EMPOWERING INFORMING INSPIRING ENRICHING EMPOWERING

MEDIA KIT MEDIA KIT

2017 MEDIA KIT

EVENTS DIGITAL

BROADCAST PUBLISHING

ISSUE DATE: DECEMBER 2016
EVENTS
It doesn’t get better than attending a BLACK ENTERPRISE event. Thousands of talented, ambitious African American men and women turn out for each of our four annual conferences: the Black Enterprise Women of Power Summit, the Black Enterprise Entrepreneurs Summit, Black Enterprise Golf & Tennis Challenge, and the Black Enterprise Tech ConneXt Summit. 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. Our suite of events extends to partnerships with the African American Film Festival, ABFF Honors, and the African American Festival annually held in Baltimore, MD. Client-customized events include The Good Life, be Modern Man, and be Smart activations.

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

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 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.

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 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.

PUBLISHING
The audience of BLACK ENTERPRISE magazine is not only sizable (6 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.
BE 360 INTEGRATION

EVENTS

DIGITAL

ENGAGE 50M+

PUBLISHING

BROADCAST
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.

HELPING STUDENTS ACHIEVE THEIR DREAMS

We launched the BE Smart initiative to bring together educators, administrators, professionals, and business leaders to find new, inventive ways to improve educational opportunities for our children and prepare them for excellence and leadership in the 21st century. Our multiplatform approach seeks to promote engagement, collaboration, and action.

IT’S OUR NORMAL TO BE EXTRAORDINARY

BE ModernMan honors the essence, image, and works of today’s modern man. With 100 features of entrepreneurs, agents of change, executives, leaders, creatives, students, politicians, and professionals of diverse walks, ages, and life stages, these men of color share the common thread of creating a new normal while setting the bar in tech, fashion, philanthropy, art, business, and beyond.

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.
### January
- **Events**
  - Road to the Women of Power Summit
- **Digital**
  - New Year, New Beginnings
    - "Men of Distinction" 2017 Kickoff
    - The Newest Tech Gadgets (CES)
    - Best Employers For Millennials
    - Mentoring Spotlight: National Mentoring Month
    - North American International Auto Show
    - 45th Anniversary of the BE 100s: Yearlong Kickoff

### February
- **Events**
  - ABFF Awards: A Celebration of Hollywood
    - February 16, Los Angeles
  - BE Modern Man Tour
  - HBCU Summit at Morgan State University
  - Road to TechConneXt (Black History Month)
- **Digital**
  - Women of Power
  - Valentine’s Day Guide to Love & Money
  - Black History Month
  - The Business of Entertainment: ABFF Awards, the Oscars & the Grammys
  - Sports Biz: The Super Bowl
  - Tax Prep Time: Tax Planning Strategies

### January/February: Women of Power Special Issue
- Power Women & Rising Stars in Corporate America
- Women in STEM
- Fashion and Beauty Entrepreneurs

### Our World
- **Broadcast**
  - All Access: Hottest personalities, celebrities & influential newsmakers and executives in entertainment and corporate America
  - Entrepreneur of the Week: Successful Small Business features
  - BE Modern Man: Honoring the image and accomplishments of today’s men
  - TechConneXt: Features on the movers & shakers in the Tech industry and the latest trends and gadgets
  - Slice of Life: Everyday (s)heroes making a difference in their communities
  - Special Branded programming: North American International Auto Show coverage
  - Customized sponsored segments/vignettes

### Women of Power
- **Broadcast**
  - Power Suite: A look from the corner office at the influencers in corporate America, tech, entrepreneurship, and philanthropy
  - Power of the Purse: Money, Personal Finance & Consumer Education in wealth building and management
  - Woman to Woman: Inspirational; a look at the most powerful women in entertainment and sports
  - Luxe Life: Hottest trends in lifestyle, wellness, travel, tech and fashion
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### Publishing
- January/February: Women of Power Special Issue
  - Power Women & Rising Stars in Corporate America
  - Women in STEM
  - Fashion and Beauty Entrepreneurs
  - Where to Invest in 2017
  - Black History Month
  - 45th Anniversary of the BE 100s: Yearlong Kickoff

### Special Branded Programming:
- North American International Auto Show coverage
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<td>March 9—12 Arizona Grand Resort &amp; Spa</td>
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<td><strong>DIGITAL</strong></td>
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<td>The Hottest Franchises</td>
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<td>SXSW: The Black Tech Landscape</td>
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<td>March/April: Entrepreneurs Summit Preview</td>
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# CONTENT CALENDAR

## MAY

### EVENTS
- 2017 Black Enterprise Entrepreneurs Summit
  May 17—20, Marriott Marquis Houston

### DIGITAL
- Millennial Guide to Adulting
- Best Career Options for New Grads
- Mother/Daughter Success Stories
- Building Wealth Through Real Estate
- Supplier Diversity:
  Scaling Up Your Business

### BE Modern Man Tour

## JUNE

### EVENTS
- 2017 American Black Film Festival
  June 14—18 Miami

### DIGITAL
- BE Modern Man Tour
- ABFF Encore at the BET Experience
  June 22—25, Los Angeles
- Road to TechConneXt Summit
  (Entertainment)

## May/June: BE 100s: The Nation’s Largest Black Businesses
- 45th Anniversary of the BE 100s
- Supplier Diversity

## PUBLISHING

### Our World
- All Access: Hottest personalities, celebrities & influential newsmakers and executives in entertainment and corporate America
- Entrepreneur of the Week: Successful Small Business features
- BE Modern Man: Honoring the image and accomplishments of today’s men
- TechConneXt: Features on the movers & shakers in the Tech industry and the latest trends and gadgets
- Slice of Life: Everyday (s)heroes making a difference in their communities
- Special Branded programming: Entrepreneurs Summit and the BE Modern Man Tour
- Customized sponsored segments/vignettes

### Women of Power
- Power Suite: A look from the corner office at the influencers in corporate America, tech, entrepreneurship, and philanthropy
- Power of the Purse: Money, Personal Finance & Consumer Education in wealth building and management
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- Luxe Life: Hottest trends in lifestyle, wellness, travel, tech and fashion
- Special Branded Programming:
  Entrepreneurs Summit and Celebrity Moms
- Customized sponsored segments/vignettes

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- TechConneXt: Features on the movers & shakers in the Tech industry and the latest trends and gadgets
- Slice of Life: Everyday (s)heroes making a difference in their communities
- Special Branded programming:
  American Black Film Festival
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<td>The Business of Luxury</td>
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<td>Must Do’s in Your 20s, 30s, 40s</td>
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<td>Road to TechConneXt Summit (Sports)</td>
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<td>BE Corporate Directors Retreat Martha’s Vineyard</td>
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**July/August: Power in the Boardroom: Corporate Directors Registry**
- Corporate Executive of the Year
- C-Suite Strategies: How to Get Ahead at Work

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- Slice of Life: Everyday (s)heroes making a difference in their communities
- Special Branded programming:
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- Special Branded Programming:
- Customized sponsored segments/vignettes
## CONTENT CALENDAR

### SEPTEMBER

**EVENTS**
- BE Smart HBCU Summit
- Road to TechConneXt Summit (Women in Tech Brunch)

**DIGITAL**
- The Road to TechConneXt
- Women in Tech: Female Entrepreneurs
- Six-Figure Side Hustles
- The Good Life Series
- Hispanic Heritage Month

### OCTOBER

**EVENTS**
- 2017 Black Enterprise TechConneXt Summit
  - October 9–10, Silicon Valley

**DIGITAL**
- Success Secrets From the Wealthiest Blacks
- Last Call: Achieve Your 2017 Goals
- Beating Breast Cancer
- Fall Nesting Guide: Home Décor & Renovations

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### PUBLISHING

**Our World**
- All Access: Hottest personalities, celebrities & influential newsmakers and executives in entertainment and corporate America
- Entrepreneur of the Week: Successful Small Business features
- BE Modern Man: Honoring the image and accomplishments of today’s men
- TechConneXt: Features on the movers & shakers in the Tech industry and the latest trends and gadgets
- Slice of Life: Everyday (s)heroes making a difference in their communities
- Power Suite: A look from the corner office at the influencers in corporate America, tech, entrepreneurship, and philanthropy
- Power of the Purse: Money, Personal Finance & Consumer Education in wealth building and management
- Woman to Woman: Inspirational; a look at the most powerful women in entertainment and sports
- Luxe Life: Hottest trends in lifestyle, wellness, travel, tech and fashion
- Special Branded Programming: Corporate Executive of the Year and features on Corporate Diversity
- Customized sponsored segments/vignettes

**Women of Power**
- All Access: Hottest personalities, celebrities & influential newsmakers and executives in entertainment and corporate America
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- Woman to Woman: Inspirational; a look at the most powerful women in entertainment and sports
- Luxe Life: Hottest trends in lifestyle, wellness, travel, tech and fashion
- Special Branded Programming: TechConneXt Summit and features on Health and Wellness
- Customized sponsored segments/vignettes
## CONTENT CALENDAR

### NOVEMBER

- **EVENTS**
  - BE Modern Man Tour

- **DIGITAL**
  - #BuyBlack 12 Days of Christmas
  - BE Guide to Spirits
  - The Next Billion-Dollar Entrepreneur
  - Careers for Veterans

### DECEMBER

- **EVENTS**
  - BE Modern Man Tour

- **DIGITAL**
  - What You Can Learn From America’s Most Diverse Companies
  - 2017: The Year in Review
  - 30 Day Challenge: Your Best New Year Ever
  - Giving Back: Our Guide to Black Philanthropy

### PUBLISHING

**November/December: 50 Best Companies for Diversity**
- Holiday Gifts & Entertaining
- Annual Auto Guide
- Family Finances 101

**Our World**
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- TechConneXt: Features on the movers & shakers in the Tech industry and the latest trends and gadgets
- Slice of Life: Everyday (s)heroes making a difference in their communities
- Special Branded programming: The BE “50 Best Companies for Diversity”
- Customized sponsored segments/vignettes

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- Luxe Life: Hottest trends in lifestyle, wellness, travel, tech and fashion
- Special Branded Programming: Top women in the BE “50 Best Companies for Diversity” and Holiday Entertaining
- Customized sponsored segments/vignettes

**Our World**
- All Access: Hottest personalities, celebrities & influential newsmakers and executives in entertainment and corporate America
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- BE Modern Man: Honoring the image and accomplishments of today’s men
- TechConneXt: Features on the movers & shakers in the Tech industry and the latest trends and gadgets
- Slice of Life: Everyday (s)heroes making a difference in their communities
- Special Branded programming: Philanthropy and gift-giving for the holidays
- Customized sponsored segments/vignettes

**Women of Power**
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- Luxe Life: Hottest trends in lifestyle, wellness, travel, tech and fashion
- Special Branded Programming: Holiday Gift Guide
- Customized sponsored segments/vignettes
Sometimes the right connection is all you need

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

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. Additional benefits include full registrations, lead generation, pre-and-post marketing efforts and data, and integration within each event program element.
## Event Schedule

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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 its kind, attracting more than 1,000 affluent, educated consumers with significant buying power.

**Challenge Attendees Are Educated And Affluent**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household income</td>
<td>$183,000</td>
</tr>
<tr>
<td>Graduated college+</td>
<td>90%</td>
</tr>
<tr>
<td>Post-graduate degree</td>
<td>48%</td>
</tr>
</tbody>
</table>

**Thought leaders and decision makers who represent a core segment of the 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%

---

**TECH CONNEXT SUMMIT**

A unique and unparalleled opportunity, bringing the best and brightest of the tech community from Silicon Valley and beyond. There has never been an event quite like this.

**Summit Attendees Are Educated And Affluent**

<table>
<thead>
<tr>
<th>Metric</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average household income</td>
<td>$150,000</td>
</tr>
<tr>
<td>Average annual household spend</td>
<td>$75,000</td>
</tr>
<tr>
<td>Graduated college+</td>
<td>87%</td>
</tr>
</tbody>
</table>

**Industries Represented**

- Advertising/Marketing/Entertainment: 21%
- Sales: 11%
- Entrepreneurs: 9%
- Education: 8%
- Mobile/Telecom: 7%
- Finance: 5%
- Technology/Robotics: 4%
- VC/Incubators/Accelerators: 3%

**Personal Profile**

- Male/Female: 51%/49%

**Nationally Dispersed Attendees**

- CA: 60%
- NY: 7%
- GA: 3%
- NJ: 3%
- TX: 3%
- NC: 3%

**Data Consumption**

- Mobile: 37%
- Laptop/Desktop: 46%
- Tablet: 9%
- TV: 8%
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
- Advertisement in the Event App
- 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 and Golf & Tennis Challenge)
- 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.
- Advertisement in the Event App
- 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 and Golf & Tennis Challenge)
- Digital branding and content integration on event dedicated landing page of www.blackenterprise.com

<table>
<thead>
<tr>
<th>Event</th>
<th>Presenting Rate (net)</th>
<th>Platinum Rate (net)</th>
<th>Corporate Rate (net)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women of Power Summit</td>
<td>$175,000</td>
<td>$125,000</td>
<td>$75,000</td>
</tr>
<tr>
<td>Entrepreneurs Summit</td>
<td>$175,000</td>
<td>$125,000</td>
<td>$75,000</td>
</tr>
<tr>
<td>Golf &amp; Tennis Challenge</td>
<td>$175,000</td>
<td>$125,000</td>
<td>$75,000</td>
</tr>
<tr>
<td>Tech ConneXt Summit</td>
<td>$175,000</td>
<td>$125,000</td>
<td>$75,000</td>
</tr>
</tbody>
</table>

RATES & BENEFITS SUBJECT TO CHANGE
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.
### Home Page
Money, Career, Small Business, Technology, Lifestyle, News, Events, Women of Power, and Education

### Money
Investing, Planning & Budgeting, Homeownership, Love & Money, and more

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

### Small Business
Getting Started, Home Based, Franchises, and Financing

### Lifestyle
Arts & Culture, Travel & Leisure, SportsBiz, and Health & Wellness

### Technology
Tools, Products, and People

### News
Hot Topics and Washington Report

### Photos
Photo galleries featuring exclusive images and photo essays

### Videos
“The High Life,” “Ask the Experts,” “Small Business Advantage,” “One on One” 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*, *American Black Film Festival*, and the *ABFF Honors Awards Show*.

### 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...
USER PROFILE


- Users: +68%
- Pageviews: +70%

User Profile

- Average Age: 36
- Women: 58%
- Men: 42%

Education

- Holds Undergraduate Degree: 44%
- Holds Post-Graduate Degree: 36%

Average Household Income

- $50K — $100k: 26%
- $100k+: 37%

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%

Statistical, Behavioral, & Composition Data

- Average Monthly Users: 840,983
- Page Views: 1.7 Million
- Visits: 7.3 Million
- Average Time Spent: 1:22 Minutes

Magazine

- Digital Subscribers: 11%
- Print Subscribers: 89%

SOURCE: COMSCORE, QUANTCAST, GOOGLE ANALYTICS

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.

In addition to support of daily content, we also support our social efforts by hosting a variety of social events. Some of our most engaging events include our Twitter and Facebook chats, live Periscope, and Blab.im sessions with business experts and entertainment personalities. We also host events in support of internal programs such as our BESmart and BEModern Man initiatives.

Importance of Content for Our Readers

- Business & News
- Career
- Lifestyle
- Education
- Money
- Music & Entertainment

Statistical, Behavioral, & Composition Data

- Facebook Fans: 583,348
- Twitter Followers: 219,359
- Instagram: 115,666
- Periscope: 33,534
- LinkedIn Connections: 19,757
- Pinterest: 4,522
- YouTube: 4,532

MOBILE


Site Features

- Articles: 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 (Women of Power and Our World with Black Enterprise).
- Branding: 320x50 or 300x50 banners contextually positioned to target BE audiences on the go.

Mobile Impressions

- Average Monthly Page Views: 181,226
- Average Monthly Impressions: 362,453
### Standard/High Impact

<table>
<thead>
<tr>
<th>Standard Media</th>
<th>Formats</th>
<th>Max Flash</th>
<th>Max JPG/GIF</th>
<th>Loop Limit</th>
<th>Max Expansion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard: 728x90</td>
<td>HTML5 (3rd Party Preferred), Flash, JPG, GIF, SWF, Static JPG</td>
<td>40k</td>
<td>40k</td>
<td>3 Loops max</td>
<td>728x270</td>
</tr>
<tr>
<td>Medium Rectangle: 300x250</td>
<td>HTML5 (3rd Party Preferred), Flash, JPG, GIF, SWF, Static JPG</td>
<td>40k</td>
<td>40k</td>
<td>3 Loops max</td>
<td>600x250</td>
</tr>
<tr>
<td>Half Page: 300x600</td>
<td>HTML5 (3rd Party Preferred), Flash, JPG, GIF, SWF, Static JPG</td>
<td>40k</td>
<td>40k</td>
<td>3 Loops max</td>
<td>600x600</td>
</tr>
<tr>
<td>Wallpaper: 1600x1024</td>
<td>Custom 1x1</td>
<td>~</td>
<td>~</td>
<td>~</td>
<td>~</td>
</tr>
<tr>
<td>Pushdown: 970x90</td>
<td>1x1 Impression &amp; click tracking. HTML5 (Preferred, 3rd party hosted only)</td>
<td>60k (SWF)</td>
<td>40k</td>
<td>3 Loops max</td>
<td>970x415r</td>
</tr>
</tbody>
</table>

### Rich Media

<table>
<thead>
<tr>
<th>Standard Media</th>
<th>File Type</th>
<th>Initial Load</th>
<th>Max File</th>
<th>3rd Party Tags</th>
<th>Specs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard: 728x90</td>
<td>JPG, GIF, SWF</td>
<td>&lt;15K</td>
<td>100K</td>
<td>Yes</td>
<td>Expands down; Max expanded size: 728x315</td>
</tr>
<tr>
<td>Medium Rectangle: 300x250</td>
<td>JPG, GIF, SWF</td>
<td>&lt;15K</td>
<td>100K</td>
<td>Yes</td>
<td>Expands left; Max expanded size: 600x250</td>
</tr>
<tr>
<td>Half Page: 300x600</td>
<td>JPG, GIF, SWF</td>
<td>&lt;15K</td>
<td>100K</td>
<td>Yes</td>
<td>Expands left; Max expanded size: 600x600</td>
</tr>
<tr>
<td>Interstitial: 640x480</td>
<td>JPG, GIF, SWF</td>
<td>&lt;15K</td>
<td>100K</td>
<td>Yes</td>
<td>“X-Close” button in upper right corner. 15 seconds, then auto-close. Please provide 3rd party ad tag, or if siteserved, SWF &amp; FLA, and all corresponding fonts and build in a clickTag.</td>
</tr>
</tbody>
</table>

### Newsletters

<table>
<thead>
<tr>
<th>Unit</th>
<th>File Type</th>
<th>Max File</th>
<th>3rd Party Tag</th>
</tr>
</thead>
<tbody>
<tr>
<td>728x90</td>
<td>JPG, GIF</td>
<td>40k</td>
<td>Ads are hardcoded via: 1x1 tracking pixels accepted</td>
</tr>
<tr>
<td>300x250</td>
<td>JPG, GIF</td>
<td>40k</td>
<td>Ads are hardcoded via: 1x1 tracking pixels accepted</td>
</tr>
</tbody>
</table>

### Mobile/Video

<table>
<thead>
<tr>
<th>Placement</th>
<th>Formats</th>
<th>Max JPG/GIF</th>
<th>Max Video</th>
</tr>
</thead>
<tbody>
<tr>
<td>Static: 320x50 or 300x50</td>
<td>Static: JPG &amp; 1x1 (3rd party tracking). TPI: Standard redirect. Static: DFA internal redirect MOV, MP4 (3rd party impression &amp; click tracking 3rd Party Served: VAST 2.0, VAST 3.0, VPAID</td>
<td>40k</td>
<td>—</td>
</tr>
<tr>
<td>Pre Roll</td>
<td>Pre Roll</td>
<td>—</td>
<td>:15 or :30</td>
</tr>
</tbody>
</table>

### iPad

<table>
<thead>
<tr>
<th>Unit</th>
<th>Max File</th>
<th>Format</th>
<th>Animation Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>1024x768</td>
<td>40K</td>
<td>GIF, JPG, HTML5</td>
<td>15 sec</td>
</tr>
<tr>
<td>768x1024</td>
<td>40K</td>
<td>GIF, JPG, HTML5</td>
<td>15 sec</td>
</tr>
</tbody>
</table>

For complete specifications, visit [http://www.blackenterprise.com/mediakit/ad-specs/](http://www.blackenterprise.com/mediakit/ad-specs/)

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**FTP Site**

tftp.blackenterprise.com

**Corporate Headquarters New York Office**

260 Madison Avenue, 11th Floor ■ New York, New York 10016

Login: artftp ■ Password: artftp ■ 212-886-9555 Fax: 212-886-9618 ■ E-mail: beads@blackenterprise.com
FRESH INSIGHT FROM AN AUTHORITATIVE VOICE

*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 70% OF AFRICAN AMERICAN HOUSEHOLDS & GROWING!

*Our World with Black Enterprise* hosted by 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.
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
- Total African American Households: 14.8M
- Cable (TV One): 210 Cable Markets 49% or 55,762,000

Top 3 Markets

- New York
- Chicago
- Dallas

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

SOURCE: NIELSEN MEDIA RESEARCH. MARKETS SUBJECT TO CHANGE
WOMEN OF POWER

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
Los Angeles
Dallas
Detroit

Ad Unit Time Rate
Commercial/Spor :30 $7,000
Billboard/Bumper :05 $1,100
Segment Sponsorships :05 $5,000
Promotional Consideration :05 TBA
Promotional Consideration :10 TBA

Additional Sponsorship Opportunities
Tie-ins with other BLACK ENTERPRISE media platforms and other customized opportunities.

SOURCE: NIELSEN MEDIA RESEARCH. MARKETS SUBJECT TO CHANGE
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.
### Technology

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Uses Computer for Business or Personal Reasons</td>
<td>95%</td>
</tr>
<tr>
<td>Purchased/Leased Computer in Past 12 Months</td>
<td>40%</td>
</tr>
<tr>
<td>Purchased/Leased Laptop in Past 12 Months</td>
<td>22%</td>
</tr>
<tr>
<td>Purchased/Leased Printer in Past 12 Months</td>
<td>27%</td>
</tr>
<tr>
<td>Uses the Internet</td>
<td>95%</td>
</tr>
<tr>
<td>Uses the Internet Five or More Hours Per Week</td>
<td>75%</td>
</tr>
<tr>
<td>Average Hours Spent Online Per Week</td>
<td>19</td>
</tr>
<tr>
<td>Made Online Purchase in Past 12 Months</td>
<td>89%</td>
</tr>
<tr>
<td>Spent More Than $500 Online in Past 12 Months</td>
<td>56%</td>
</tr>
<tr>
<td>Average Spent Online in Past 12 Months</td>
<td>$1,760</td>
</tr>
<tr>
<td>Has Purchase Authority for Computer/IT/</td>
<td></td>
</tr>
<tr>
<td>Wireless Products/Services at Work</td>
<td>43%</td>
</tr>
</tbody>
</table>

### Home Electronics

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased Flat-screen Television in Past Year</td>
<td>25%</td>
</tr>
<tr>
<td>Average Spent on Flat-screen Television</td>
<td>$1,681</td>
</tr>
<tr>
<td>Average Spent on Home Theater System</td>
<td>$905</td>
</tr>
<tr>
<td>Purchased Digital Music Player in Past Year</td>
<td>37%</td>
</tr>
<tr>
<td>Average Spent on Digital Music Player</td>
<td>$362</td>
</tr>
<tr>
<td>Purchased DVD Player in Past Year</td>
<td>50%</td>
</tr>
<tr>
<td>Purchased DVR (TiVo, Replay TV) in Past Year</td>
<td>19%</td>
</tr>
<tr>
<td>Average Spent on DVR</td>
<td>$393</td>
</tr>
</tbody>
</table>

### Fashion and Jewelry

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased Women’s Apparel in Past Year</td>
<td>88%</td>
</tr>
<tr>
<td>Average Spent on Women’s Apparel</td>
<td>$1,498</td>
</tr>
<tr>
<td>Purchased Men’s Apparel in Past Year</td>
<td>74%</td>
</tr>
<tr>
<td>Average Spent on Men’s Apparel</td>
<td>$1,395</td>
</tr>
<tr>
<td>Purchased Jewelry or Watches in Past Year</td>
<td>68%</td>
</tr>
<tr>
<td>Average Spent on Jewelry/Watches</td>
<td>$1,295</td>
</tr>
</tbody>
</table>

### Entertaining

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entertains One or More Times per Month at Home</td>
<td>39%</td>
</tr>
<tr>
<td>Entertains One or More Times per Month Outside the Home</td>
<td>43%</td>
</tr>
</tbody>
</table>

### Consumes or Serves Alcohol

#### Occasionally/in Past 7 Days

<table>
<thead>
<tr>
<th>Alcohol Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blended or Rye Whiskey</td>
<td>8%</td>
</tr>
<tr>
<td>Canadian Whiskey</td>
<td>7%</td>
</tr>
<tr>
<td>Irish Whiskey</td>
<td>5%</td>
</tr>
<tr>
<td>Scotch Whiskey</td>
<td>10%</td>
</tr>
<tr>
<td>Whiskey (any)</td>
<td>17%</td>
</tr>
<tr>
<td>Bourbon</td>
<td>10%</td>
</tr>
<tr>
<td>Gin</td>
<td>16%</td>
</tr>
<tr>
<td>Rum</td>
<td>28%</td>
</tr>
<tr>
<td>Tequila</td>
<td>23%</td>
</tr>
<tr>
<td>Vodka</td>
<td>32%</td>
</tr>
<tr>
<td>Table Wine</td>
<td>50%</td>
</tr>
<tr>
<td>Champagne/Sparkling Wine</td>
<td>36%</td>
</tr>
<tr>
<td>Wine Coolers</td>
<td>26%</td>
</tr>
<tr>
<td>Brandy or Cognac</td>
<td>26%</td>
</tr>
<tr>
<td>Cordials or Liqueurs</td>
<td>15%</td>
</tr>
<tr>
<td>Beer</td>
<td>42%</td>
</tr>
</tbody>
</table>
## 2017 Closing Dates

<table>
<thead>
<tr>
<th>EVENT</th>
<th>INSERTION</th>
<th>MATERIALS</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women of Power Special</td>
<td>Jan/Feb</td>
<td>1/10/17</td>
<td>2/1/17</td>
</tr>
<tr>
<td>Entrepreneurs Summit Preview</td>
<td>Mar/Apr</td>
<td>3/7/17</td>
<td>3/29/17</td>
</tr>
<tr>
<td>America's Largest Black-Owned Businesses</td>
<td>May/Jun</td>
<td>5/1/17</td>
<td>5/24/17</td>
</tr>
<tr>
<td>Power in the Boardroom</td>
<td>Jul/Aug</td>
<td>7/11/17</td>
<td>8/2/17</td>
</tr>
<tr>
<td>100 Most Powerful Executives in Corporate America</td>
<td>Sept/Oct</td>
<td>9/12/17</td>
<td>10/4/17</td>
</tr>
<tr>
<td>50 Best Companies for Diversity</td>
<td>Nov/Dec</td>
<td>11/7/17</td>
<td>11/29/17</td>
</tr>
</tbody>
</table>
### 2017 Advertising Rates

#### 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
- Preferred and Island position: 10%
- Special 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

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
<th>36X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$42,000</td>
<td>$39,480</td>
<td>$38,225</td>
<td>$36,960</td>
<td>$35,280</td>
<td>$33,600</td>
<td>$31,500</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$33,600</td>
<td>$31,585</td>
<td>$30,580</td>
<td>$29,570</td>
<td>$28,230</td>
<td>$27,275</td>
<td>$25,200</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$27,300</td>
<td>$25,670</td>
<td>$24,850</td>
<td>$24,040</td>
<td>$22,935</td>
<td>$21,845</td>
<td>$20,480</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$21,000</td>
<td>$19,745</td>
<td>$19,120</td>
<td>$18,480</td>
<td>$17,645</td>
<td>$16,800</td>
<td>$15,755</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$16,800</td>
<td>$15,800</td>
<td>$15,295</td>
<td>$14,785</td>
<td>$14,115</td>
<td>$13,445</td>
<td>$12,600</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$12,600</td>
<td>$11,850</td>
<td>$11,470</td>
<td>$10,955</td>
<td>$10,585</td>
<td>$10,080</td>
<td>$9,455</td>
</tr>
</tbody>
</table>

### Black/White

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
<th>36X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$31,500</td>
<td>$29,615</td>
<td>$28,670</td>
<td>$27,725</td>
<td>$26,465</td>
<td>$25,200</td>
<td>$23,630</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$25,200</td>
<td>$23,700</td>
<td>$22,940</td>
<td>$22,185</td>
<td>$21,170</td>
<td>$20,160</td>
<td>$18,910</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$20,480</td>
<td>$19,260</td>
<td>$18,640</td>
<td>$18,030</td>
<td>$17,205</td>
<td>$16,385</td>
<td>$15,365</td>
</tr>
<tr>
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<td>$15,755</td>
<td>$14,810</td>
<td>$14,345</td>
<td>$13,865</td>
<td>$13,240</td>
<td>$12,600</td>
<td>$11,825</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$12,600</td>
<td>$11,850</td>
<td>$11,470</td>
<td>$10,955</td>
<td>$10,585</td>
<td>$10,080</td>
<td>$9,455</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$9,455</td>
<td>$8,895</td>
<td>$8,605</td>
<td>$8,320</td>
<td>$7,950</td>
<td>$7,565</td>
<td>$7,095</td>
</tr>
</tbody>
</table>

### Four Color Cover Rates (including bleed charge)

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
<th>18X</th>
<th>24X</th>
<th>36X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2nd/3rd</td>
<td>$50,400</td>
<td>$47,380</td>
<td>$45,665</td>
<td>$44,360</td>
<td>$42,345</td>
<td>$40,325</td>
<td>$37,800</td>
</tr>
<tr>
<td>4th</td>
<td>$54,600</td>
<td>$51,330</td>
<td>$49,695</td>
<td>$48,050</td>
<td>$45,865</td>
<td>$43,680</td>
<td>$40,955</td>
</tr>
</tbody>
</table>
### Four Color

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$31,500</td>
<td></td>
<td></td>
<td>$27,725</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$25,200</td>
<td>$23,710</td>
<td>$22,940</td>
<td>$22,185</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$20,480</td>
<td>$19,260</td>
<td>$18,640</td>
<td>$18,030</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$14,185</td>
<td>$13,330</td>
<td>$12,905</td>
<td>$12,710</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$11,035</td>
<td>$10,370</td>
<td>$10,040</td>
<td>$9,705</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$7,880</td>
<td>$7,410</td>
<td>$7,170</td>
<td>$6,935</td>
</tr>
</tbody>
</table>

### Black/White

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$23,635</td>
<td></td>
<td></td>
<td>$20,805</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>$18,910</td>
<td>$17,765</td>
<td>$17,210</td>
<td>$16,645</td>
</tr>
<tr>
<td>1/2 Page</td>
<td>$15,365</td>
<td>$14,445</td>
<td>$13,985</td>
<td>$13,720</td>
</tr>
<tr>
<td>1/3 Page</td>
<td>$10,635</td>
<td>$10,000</td>
<td>$9,685</td>
<td>$9,365</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$8,035</td>
<td>$7,555</td>
<td>$7,315</td>
<td>$7,070</td>
</tr>
<tr>
<td>1/6 Page</td>
<td>$5,910</td>
<td>$5,560</td>
<td>$5,385</td>
<td>$5,210</td>
</tr>
</tbody>
</table>

### Display Classified

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Column X 1</td>
<td>$1,080</td>
<td>$1,010</td>
<td>$980</td>
<td>$965</td>
</tr>
<tr>
<td>1 Column X 2</td>
<td>$1,875</td>
<td>$1,755</td>
<td>$1,700</td>
<td>$1,655</td>
</tr>
<tr>
<td>1 Column X 3</td>
<td>$2,800</td>
<td>$2,620</td>
<td>$2,550</td>
<td>$2,485</td>
</tr>
<tr>
<td>1 Column X 4</td>
<td>$3,700</td>
<td>$3,485</td>
<td>$3,375</td>
<td>$3,290</td>
</tr>
<tr>
<td>1 Column X 5</td>
<td>$4,620</td>
<td>$4,350</td>
<td>$4,225</td>
<td>$4,125</td>
</tr>
</tbody>
</table>

### Business Card Directory

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Business</td>
<td>$2,730</td>
<td>$2,575</td>
<td>$2,485</td>
<td>$2,405</td>
</tr>
</tbody>
</table>

### Non-display Classified

<table>
<thead>
<tr>
<th>Size</th>
<th>1X</th>
<th>3X</th>
<th>6X</th>
<th>12X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Per Word</td>
<td>$11.50</td>
<td>$10.80</td>
<td>$10.40</td>
<td>$10.00</td>
</tr>
</tbody>
</table>

### 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

PO.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**

<table>
<thead>
<tr>
<th>Non-bleed Sizes:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 7 x 9.625</td>
<td></td>
</tr>
<tr>
<td>Two page facing</td>
<td>14 x 9.625</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>4.625 x 9.625</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>7 x 9.625</td>
</tr>
<tr>
<td>1/2 page horizontal (spread)</td>
<td>14 x 9.625</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>3.5 x 9.625</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>2.25 x 9.625</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>4.625 x 9.6875</td>
</tr>
<tr>
<td>1/4 page</td>
<td>3.5 x 4.4375</td>
</tr>
<tr>
<td>1/6 page horizontal</td>
<td>4.375 x 2.3125</td>
</tr>
<tr>
<td>1/6 page vertical</td>
<td>2.25 x 4.4375</td>
</tr>
<tr>
<td>Digest size</td>
<td>4.625 x 6.75</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bleed Sizes:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Page</td>
<td>8.25 x 10.75</td>
</tr>
<tr>
<td>Spread</td>
<td>10.5 x 10.75</td>
</tr>
<tr>
<td>2/3 page vertical</td>
<td>2.25 x 10.75</td>
</tr>
<tr>
<td>1/2 page spread (bleed)</td>
<td>16.5 x 10.75</td>
</tr>
<tr>
<td>1/2 page horizontal</td>
<td>16.5 x 5.4375</td>
</tr>
<tr>
<td>1/2 page vertical</td>
<td>5.25 x 5.4375</td>
</tr>
<tr>
<td>1/3 page vertical</td>
<td>3 x 10.75</td>
</tr>
<tr>
<td>1/3 page horizontal</td>
<td>5.25 x 5.4375</td>
</tr>
<tr>
<td>Digest size</td>
<td>5.25 x 7.3125</td>
</tr>
</tbody>
</table>

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.

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**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
DIRK J. CALDWELL
SVP/NATIONAL DIRECTOR OF MULTIMEDIA SALES
347-865-5892
CALDWELLD@BLACKENTERPRISE.COM
KYLE ALLMAN
VP OF MULTIMEDIA SALES
212-886-9507
ALLMANK@BLACKENTERPRISE.COM
JACK CLARK
MULTIMEDIA SALES MANAGER
212-886-9762
CLARKJ@BLACKENTERPRISE.COM
ROBERT INGRAM
MULTIMEDIA SALES DIRECTOR, CORPORATE RESPONSIBILITY
646-275-6866
INGRAMI@BLACKENTERPRISE.COM