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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>851K</td>
</tr>
<tr>
<td>Facebook</td>
<td>779K</td>
</tr>
<tr>
<td>Twitter</td>
<td>330K</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>266K</td>
</tr>
<tr>
<td>YouTube</td>
<td>39K</td>
</tr>
</tbody>
</table>

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.

<table>
<thead>
<tr>
<th>AGE</th>
<th>WEBSITE</th>
<th>SOCIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>25–34</td>
<td>7.9%</td>
<td>21.1%</td>
</tr>
<tr>
<td>35–44</td>
<td>14.19%</td>
<td>35.8%</td>
</tr>
<tr>
<td>45–54</td>
<td>20%</td>
<td>24.9%</td>
</tr>
<tr>
<td>55–64</td>
<td>35.6%</td>
<td>9.2%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>GENDER</th>
<th>WEBSITE</th>
<th>SOCIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women</td>
<td>68.3%</td>
<td>62.7%</td>
</tr>
<tr>
<td>Men</td>
<td>31.7%</td>
<td>37.2%</td>
</tr>
</tbody>
</table>

| 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.

<table>
<thead>
<tr>
<th>Interest</th>
<th>Interest Percentage</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Owners</td>
<td>35.7%</td>
<td>(254 Index)</td>
</tr>
<tr>
<td>Interest in Financial Products</td>
<td>79.5%</td>
<td>(175 Index)</td>
</tr>
<tr>
<td>Interest in Auto Purchase</td>
<td>27%</td>
<td>(187 Index)</td>
</tr>
<tr>
<td>Interest in Travel</td>
<td>94.5%</td>
<td>(148 Index)</td>
</tr>
<tr>
<td>Interest in Personal Care/Beauty</td>
<td>82.8%</td>
<td>(173 Index)</td>
</tr>
<tr>
<td>Interest in Wellness</td>
<td>48.4%</td>
<td>(200 Index)</td>
</tr>
</tbody>
</table>
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
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!

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6.3K
Attendees

227M
Impressions
CUSTOM - BRAND ED 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.
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
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