2020 PARTNERSHIP SOLUTIONS
When faced with any hardship – personal, professional or global pandemic – moving through and managing challenges requires information and collaboration that is legitimate and trustworthy. For 50 years, BLACK ENTERPRISE has been that: an undeniable resource and north star of ideas, inspiration and partnerships.

BE is making adjustments and evolving the way we deliver our award-winning content and events. There is no doubt that our digital and virtual experiences will greatly increase, yet so will the ways we connect you with our dedicated audience.

As we face unprecedented times, we also look forward to working with our marketing partners on unprecedented integrated marketing solutions to drive your business goals and communication strategies.

We are here to help you. Stay safe and be well.

Thank you.
BE REACHES.
TOUCHES.
REFLECTS.
CONNECTS.
WE ARE HERE TO SERVE

BLACK ENTERPRISE EXISTS TO INSPIRE, EMBOLDEN, AND EMPOWER OUR COMMUNITY TO EMBARK ON THE LIFETIME JOURNEY FROM AMBITION TO ACHIEVEMENT
BE DELIVERS THE UNIQUE SWEET SPOT OF AFRICAN AMERICAN CONSUMERS

The most concentrated, unique AA audience compared to other business sites

The highest concentration of black business owners, entrepreneurs, and innovators

Over index with higher income Audiences

Aspirational and conscious. 42% expect affluent brand to support social and community causes

TOTAL BUYING POWER

$1.3 TRILLION

GET CONNECTED TO THE BE.COM AUDIENCE

**GENDER**
- Women: 56%
- Men: 44%

**AGE RANGE**
- 25-34: 19%
- 35-44: 20%
- 45-54: 14%

**HHI $100K+**
- 48%

**Black/AA Comp Index**
- 343

**Profession**
- Professional/Managerial: 68%
- Business Owner/Partner: 31%
- College & Post Grad: 72%
A POWERFULLY SOCIAL & DIGITAL COMMUNITY

CROSS PLATFORM

- Mobile: 82%
- Desktop: 15%
- Tablet: 3%

TRAFFIC

- 2M Monthly Unique Visitors
- 3M Monthly Page Views
- #30 Business/News Rank
- 1.2K Avg. Monthly Page Views
- 4.8M Avg. Monthly Impressions

AVG. MONTHLY UNIQUE VISITORS YOY GROWTH

- FEB. 2019: 776
- FEB. 2020: 1,972
- +154%

AVG. MONTHLY PAGE VIEWS YOY GROWTH

- FEB. 2019: 1,773
- FEB. 2020: 3,198
- +80%

SOURCE: ComScore, December 2019
BE’s approach to content and partnership solutions is authentic cross-platform. We integrate your brand along the media and emotional journey.

Cultural Content
+ Digital/Social
+ Experiential
= Brand Connection, Consumption & Loyalty

Social media invites them to the experience... the event creates the emotion and community.

* 2018 Nielsen; Forbes
THE CULTURE IS IN THE CONTENT
CONNECT AUTHENTICALLY ON DIGITAL & SOCIAL

...AND, IGNITE A CONVERSATION WITH BRANDED CONTENT

CUSTOMIZED. ARTICLES. INTERVIEWS. PODCAST. SOCIAL SERIES. LIVE BROADCAST.
ALIGN WITH THE CULTURE: CONTENT BY & FOR THE PEOPLE

FROM THE CORNER OFFICE
BLACK ENTERPRISE CEO, Earl “Butch” Graves Jr. discusses the unique impact of CV-19 on the black community and businesses

ON THE CLOCK
Intimate one-on-one conversations with some of the most renowned, accomplished and powerful black leaders

YOUR MONEY YOUR LIFE
A step-by-step financial empowerment guide to wealth

THE NEW NORMAL
A series about adaptability, resilience, and recovery in wake of the CV-19 crisis

LIFE BEYOND THE HYPE
High-profile achievers separate the myths from the reality of professional, business and financial success

SISTERSINC.
For and about women CEOs and business owners
Consumers want sharable memories, not just products. Immerse your brand at the center of a memorable experience.

* 2018 Nielsen; Forbes
After 50 years BLACK ENTERPRISE remains one of the most recognizable media brands in the country.

As our content platform shifts to digital, social and events, we still celebrate and honor the original medium which set the Gold Standard for Black business and lifestyle journalism-print.

In celebration of our 50th Anniversary, we will publish a special commemorative edition.
In our special commemorative 50th Anniversary Issue, BLACK ENTERPRISE shares the groundbreaking achievements of Earl G. Graves, Sr. who built a single-publication company into a multimedia empire that chronicled, directed and inspired generations of black entrepreneurs, corporate executives and investors.
FOR MORE INFORMATION ON HOW TO PARTNER WITH US, CONTACT...

KYLE V. ALLMAN
SVP, National Director, Multimedia Sales
212-886-9507
allmank@blackenterprise.com