

Black Enterprise

Primary Target: Black adults 25-54, with a heavier skew towards women (62%)

Platforms and Properties: digital sites/app, social, and live events.

Recent/Upcoming Content Launches:

- *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 of the Black Lives Matter movement, the global COVID-19 pandemic, and/or the upcoming 2020 election
- *Sisters Inc.*- 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.
- *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.
- Other content including topics across entrepreneurship, Leadership, Diversity, equity & inclusion, Technology, Money, Fashion & beauty, Travel & leisure, Health & wellness, Arts & culture, Sports, Politics, Career, and Education
- The flagship live events such as **Entrepreneurs Summit** (May), **Black Men Xcel** (October), and **Women of Power Tech** (September 2022); as well as an expanded calendar of virtual experiences monthly.

Opportunities for Brands:

- **Cross-Platform Activations** - Brands are encouraged to engage with consumers across all facets of media including cultural content, digital/social and experiential in order to form connections and loyalty.
- **Branded Content** - Customized content is available throughout the media assets including digital ads, customized articles, interviews, podcasts, social series, and live broadcast.
- **Sponsorships**- from Town Halls to virtual and in-person Summits, brands can partner with BE with custom sponsorship packages that include multiple episodes of original programming, email blasts and other integrated content.
- Other ad opportunities include display ad, video pre-roll, page takeovers, social posts, interactive surveys, quizzes, and more.