

2015mediakit

ISSUE DATE:
JANUARY 2015



BLACK ENTERPRISE

WEALTH FOR LIFE

- EVENTS
- DIGITAL
- PUBLISHING
- BROADCAST

BLACK ENTERPRISE, with a total reach of 6 million across all platforms, is your direct connection to an unduplicated audience of genuine entrepreneurs and corporate business professionals. These are real men and women—educated, motivated, professionally connected achievers—who are confident in their ability to earn what they deserve.

The **BLACK ENTERPRISE** audience connects because they recognize the authenticity of our voice and the real-life experiences we bring them.

Whether people come to us digitally, at the newsstand, on TV, or at one of our events, each member of our audience is looking for business and financial solutions. They find them in the stories of real people like themselves who are working to overcome the same challenges.

BLACK ENTERPRISE's core pillars of Entrepreneurship, Career Growth, Personal Finance, and Lifestyle support our mission of Wealth for Life. That mission drives our experts to develop pertinent and original content that can be seen across all of our multimedia platforms. In addition, we offer our partners opportunities to leverage our expertise to develop custom program content and messaging, to deepen their level of engagement with our target audience.



CONTENT CHANNELS

EVENTS

DIGITAL

PUBLISHING

BROADCAST

EVENTS

It doesn't get more real than attending a **BLACK ENTERPRISE** event. Thousands of talented, ambitious African American men and women turn out for each of our three annual conferences: the **Black Enterprise Women of Power Summit**, the **Black Enterprise Entrepreneurs Summit**, and the **Black Enterprise Golf & Tennis Challenge**. 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.

A **BLACK ENTERPRISE** event is always a draw for a potent mix of professionals and business owners you won't find anywhere else.

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: Each month, 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.

DIGITAL

Achieving "wealth for life" isn't a once-a-month task; it requires day-to-day, moment-to-moment engagement. With **BlackEnterprise.com**, our online audience is always connected to breaking financial news as well as helpful small business and career management content. Our rich digital content is now accessible online, via iPad, and mobile and is shareable across a variety of social media platforms, from Facebook to Twitter.

BlackEnterprise.com is solution-oriented interactive engagement.

Wealth
For
Life

BROADCAST

Real people—a broad spectrum of African American entrepreneurs, corporate executives, innovators, investors, and entertainers—are the centerpiece of our two nationally syndicated television programs: **Women of Power** and **Our World with Black Enterprise**. **Women of Power**, hosted by Caroline Clarke, is a fresh new half-hour series providing success secrets, strategies, and advice to uplift, motivate, and celebrate women of color. **Our World with Black Enterprise**, hosted by Patricia Cesaire and Paul Brunson, provides a timely, in-depth, weekly examination of the issues and trends shaping the lives of African Americans.

Now reaching 90% of African American households, **BLACK ENTERPRISE** on TV is a direct connection to a vibrant consumer audience.



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, financial services firms, and advertising agencies.



SPORTS BIZ

While most media covers and celebrates the achievements of African Americans on the fields of play, only **BE** delivers 360-degree engagement and multiplatform reach of the people behind the scenes and the players that have been able to transcend their dominance in sports to create business empires. We'll cover professional and collegiate sports, major networks, industry professionals, and top companies within the sports world across all of our media channels.



VIEWS FROM THE NATION'S MOST POWERFUL BUSINESS EXECUTIVES

The words CEO, mogul, developer, and proprietor all describe the high-achieving personalities profiled across each **BE** platform, weekly on television, monthly in print, and daily online. These are snapshots of African American "C-suite" executives who generate millions of dollars in revenues and have far-reaching influence in the day-to-day operations of corporate America.



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 **40 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

EVENTS

DIGITAL

PUBLISHING

BROADCAST

JANUARY

EVENTS

50 Best Companies for Diversity Recognition

(MLK Holiday Week), Jan. 13, 2015, New York, NY

BROADCAST

Women of Power TV

- Special Branded Programming/ Themed Segments
- Power Suite: Leaders, Celebrities, Tastemakers & Influencers
- Power of the Purse: Money, Personal Finance & Consumer Education
- Power Forward: Health & Wellness, Relationships, Work/Life Balance
- Luxe Life: Travel, Fashion and Lifestyle Trends
- Woman to Woman: Inspirational Advice
- Customized Sponsor Segments

Our World with Black Enterprise

- Special Branded Programming/ Themed Segments
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things
- Customized Sponsor Segments

FEBRUARY

DIGITAL

2015 Social Media Week

Black Enterprise History Makers Showcase

Women of Power Summit Wrap-Up

- Co-Branded Twitter Chats
- Custom Sponsored Videos
- Live-stream Programming
- Custom Sponsored Content

PUBLISHING

Women of Power Special Issue

- The 50 Most Powerful Women in Business
- Preview: The Women of Power Summit
- 2015 Legacy Award Honorees
- New Rules of Wealth for Women
- Lady Bosses: Top Women Entrepreneurs
- Special Advertising Section: Florida's Perfect Climate for Business

BROADCAST

Women of Power TV

- Special Branded Programming/ Themed Segments
- Power Suite: Leaders, Celebrities, Tastemakers & Influencers
- Power of the Purse: Money, Personal Finance & Consumer Education
- Power Forward: Health & Wellness, Relationships, Work/Life Balance
- Luxe Life: Travel, Fashion and Lifestyle Trends
- Woman to Woman: Inspirational Advice
- Customized Sponsor Segments

Our World with Black Enterprise

- Special Branded Programming/ Themed Segments
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things
- Customized Sponsor Segments

CONTENT CALENDAR

EVENTS

DIGITAL

PUBLISHING

BROADCAST

MARCH

EVENTS

- 10th Anniversary Women of Power Summit,**
March 2-5, 2015, Fort Lauderdale, FL
- 2015 Women of Power Legacy Awards Dinner

DIGITAL

- Women of Power Women's History Month Innovation & Opportunity in Technology & STEM**
- Co-Branded Twitter Chats
 - Custom Sponsored Videos
 - Live-stream Programming
 - Custom Sponsored Content

PUBLISHING

- The Most Influential Black Tech Innovators**
- Leading Technology Leaders in Corporate America
 - Top Accelerator Programs for Tech Startups
 - Black Tech Entrepreneurs to Watch
 - Recap: The 50 Best Companies for Diversity Recognition

BROADCAST

- Women of Power TV**
- Special Branded Programming/ Themed Segments
 - Power Suite: Leaders, Celebrities, Tastemakers & Influencers
 - Power of the Purse: Money, Personal Finance & Consumer Education
 - Power Forward: Health & Wellness, Relationships, Work/Life Balance
 - Luxe Life: Travel, Fashion and Lifestyle Trends
 - Woman to Woman: Inspirational Advice
 - Customized Sponsor Segments

Our World with Black Enterprise

- Special Branded Programming/ Themed Segments
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things
- Customized Sponsor Segments

APRIL

EVENTS

- Women of Power Golf Getaway Weekend**
Tampa, FL.
- Weekend Golf Tournament
 - Rodney Green Golf Academy
 - Welcome Brunch
 - Tournament Awards Dinner & Concert

DIGITAL

- Financial Literacy Month**
BEOCs: Big Entrepreneurs On Campus
New York International Auto Show
Women of Power Golf Getaway Wrap-up
- Co-Branded Twitter Chats
 - Custom Sponsored Videos
 - Live-stream Programming
 - Custom Sponsored Content

PUBLISHING

- Entrepreneurs Conference Special Issue
- 25 Most Influential Black Angel Investors
- Leading Supplier Diversity Executives
- Top Corporate Programs for Small Business
- Preview: The Black Enterprise Entrepreneurs Summit
- Special Advertising Section: Atlanta—A Mecca of Business Opportunity

BROADCAST

- Women of Power TV**
- Special Branded Programming/ Themed Segments
 - Power Suite: Leaders, Celebrities, Tastemakers & Influencers
 - Power of the Purse: Money, Personal Finance & Consumer Education
 - Power Forward: Health & Wellness, Relationships, Work/Life Balance
 - Luxe Life: Travel, Fashion and Lifestyle Trends
 - Woman to Woman: Inspirational Advice
 - Customized Sponsor Segments

Our World with Black Enterprise

- Special Branded Programming/ Themed Segments
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things
- Customized Sponsor Segments

CONTENT CALENDAR

EVENTS

DIGITAL

PUBLISHING

BROADCAST

MAY

EVENTS

Black Enterprise Entrepreneurs Summit

May 13-16, Atlanta, GA

- 2015 BE 100s Company of the Year Awards & Dinner
- Black Enterprise Small Business Awards
- 2015 Elevator Pitch Competition
- Sponsored Sessions/Workshops

DIGITAL

Class of 2015: Career Options for New Graduates

Black Hollywood

Entrepreneurs Conference Wrap-Up

- Co-Branded Twitter Chats
- Custom Sponsored Videos
- Live-stream Programming
- Custom Content

PUBLISHING

Corporate America's Top Diversity Executives

- Most Innovative Chief Diversity Officers
- Insurance and Retirement Strategies for Entrepreneurs
- Preview: The American Black Film Festival
- Preview: The African American Festival
- Recap: The Women of Power Summit

BROADCAST

Women of Power TV

- Special Branded Programming/ Themed Segments
- Power Suite: Leaders, Celebrities, Tastemakers & Influencers
- Power of the Purse: Money, Personal Finance & Consumer Education
- Power Forward: Health & Wellness, Relationships, Work/Life Balance
- Luxe Life: Travel, Fashion and Lifestyle Trends
- Woman to Woman: Inspirational Advice
- Customized Sponsor Segments

Our World with Black Enterprise

- Special Branded Programming/ Themed Segments
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things
- Customized Sponsor Segments

JUNE

EVENTS

American Black Film Festival

June 11-14, New York, NY

The African American Festival,

June 20-21, Baltimore, MD

DIGITAL

Black Blogger Month

Black Music Month

B.E. 100s: The Nation's Largest Black-Owned Businesses

American Black Film Festival Wrap-up

- Co-Branded Twitter Chats
- Custom Sponsored Videos
- Live-stream Programming
- Custom Content

PUBLISHING

Annual Report: America's Largest Black-Owned Businesses

- The B.E. 100s: The Nation's Largest Black-Owned Companies
- 2015 Annual Report on Black Business
- 2015 Black Enterprise Companies of the Year
- Special Advertising Section: Maryland is Made for Business

BROADCAST

Women of Power TV

- Special Branded Programming/ Themed Segments
- Power Suite: Leaders, Celebrities, Tastemakers & Influencers
- Power of the Purse: Money, Personal Finance & Consumer Education
- Power Forward: Health & Wellness, Relationships, Work/Life Balance
- Luxe Life: Travel, Fashion and Lifestyle Trends
- Woman to Woman: Inspirational Advice
- Customized Sponsor Segments

Our World with Black Enterprise

- Special Branded Programming/ Themed Segments
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things
- Customized Sponsor Segments

CONTENT CALENDAR

EVENTS

DIGITAL

PUBLISHING

BROADCAST

JULY

EVENTS

Black Enterprise Tech Innovators Meet-Up

New York, NY

- STEM Education & Careers Summit
- B.E. TAGG (Tech Apps, Gadgets and Games) Expo
- Elevator Pitch Qualifier Competition

DIGITAL

Health, Wellness & Fitness

B.E. International:

Top Global Business Leaders

African American Festival Wrap-up

- Co-Branded Twitter Chats
- Custom Sponsored Videos
- Live-stream Programming
- Custom Content

BROADCAST

Women of Power TV

- Special Branded Programming/ Themed Segments
- Power Suite: Leaders, Celebrities, Tastemakers & Influencers
- Power of the Purse: Money, Personal Finance & Consumer Education
- Power Forward: Health & Wellness, Relationships, Work/Life Balance
- Luxe Life: Travel, Fashion and Lifestyle Trends
- Woman to Woman: Inspirational Advice
- Customized Sponsor Segments

Our World with Black Enterprise

- Special Branded Programming/ Themed Segments
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things
- Customized Sponsor Segments

AUGUST

EVENTS

An Evening of Tribute to Black Enterprise Founder

Earl G. Graves Sr.

New York, NY

DIGITAL

Corporate Diversity:

Power in the Boardroom

Black Enterprise Tech Innovators Wrap-up

- Co-Branded Twitter Chats
- Custom Sponsored Videos
- Live-stream Programming
- Custom Content

PUBLISHING

Annual Report: Power in The Boardroom

(Double Issue)

- 2015 Black Enterprise Registry of Black Corporate Directors
- BE Corporate Executive of the Year
- Special Advertising Section: Tribute to Earl G. Graves Sr.
- Preview: Black Enterprise Celebrity Challenge

BROADCAST

Women of Power TV

- Special Branded Programming/ Themed Segments
- Power Suite: Leaders, Celebrities, Tastemakers & Influencers
- Power of the Purse: Money, Personal Finance & Consumer Education
- Power Forward: Health & Wellness, Relationships, Work/Life Balance
- Luxe Life: Travel, Fashion and Lifestyle Trends
- Woman to Woman: Inspirational Advice
- Customized Sponsor Segments

Our World with Black Enterprise

- Special Branded Programming/ Themed Segments
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things
- Customized Sponsor Segments

CONTENT CALENDAR

EVENTS

DIGITAL

PUBLISHING

BROADCAST

SEPTEMBER

EVENTS

Black Enterprise Golf & Tennis Challenge

West Palm Beach, FL

- Celebrity Golf Tournament
- B.E. Tennis Challenge
- Battle of the Sexes Trivia Challenge
- Sponsor-Themed Evening Concert/Comedy
- Chef Challenge
- Spa After Dark

DIGITAL

Fashion Week: Leaders in the Style Biz Sports Biz: Major Players in the

Business of Sports Opportunities & Influencers in the Franchising Industry Black Enterprise Celebrity Challenge Wrap-up

- Co-Branded Twitter Chats
- Custom Sponsored Videos
- Live-stream Programming
- Custom Content

PUBLISHING

New Trends and Opportunities in Franchising

- Best Franchises for New Entrepreneurs
- Most Influential African Americans in the Franchise Industry
- Get The Right Insurance at the Right Price
- Recap: African American Festival
- Recap: American Black Film Festival
- Special Advertising Section: Florida's Family Friendly Travel Treasures

BROADCAST

Women of Power TV

- Special Branded Programming/ Themed Segments
- Power Suite: Leaders, Celebrities, Tastemakers & Influencers
- Power of the Purse: Money, Personal Finance & Consumer Education
- Power Forward: Health & Wellness, Relationships, Work/Life Balance
- Luxe Life: Travel, Fashion and Lifestyle Trends
- Woman to Woman: Inspirational Advice
- Customized Sponsor Segments

Our World with Black Enterprise

- Special Branded Programming/ Themed Segments
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things
- Customized Sponsor Segments

OCTOBER

EVENTS

Wealth For Life Financial Empowerment Meet-Up

- Insurance, Retirement, Small Business Banking, Estate Planning Workshops
- One-on-One Financial Advisor Consultations
- Financial Services Careers Expo

DIGITAL

Wealth for Life: Year-end Financial Planning Wealth for Life Financial Empowerment Meet-up Wrap-up 2016 Auto Industry Leaders, Products & Innovation

- Co-Branded Twitter Chats
- Custom Sponsored Videos
- Live-stream Programming
- Custom Content

PUBLISHING

The Wealth Issue: Money Management & Investing

- Success Secrets of Top Wealth Builders
- B.E. Retirement Guide
- How to Choose the Right Brokerage Company
- Recap: Black Enterprise Golf & Tennis Challenge

BROADCAST

Women of Power TV

- Special Branded Programming/ Themed Segments
- Power Suite: Leaders, Celebrities, Tastemakers & Influencers
- Power of the Purse: Money, Personal Finance & Consumer Education
- Power Forward: Health & Wellness, Relationships, Work/Life Balance
- Luxe Life: Travel, Fashion and Lifestyle Trends
- Woman to Woman: Inspirational Advice
- Customized Sponsor Segments

Our World with Black Enterprise

- Special Branded Programming/ Themed Segments
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things
- Customized Sponsor Segments

CONTENT CALENDAR

EVENTS

DIGITAL

PUBLISHING

BROADCAST

NOVEMBER

EVENTS

B.E. Good Life Year-End V.I.P. Holiday Gala & Fundraiser

- Black Enterprise Influencer of the Year Presentation
- Invite-Only Event for Celebrities, Key Advertisers, Black Enterprise VIPs, & Partners
- Red Carpet Media/Sponsorship Opportunities
- Cause/Social Responsibility Branding Opportunity

DIGITAL

Hottest Destinations for Business & Pleasure Ignite: Most Innovative Startups &

New Entrepreneurs

- Co-Branded Twitter Chats
- Custom Sponsored Videos
- Live-stream Programming
- Custom Content

PUBLISHING

Small Business Opportunities Issue

- Corporate America's Most Innovative Suppliers
- Top Black Executives in the Auto Industry
- Financial Planning for New Entrepreneurs
- Tax Planning Strategies for the New Year

BROADCAST

Women of Power TV

- Special Branded Programming/ Themed Segments
- Power Suite: Leaders, Celebrities, Tastemakers & Influencers
- Power of the Purse: Money, Personal Finance & Consumer Education
- Power Forward: Health & Wellness, Relationships, Work/Life Balance
- Luxe Life: Travel, Fashion and Lifestyle Trends
- Woman to Woman: Inspirational Advice
- Customized Sponsor Segments

Our World with Black Enterprise

- Special Branded Programming/ Themed Segments
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things
- Customized Sponsor Segments

DECEMBER/JANUARY 2016

EVENTS

50 Best Companies for Diversity Recognition

(MLK Holiday Week), Jan. 18, 2016, New York, NY

DIGITAL

New Year, New You: Life Improvement

Strategies for 2016

North American International Auto Show

- Co-Branded Twitter Chats
- Custom Sponsored Videos
- Live-stream Programming
- Custom Content

PUBLISHING

Annual Report: The 50 Best Companies for Diversity

(Double Issue)

- Leading Companies for Workforce, Senior Management, Supplier and Board Diversity
- Hottest Entrepreneurs to Watch in 2016
- New Rules of Banking for Consumers
- B.E. Good Life Year-End V.I.P. Holiday Gala & Fundraiser Recap

BROADCAST

Women of Power TV

- Special Branded Programming/ Themed Segments
- Power Suite: Leaders, Celebrities, Tastemakers & Influencers
- Power of the Purse: Money, Personal Finance & Consumer Education
- Power Forward: Health & Wellness, Relationships, Work/Life Balance
- Luxe Life: Travel, Fashion and Lifestyle Trends
- Woman to Woman: Inspirational Advice
- Customized Sponsor Segments

Our World with Black Enterprise

- Special Branded Programming/ Themed Segments
- All Access: Hottest Personalities, Celebrities & Influential Newsmakers
- Entrepreneur of the Week: Inspiring Small Businesses
- From the Corner Office: Top Executives and Industry Leaders
- Slice of Life: Ordinary People Doing Extraordinary Things
- Customized Sponsor Segments



BEevents

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












FACE-TO-FACE:
INSPIRATION,
INFORMATION,
ENTERTAINMENT,
& EMPOWERMENT

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. They leverage these influencers to inquire about their product offerings and services, develop new business and introduce new concepts. Additional benefits include full registrations, lead generation, pre- and -post marketing efforts and data, and integration within each event program element.

SOMETIMES
THE RIGHT
CONNECTION
IS ALL YOU

2015 EVENT CALENDAR

BEEvents

	SMALL BUSINESS & TECHNOLOGY	WEALTH BUILDING	PROFESSIONAL	LIFESTYLE	CUSTOM
January					
March					
April					
May					
June					
August					
September					
October					
November					



ATTENDEE PROFILE

BEEvents



WOMEN OF POWER SUMMIT

An exclusive 3-day gathering of more than 700 women of color executives

Summit Attendees Are Educated And Affluent

Graduated college	94%
Post-graduate degree	50%
Average household income	\$193,000

Personal Profile

Attendees between ages 35 and 54	74%
Average age	43

Executive Level

More than 53% of the attendees are senior level managers	
President	4.4%
Vice President	15.6%
General Manager	1.1%
Owner/Partner	10.65%
Manager	33.3%
Executive Director	34.4%



ENTREPRENEURS SUMMIT

The country's premier business conference and networking event for 1,200 African American entrepreneurs and aspiring entrepreneurs

Conference Attendees Are Educated And Affluent

Graduated college+	83%
Post-graduate degree	36%
Average household income	\$123,000

Personal Profile

Male/Female	42%/58%
Attendees between ages 35 and 54	63%
Average age	42

Entrepreneurial Level

Own a business	71%
In business more than 5 years	62%
Average years in business	6

Businesses Represented

Marketing/Advertising/ Communications	37.1%
Education/Training	8.6%
Retail/Wholesale	7.8%
Computer/Technology	6.9%
Real Estate/ Construction	10.3%
Professional/Personal Services	8.6%
Medical	4.3%
Finance	3.4%
Creative/Design + Other	13%



GOLF & TENNIS CHALLENGE

The largest African American sporting event of it's kind, attracting more than 1,000 affluent, educated consumers with significant buying power

Challenge 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	75%
Own a business	43%
Married	44%

Personal Profile

Male/Female	33%/67%
Attendees between ages 35 and 54	65%

Nationally Dispersed Attendees

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



SPONSORSHIP BENEFITS



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
- Full-page, four-color ad in Event Journal
- 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)
- Digital branding and content integration on event dedicated landing page of 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.
- Full-page, four-color ad in Event Journal
- 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)
- Digital branding and content integration on event dedicated landing page of www.blackenterprise.com

Event	Presenting Rate (net)	Platinum Rate (net)	Corporate Rate (net)
Women of Power Summit	\$175,000	\$125,000	\$75,000
Entrepreneurs Conference + Expo	\$155,000	\$125,000	\$75,000
Golf & Tennis Challenge	\$155,000	\$125,000	\$75,000

RATES & BENEFITS SUBJECT TO CHANGE



A man with glasses and a beard, wearing a grey sweater and blue jeans, sits on a tall stack of colorful papers. He is holding a laptop on his lap, which displays a dashboard with charts and graphs. He is sitting on a modern-style desk with a black printer on it. The background is a light blue wall with a circular cutout showing a cityscape.

BEdigital

BE Digital.
BE Next.
BE Now.

Accessed from via the Web, smartphones, and tablets, **BlackEnterprise.com** is the first-stop online destination for African American professionals and entrepreneurs. And with good reason: This interactive and user-friendly website offers expert advice, analysis, resources, and insight from **BLACK ENTERPRISE's** esteemed editors and the nation's top thought leaders in small business, money management, careers, and lifestyle. **BlackEnterprise.com** features photos and exclusive video series that keep you entertained and informed, and social media tools, including Facebook and Twitter, that help you connect and engage with your peers. Visitors can even view the latest editions of our TV shows, *Women of Power* and *Our World with Black Enterprise*, and connect live to our conferences and events via live streaming video. Innovative... authoritative... accessible... **BlackEnterprise.com** is the online nexus for people looking to stay informed and competitive.

CONNECTED
& ENGAGED

WEBSITE CONTENT AREAS

BEdigital

Home Page Money, Career, Small Business, Technology, Lifestyle, News, Photos, and Videos

Money Investing, Wealth Management, Planning & Budgeting, Credit & Debt Management, Homeownership, Love & Money, Consumer Affairs, Decoded and more

Career Career Advice, Top Careers, Changing Lanes, and Find Jobs

Small Business Tools & Resources, Your Business, Getting Started, Home Based, Franchises, and Financing

Lifestyle Arts & Culture, Travel & Leisure, SportsBiz, Fashion & Beauty, Entertaining, and Health & Wellness

Technology Tools, Tips, Products, and People

News Hot Topics and Washington Report

Photos Photo galleries featuring exclusive images and photo essays

Videos Exclusive videos from BlackEnterprise.com's video series including "The High Life," "Working Your Style," "Brand New You," "Ask the Experts," "Small Business Advantage," "One on One with celebrities" as well as exclusive video from our events.

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

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

Events Go behind-the-scenes and hear from experts at our annual events including the **Black Enterprise Entrepreneurs Summit**, the **Black Enterprise Women of Power Summit** and the **Black Enterprise Golf & Tennis Challenge**.

BE Blogs **Off My Chest** with **BLACK ENTERPRISE** SVP and Editor-at-large Alfred Edmond, **Winging It** with BEBR host Caroline Clarke, **Power Moves** with Black Enterprise Editor-in-chief Derek Dingle.

BE Next Providing career, money, and business advice to the next wave of leaders. Including fun coverage of entertainment, video and lifestyle elements that are important to this group of under-35 individuals. Celebrate "who's next!"

BE Lists Use this directory of the top black businesses, executives, colleges and more...

Women of Power Movers, shakers and dealmakers who are proud women of power—executives and business leaders who are breaking barriers and challenging the status quo. Get advice, insight and inspiration...



WEBSITE USER PROFILE

BEdigital

USER PROFILE

Total Unique Visitors

YOY Increase Dec. 2012 - Aug. 2013	56%
Average Time Spent	7:30

User Profile

Average Age	34
Women	55%
Men	45%

Education

Holds Undergraduate Degree	35%
Holds Post-Graduate Degree	22%

Household

Average Annual Income	\$75,000+
Household Income \$100k+	20%

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%
Registered users who subscribe to print version of BLACK ENTERPRISE magazine	33%

Statistical, Behavioral, & Composition Data

Average Monthly Visitors	517,000
Page Views	1.3 million
Visits	602,170
Average Time Spent	6.5 minutes

SOCIAL MEDIA

The **BlackEnterprise.com** social media audience is highly interactive with the core content and are stimulated more by resources, primarily information tailored with the African American perspective.

Our social media presence offers a penetrated opportunity to reach your consumer and deepen the level of engagement.

Order of Importance of Content for Our Readers on Social Media

- News
- Business
- Money Tips & Resources
- Careers
- Lifestyle

Statistical, Behavioral, & Composition Data

Twitter Followers	153,887
Facebook Fans	351,180
LinkedIn Connections	4,540
Instagram	15,615
Pinterest	3,558
Google+	1,051



YouTube



MOBILE

Consumers get easy access to the latest Money, Small Business, Career Tips, How-Tos, News, Photos, and Videos on their phone.

Site Features

- Latest** Get all the info you need to know and weigh in on news, politics, and issues affecting our community.
- Photos** Browse through hundreds of photos of our celebrities, tastemakers, and events.
- Video** Gain access to our experts, editors, events, and TV shows (*Black Enterprise Business Report* and *Our World with Black Enterprise*).

Marketing Features

- Customizable SMS Messaging
- Advertise-in-text Capabilities
- Tools to Create Polls, Coupons, and Voting

Mobile Impressions

	Total	Monthly Avg.
Jan. 2013-Current	675,000	75K

IPAD APP

Consumers can download the **BLACK ENTERPRISE iPad App** giving them instant access to each monthly issue of **BLACK ENTERPRISE** magazine. The App immerses users in the dynamic photo and video experience, then connects them to a growing community of smart professionals who are actively optimizing their network.

The **BLACK ENTERPRISE iPad App** gives clients the opportunity to provide rich media offerings that deliver an abundance of experiences for the user/reader.

Marketing Opportunities

- Branding: Print ads mirrored digitally
- In App Gaming: i.e. Test driving thru an obstacle course
- Engagement: Viewing benefits via TV commercial, video or special promotional offer
- Geo-Targeting: Include a link
 - Find a local show listing
 - Local/Regional news
- Interstitial: Sticky Footers
 - Program information
 - Sponsorship activation
- Premium/Department sponsorships
- Embedded video



AD SPECIFICATIONS



Standard & Rich Media

Standard Media	File Size (publisher hosted)	3rd Party Hosted	Expansion Max	Rich Media
.swf, .jpg, .gif, .png 728x90 leaderboard 300x250 large rectangle 300x600 half page 88x31 sponsor logo	Standard and rich media 39K maximum 39K maximum 39K maximum 15K maximum	3rd party hosted 40K initial/80k subsequent/1.5mb streaming video per :15s 40K initial/80k subsequent/1.5mb streaming video per :15s 40K initial/80k subsequent/1.5mb streaming video per :15s n/a	3rd party hosted 728x270 downward 500x500 leftward 500x600 leftward n/a	audio/video/interaction/expansion audio/video/interaction/expansion Audio/video/interaction/expansion n/a

Newsletters

Unit	Size	Format
728x90 Leaderboard	20K	JPG, GIF
300x250 Rectangle	20K	JPG, GIF
300x60 CIB	20K	JPG, GIF

Mobile

Creative Size	Max File Size	Format	Optional Characters Below Ad
320x50 pixels	10KB	GIF, JPG, PNG	Smartphone appropriate
300x50 pixels	10KB	GIF, JPG, PNG	Smartphone appropriate
216x36 pixels	3.0KB	GIF, JPG, PNG	
168x28 pixels	2.0KB	GIF, JPG, PNG	
120x20 pixels	1.0KB	GIF, JPG, PNG	
38x38 pixel icon	1.0KB	GIF, JPG, PNG	+ Max 35 characters text

iPad

Creative	Max File	Format	Animation Time
1024x768	40K	GIF, JPG, HTML5	15 sec
768x1024	40K	GIF, JPG, HTML5	15 sec

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

BEpublishing

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.



BLACK ENTERPRISE is the third most inspiring & one of the top 10 most trusted magazines on the market.

SOURCE:
AFFINITY'S AMERICAN
MAGAZINE STUDY,
FALL 2010

2015 CLOSING DATES

BEpublishing

	Insertion	Materials	On Sale
Feb	January 6, 2015	January 20, 2015	February 24, 2015
March	February 3, 2015	February 9, 2015	March 24, 2015
April	March 3, 2015	March 16, 2015	April 21, 2015
May	March 31, 2015	April 13, 2015	May 19, 2015
June	May 5, 2015	May 18, 2015	June 23, 2015
July/Aug	June 16, 2015	June 29, 2015	August 4, 2015
September	July 28, 2015	August 10, 2015	September 15, 2015
October	August 25, 2015	September 7, 2015	October 13, 2015
November	September 29, 2015	October 13, 2015	November 10, 2015
Dec/Jan	November 3, 2015	November 16, 2015	December 22, 2015



SUBSCRIBER PROFILE

BEpublishing

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%
---------	-----

Children in the Household

Any Children	49%
--------------	-----

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%

2015 ADVERTISING RATES

BEpublishing

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 10%
Island position 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 10%
12+ 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. 32 • EFFECTIVE JANUARY 2015 • 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

A photograph of three women sitting in wooden director chairs in a room with a stone fireplace. The woman on the left is wearing a bright green dress and a tan cardigan. The woman in the middle is wearing a white blazer and a black skirt. The woman on the right is wearing a blue and white patterned dress and a blue cardigan. They appear to be in a conversation. The background shows a stone fireplace with a black metal grate.

BEroadcast

Women of Power hosted by Caroline Clarke brings you the biggest names in business with our Power Suite interviews, essential Power of the Purse discussions on personal finance, Power Forward topics including work-life balance, and Luxe Life featuring the hottest lifestyle trends and luxury living.

REACHING 90% OF
AFRICAN AMERICAN
HOUSEHOLDS

Our World with Black Enterprise hosted by Patricia Cesaire and Paul Brunson highlights the contemporary African American experience with All Access interviews of today's top newsmakers and celebrities, From the Corner Office features on success secrets of movers and shakers, and Slice of Life profiles of ordinary people "paying it forward" in their communities.

FRESH INSIGHT
FROM AN
AUTHORITATIVE
VOICE

OUR WORLD with BLACK ENTERPRISE

BEbroadcast



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

From the executive suite...to the red carpet! Join us weekly for the who's who in Entertainment, Politics, and Corporate America. *Our World with Black Enterprise* features exclusive interviews with today's top newsmakers and celebrities, while spotlighting corporate executives, small business leaders, and community champions.

Segments

All Access Our celebrity headliners give our viewers 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.

From the Corner Office We highlight success secrets of movers and shakers, from the most powerful people in business, entertainment, sports, and philanthropy.

Slice of Life We introduce you to everyday heroes making a difference by doing extraordinary things in their community.

Household Coverage & Reach

Total U.S. Households	113.8M
Syndication	55% or 62,590,000
Total African American Households	14.8M
Syndication	73% or 10,804,000
Cable (TV One) 210 Cable Markets	49% or 55,762,000

Top 3 Markets

- New York
- Chicago
- Atlanta

Ad Unit	Time	Rate
Commercial/Spot	:30	\$7,500
Billboard/Bumper	:05	\$1,500
Segment Sponsorships	:05	\$3,000
Promotional Consideration	:05	TBA
Promotional Consideration	:10	TBA

Additional Sponsorship Opportunities

Tie-ins with other **BLACK ENTERPRISE** media platforms and other customized opportunities.

* Top 10 cable markets ** Airing in 7 of the top 10 AA broadcast markets



WOMEN OF POWER

BE**roadcast**



IT'S A VIEW FROM THE TOP!

A fresh new half-hour series providing an in-depth, and intimate look, into the lives of some of the world's most fascinating women. *Women of Power* features success secrets, strategies, and advice from the corporate boardroom to the hills of Hollywood. This television series will uplift, motivate and celebrate women of color.

Segments

Power Suite We highlight success secrets of movers and shakers, from the most powerful women in business, entertainment, sports, and philanthropy.

Power of the Purse A step-by-step financial empowerment guide providing our viewers with vital information to build and grow their personal wealth.

Power Forward Rotating topics including work-life balance, health & wellness, and relationships.

Luxe Life Features the hottest trends in lifestyle, entertainment, and technology.

Woman to Woman This :60 second motivational segment inspires today's Woman of Power.

Household Coverage & Reach

Total U.S. Households	113.8M
Syndication	50% or 56,900,000
Total African American Households	14.9M
Syndication	65% or 9,685,000
Cable (TV One) 210 Cable Markets	49% or 55,762,000

Top 3 Markets

- New York
- Chicago
- Washington, D.C.

Ad Unit	Time	Rate
Commercial/Spot	:30	\$7,000
Billboard/Bumper	:05	\$1,100
Segment Sponsorships	:05	\$3,000
Promotional Consideration	:05	TBA
Promotional Consideration	:10	TBA

Additional Sponsorship Opportunities

Tie-ins with other **BLACK ENTERPRISE** media platforms and other customized opportunities.

* Top 10 cable markets ** Airing in 7 of the top 10 AA broadcast markets



CONTACT SALES

EVENTS

DIGITAL

PUBLISHING

BROADCAST



Kyle Allman

Vice President of Multimedia Sales

212-886-9507

allmank@blackenterprise.com