



2024 **BLACK ENTERPRISE** PARTNERSHIP SOLUTIONS



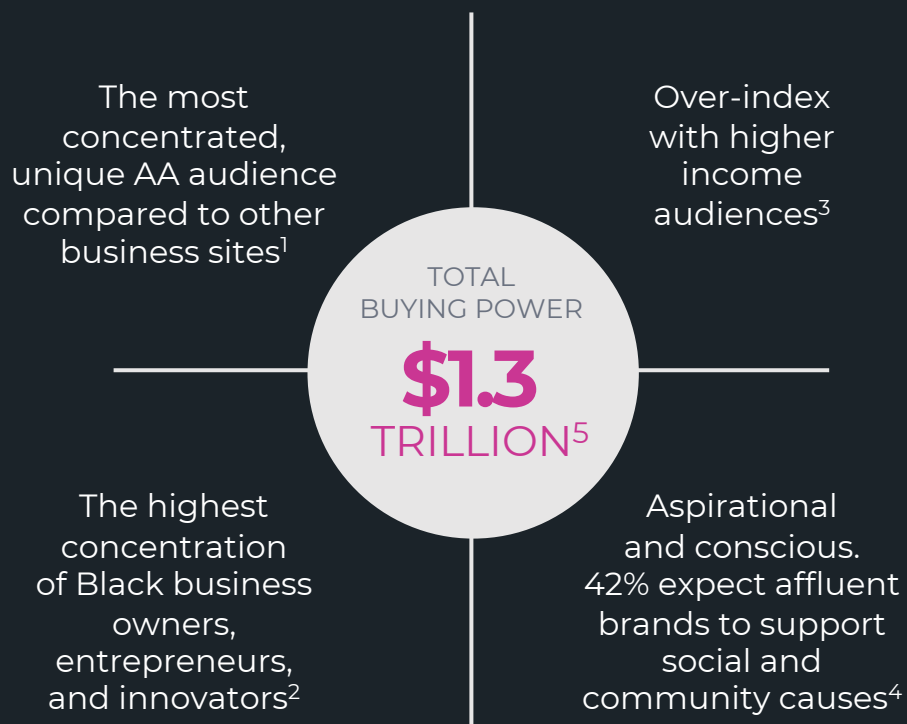
## **BLACK ENTERPRISE**

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 DELIVERS THE UNIQUE **SWEET SPOT** OF AFRICAN AMERICAN **CONSUMERS**



SOURCES: 1,2,3] 2019 ComScore - 4] Nielsen, 2019 Diverse Intelligence Series  
5] 2019 Selig Center for Economic Growth





## 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



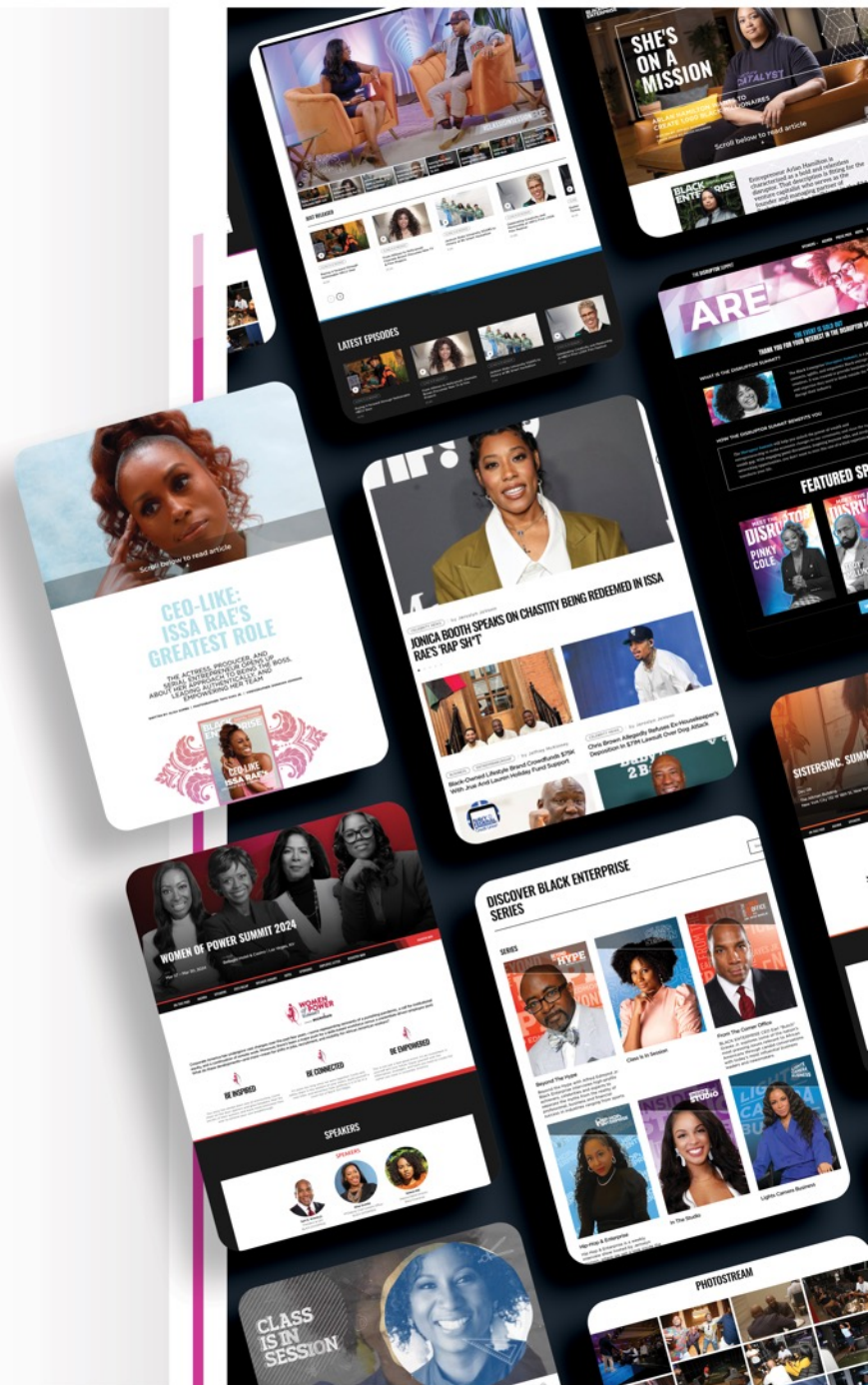
# AUDIENCE DEMOGRAPHICS

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%



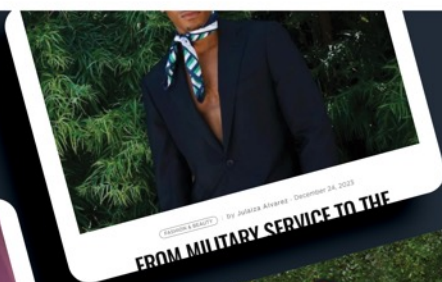


## AUDIENCE INTERESTS

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.

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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.

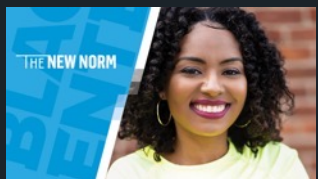
### LIGHTS. CAMERA. ACTION.



### THE RUNDOWN



### THE NEW NORM



### SISTERS INC.



### CLASS IS IN SESSION



### BOARDROOM CHATS



### YOUR MONEY YOUR LIFE



### THE CULTURE SHIFT



### BEYOND THE HYPE



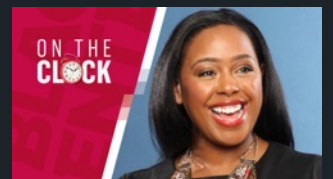
### FROM THE CORNER OFFICE



### 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!

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# 6.3K

Attendees

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# 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.

PERSPECTIVES  
ON EQUITY  
BY  
Capital One

HOSTED BY  
Jeroslyn  
JoVonn



BRAUN

Stevie Baggs'  
Story Will Inspire  
You to Change  
Your Own

PREPPED+  
POLISHED



CHANGE STARTS HERE | HYATT



"Our clients value a well-curated space that's designed with intention and layered with style."

—Chanae Richards  
Founder  
oloro interiors

In partnership with  
BANK OF AMERICA



CHASING  
SUCCESS  
PODCAST

HOSTED BY

Advancing  
Black  
Pathways  
JPMORGAN CHASE & CO.



amazon  
SMALL BUSINESS  
SUPERHEROES

BLACK  
ENTERPRISE



Hennessy  
NSNS  
SOCIETY

MELISSA MITCHELL  
CREATES ART WITH  
THE SOUL OF HER  
ANCESTORS

#NeverStopNeverSettleSociety

BLACK  
ENTERPRISE



RECOGNIZE  
THE CHEW

NOVEMBER  
GRAPE  
STRAWBERRY

## PAST & CURRENT PARTNERS

accenture

ADP

ally  
do it right.

amazon



ASHEVILLE

AT&T

BANK OF AMERICA

BRAUN



Capital One

citigroup



EQUITABLE

ESTÉE  
LAUDER  
COMPANIES

Fannie Mae

FedEx

Fidelity  
INVESTMENTS

GILEAD

Goldman  
Sachs

Hennessy

BLOCK  
Advisors  
by HER BLOCK

IBM

instacart

JPMORGAN  
CHASE & CO.

LEXUS

Liberty  
Mutual  
INSURANCE

Lilly

★ macy's

Manulife

MERRILL LYNCH  
A BANK OF AMERICA COMPANY

MGM RESORTS  
INTERNATIONAL

Morgan Stanley

Nationwide  
is on your side

now later.



PEPSICO

Pfizer

PRONGHORN

Prudential

PUBLICIS  
GROUPE

PUMA

ROCKET

Southwest

State Farm

SYSCO

TOYOTA

TRAVELERS

UKG

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**

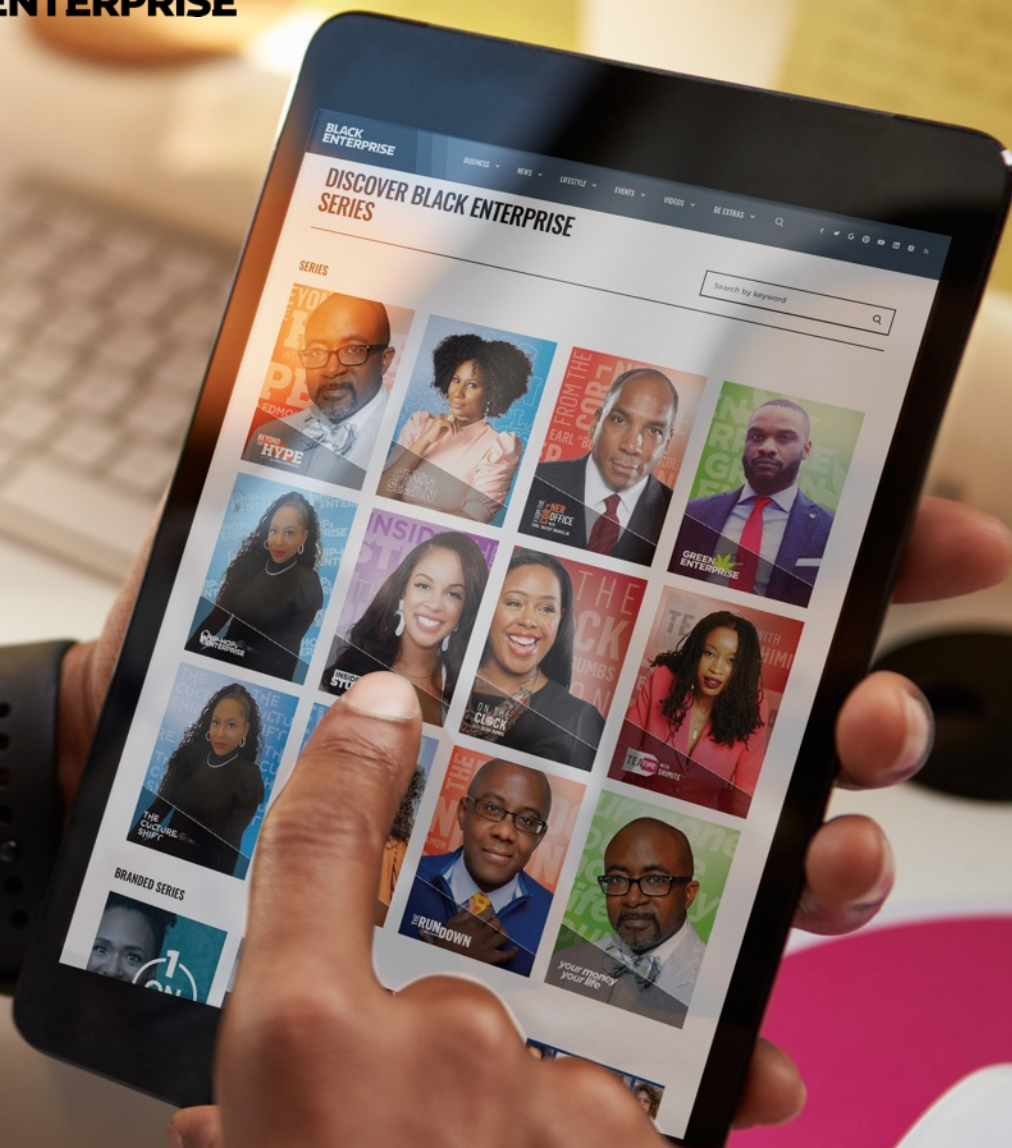
**DECEMBER**  
**Holiday Gift Guide**

**DIGITAL  
CALENDAR**

2024



**BLACK  
ENTERPRISE**



## CONTACT

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