

Ebony & Jet

Primary Target: Black Women (EBONY), Gen Z/Millennials and HBCU students/alumni (JET)

Platforms and Properties: EBONY re-launched this month as a digital only entity; Jet is planned to re-launch this year

Recent/Upcoming Content Launches:

- **Black on Black (Q2 2022)** - a video series where we match up like-minded artists, actors and/or activists from different generations. In this sit-down, they come together to share similarities and differences in their respective careers.
- **The Rundown (Q2 2022)** - Each week, EBONY correspondents will be featured in a 3-5 minute video run down outlining the top 5 moments in Black culture hosted by our correspondents Yonathan and Jenn. This featured content will be available on EBONY.com and social media platforms.
- **The Manual (Q2 2022)** - Personalities from within the Sports and Entertainment community bring their unique style and culture to every outfit they wear, influencing legions of fans. This series will reveal untold stories of celebrity guests, showcasing the talent's full personality through the lens of fashion, allowing the audience to gain a wider perspective of their favorite ballers.
- **EBONY IQ (Q2 2022)** - Masterclasses presented by powerful Black professionals. EBONY will produce a series on educating the Black community on all topics presented by powerful minds. The first episode features EBONY's own CEO, Michele Ghee!
- **Small Black Business Hub** - As EBONY continues to Move Black Businesses Forward, this hub is a solve for the challenge people face when looking for Black owned products and services.
- **Live events** including the EBONY Power 100, Black Music Month and Juneteenth Celebration, EBONY Block Party, Manifest, and Art Basel
- **JET** - JET will be a Gen Z, Millennial, and HBCU focused platform based in the metaverse that will give creatives an opportunity to create revenue through NFTs and will be the company's experiential platform.

Opportunities for Brands:

- **Sponsorships**
- **ROS Display Programmatic**
- **High Impact Pre-Roll Ads**
- **Video Series + Branded Content Integrations**
- **Editorial Custom Content + Social Media**
- **NFTs**