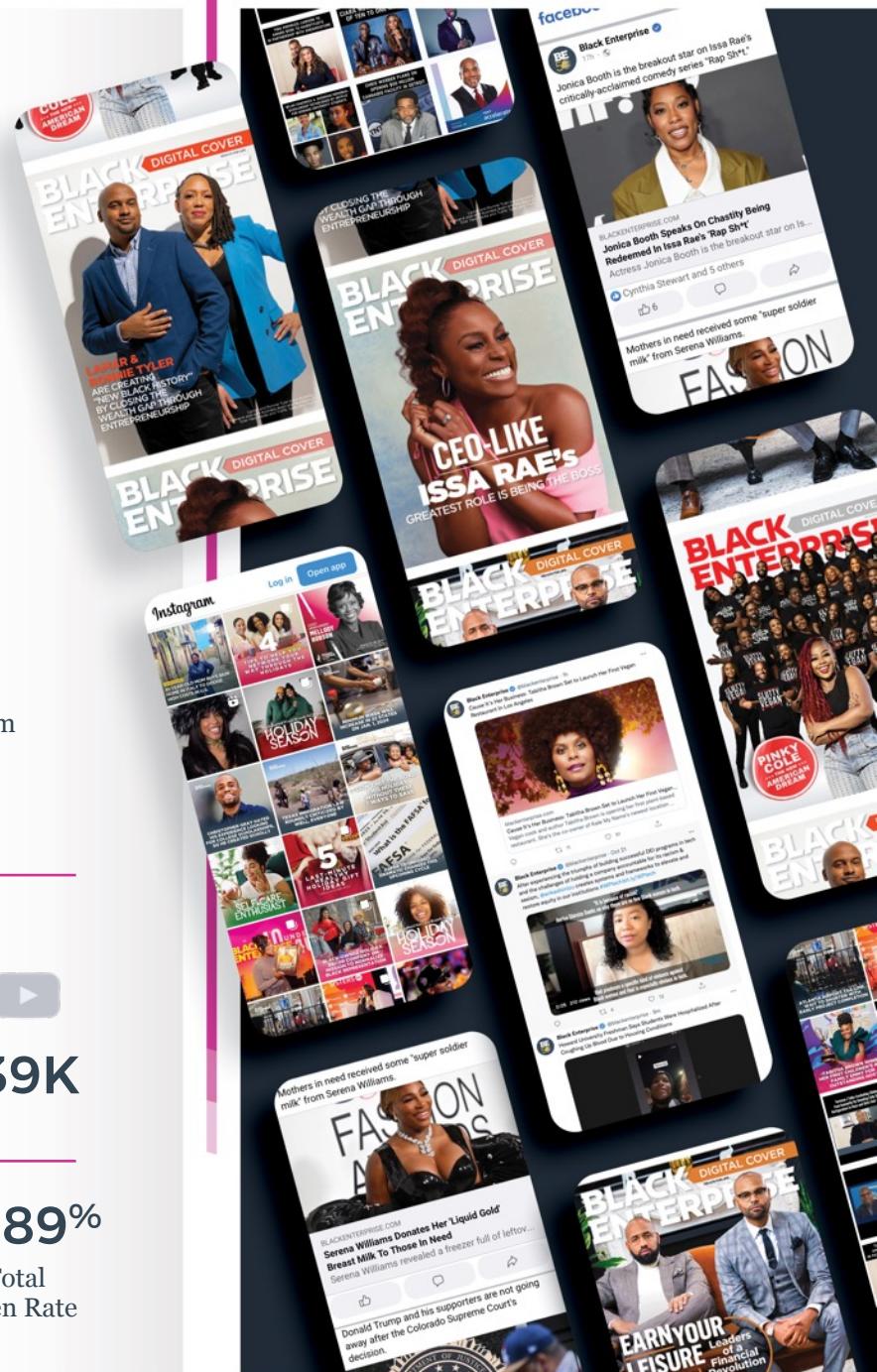
Total
Open Rate

209K

Sponsored Email
Subscribers

33.89%

Total
Open Rate



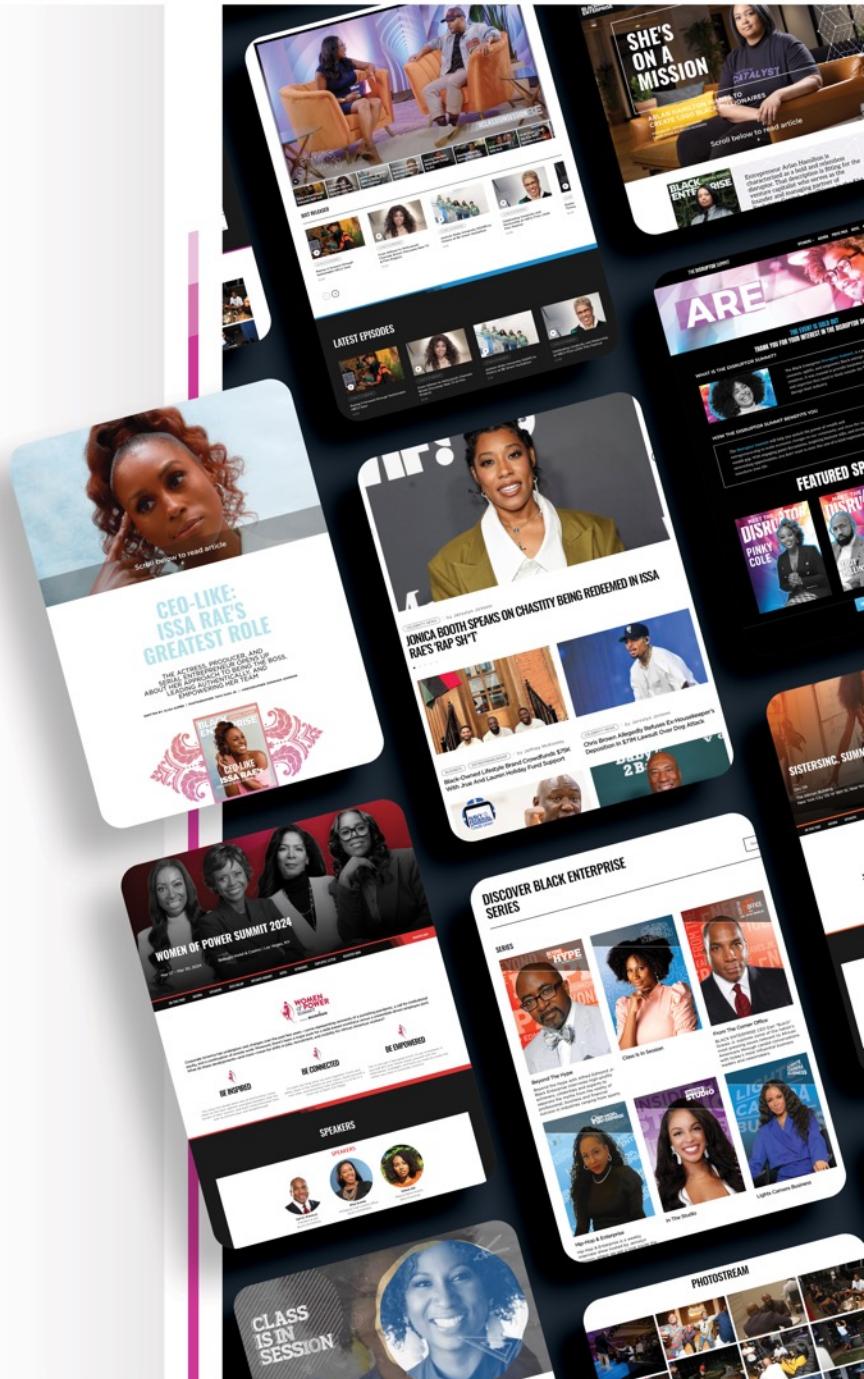
AUDIENCE DEMOGRAPHICS

The **BLACK ENTERPRISE** 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.

AGE	WEBSITE	SOCIAL
25–34:	7.9%	21.1%
35–44:	14.19%	35.8%
45–54:	20%	24.9%
55–64:	35.6%	9.2%

GENDER	WEBSITE	SOCIAL
Women	68.3%	62.7%
Men	31.7%	37.2%

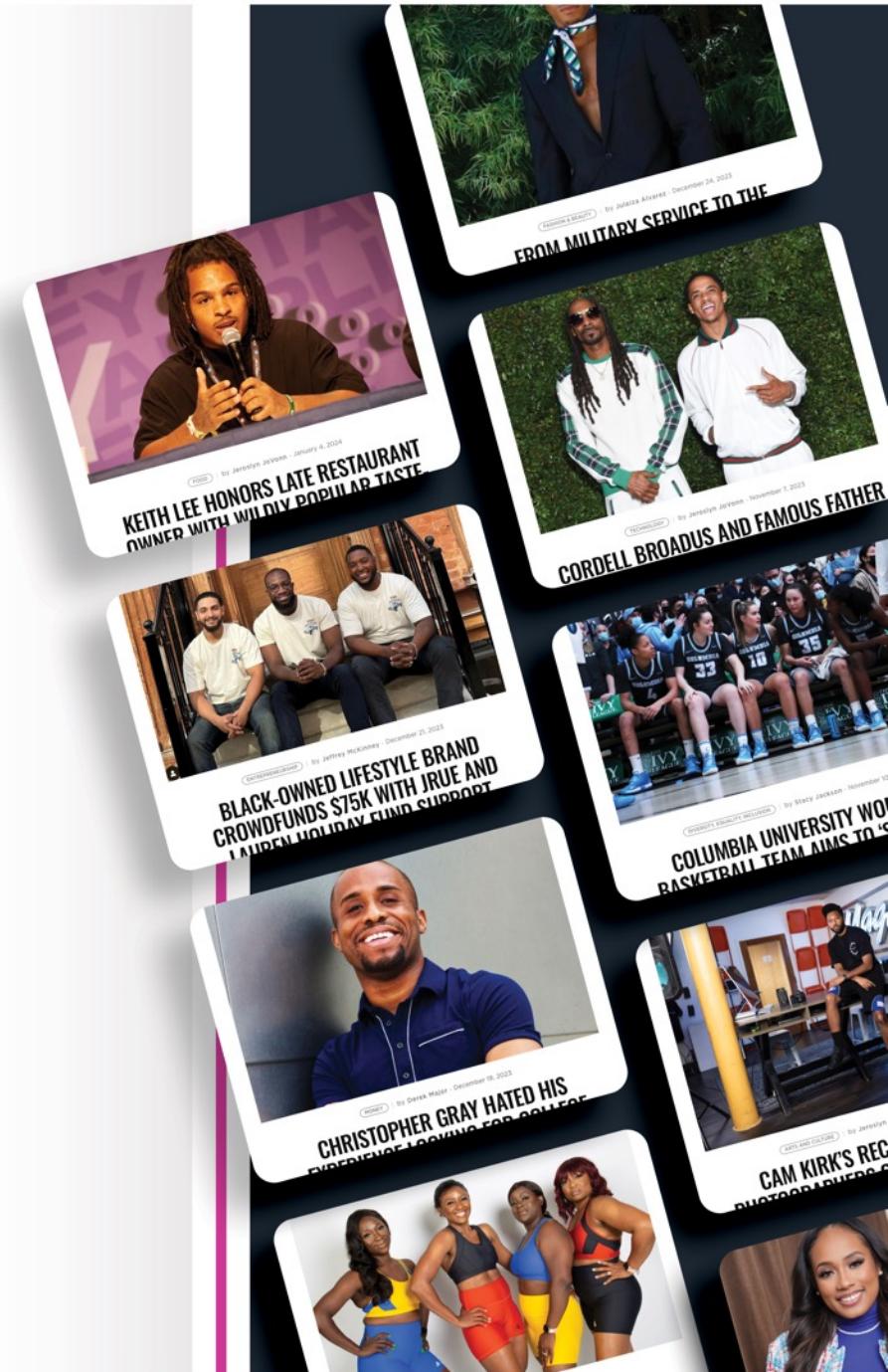
HHI Over \$100K	53.2%
Employment (FT?PT)	59%
Student (FT/PT)	11.5%
Homeownership	67.4%
Children in Home	28.5%
Marital Status	49.5%



AUDIENCE INTERESTS

The **BLACK ENTERPRISE** audience is serious about success and depends on our expertise and recognizes that our coverage is about their lives, their challenges, and their aspirations. They are business owners, tastemakers, and influencers.

Business Owners	35.7% (254 Index)
Interest in Financial Products	79.5% (175 Index)
Interest in Auto Purchase	27% (187 Index)
Interest in Travel	94.5% (148 Index)
Interest in Personal Care/Beauty	82.8% (173 Index)
Interest in Wellness	48.4% (200 Index)



PODCASTS & VIDEO SERIES: CONTENT BY & FOR THE PEOPLE

Our weekly and by-monthly interviews and discussions with celebrities, executives, founders, and change makers cover a wide variety of topics of particular interest to the AA community.

28.4M

Views

LIGHTS. CAMERA. ACTION.



THE RUNDOWN



THE NEW NORM



SISTERSINC.



CLASS IS IN SESSION



BOARDROOM CHATS



YOUR MONEY YOUR LIFE



THE CULTURE SHIFT



BEYOND THE HYPE



FROM THE CORNER OFFICE



INSIDE THE STUDIO



ON THE CLOCK



EXPERIENCES: CONNECT FACE-TO-FACE

For 50 years, **BLACK ENTERPRISE** has been an undeniable resource and North Star of ideas, inspiration and partnerships.

Today, we present the most impactful national business events for Black business founders, executives, and professionals everywhere!

6.3K

Attendees

227M

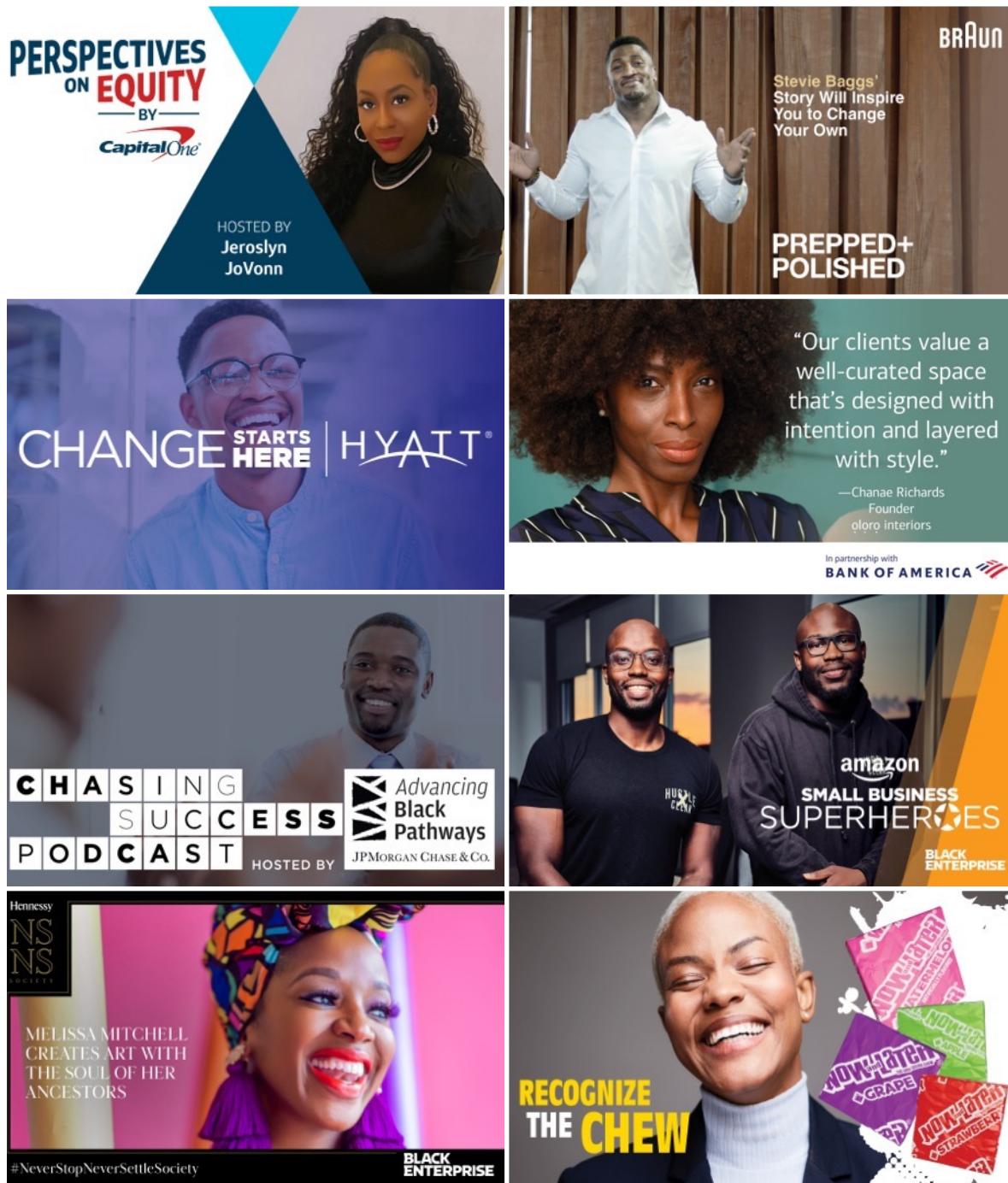
Impressions



CUSTOM - BRANDED CONTENT: AUTHENTIC CONNECTIONS

We look forward to working with our marketing partners on unprecedented integrated marketing solutions to drive your business goals and communication strategies.

DIGITAL ADS.
CUSTOMIZED
ARTICLES.
INTERVIEWS.
PODCASTS.
SOCIAL SERIES.
LIVE BROADCASTS.



PAST & CURRENT PARTNERS



ASHEVILLE



BANK OF AMERICA



EQUITABLE

ESTĒE
LAUDER
COMPANIES

Fannie Mae



Goldman
Sachs

Hennessy

Advisors
by H&R BLOCK



instacart

JPMORGAN
CHASE & CO.



Lilly

★macy's

Manulife

MERRILL
A BANK OF AMERICA COMPANY

MGM RESORTS
INTERNATIONAL

Morgan Stanley



nowwater.



PRONGHORN

Prudential



ROCKET

Southwest

State Farm

Sysco

TOYOTA

TRAVELERS

ÜKG

UNITEDHEALTH GROUP

verizon

Walmart

The
Walt Disney
Company

WELLS
FARGO

JANUARY
MLK Month

FEBRUARY
Black History Month

MARCH
Women's History Month

APRIL
Wealth Building Month

MAY
Retirement Fundamentals

JUNE
Juneteenth

JULY
Health is Wealth

AUGUST
Black Business Month

SEPTEMBER
Keys to Wealth

OCTOBER
HBCU

NOVEMBER
Black Men

DECEMBER
Holiday Gift Guide

DIGITAL CALENDAR 2024





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