

## **BLACK ENTERPRISE**

BLACK ENTERPRISE is the premier business, investing, and wealth-building resource for African Americans. Since 1970, BLACK ENTERPRISE has provided essential business information and advice to professionals, corporate executives, entrepreneurs, and decision makers.

Primary Target: Black Adults 25-54

Platforms and Properties: Black Enterprise print magazine, digital sites/app, social, podcasts, and live events.

### Content Examples:

- Bi-annual magazine release
- Streaming video series:
  - *From the Corner Office* – BLACK ENTERPRISE CEO Earl “Butch” Graves Jr. explores some of the nation’s most pressing issues relevant to African Americans through candid conversations with today’s most influential business leaders and newsmakers.
  - *Beyond the Hype with Alfred Edmond Jr* - 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.
  - *Hip Hop & Enterprise* - a weekly interview show hosted by Jeroslyn JoVonn, where we get a look inside the success stories of influencers, entrepreneurs, and tastemakers within urban pop culture. With a focus on learning how they’re making a change in their communities and for the people that follow them, Hip Hop & Enterprise will help give young professionals more modern-day realistic visions of success.
- Podcasts:
  - *SistersInc* – Black women are the fastest-growing group of entrepreneurs in America. On every episode we’ll sit down with one successful CEO to share how she slays the challenges of being a black woman in business.
  - *Your Money, Your Life* – Alfred Edmond Jr. hosts this special series with a lineup of great guests. The show will cover money topics ranging from how to control your debt to our psychological relationship with our finance.
- Live Events:
  - Women of Power (March)
  - Entrepreneurs Summit (May)
  - Black Men XCEL (October)

### 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 to form connections and loyalty.
- **Branded Content** - Customized content is available throughout the media assets including articles, interviews, podcasts, social series, and live broadcasts.
- **IAB Standard Video & Display Ads**
- **Programmatic Activation via SSP**