

## **Black Health Matters**

*Primary Target:* Black Adults 35-54

*Platforms and Properties:* digital website, educational events, social media and newsletters.

*Recent/Upcoming Content Launches:*

- Black Health Matters hosts season Summits that provide the BIPOC community with tools and resources for disease awareness, management and prevention. Each summit covers 10-12 chronic diseases and introduces the community to “Top Docs”, or thought leaders in medicine, nurse practitioners and advocates who are committed to elevating conversations on health and wellness for the BIPOC segment.
  - Upcoming summits include: Spring Summit (April 2022), Summer Summit (July), Fall Summit (October)

*Opportunities for Brands:*

- **Sponsorships-** Black Health Matters offers advertisers a number of special buys and custom sponsorship packages that ensure exposure lend credibility to your message and help foster a closer consumer relationship with your brand.
- **Targeted Original Video-** with more than 50 videos on disease states and wellness, Black Health Matters has the largest library online featuring sub-titles in Spanish.
- **Newsletter Sponsorships-** focus on the disease states that impact this community the most (i.e., diabetes, obesity, HIV/AIDS, etc.).
- **Content Integration-** custom editorial destinations written to condition-specific or health-related themes with the opportunity to integrate Brand content and other assets
- **Seasonal Focus:** Special content, tool and resource areas for specific seasonal conditions
- **Waiting Rooms-** Brands can integrate into virtual waiting rooms during the quarterly summits