



Media Kit

Successful Black Parenting Magazine

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SuccessfulBlackParenting.com

Successful Black Parenting



Audience

Black parents between the ages of 25-44 are the target audience of SBP. Blacks encompass any person of color that identifies with the Black race and culture. This includes African Americans, Carib Americans, Jamaican Americans, Haitian Americans, Africans, Afro Caribbeans, and more.

Parenting Advice

34% of parents say they often or sometimes get advice from parenting websites, books, or magazines.

Mothers (43%) are almost as likely as fathers (23%) to say they often or sometimes turn to parenting websites, books, or magazines for advice.

In 2014, U.S. Census Bureau estimated there are 45,672,250 African Americans in the U.S. alone.

Advertising



While being receptive to trying new products, Blacks commit 18% of their annual retail dollars to store brands and continue to show resiliency in specific non-edible categories such as ethnic hair and beauty aids, where they are more likely to spend nine times more than other groups.



Social Media

“From Facebook, Instagram, and Twitter to education and career websites...cyberspace provides a critical outlet for companies to engage Blacks of all ages.” Successful Black Parenting has an engaged and evangelistic audience of parents online. The social media numbers are growing exponentially. We currently have more than 11k followers on Twitter and more than 5k on YouTube. Our viral video on Black hair has almost 1m views.

Black buying power continues to increase, rising from its current \$1.2 trillion level to a forecasted \$1.5 trillion by 2021

Source: Nielsen, 2014

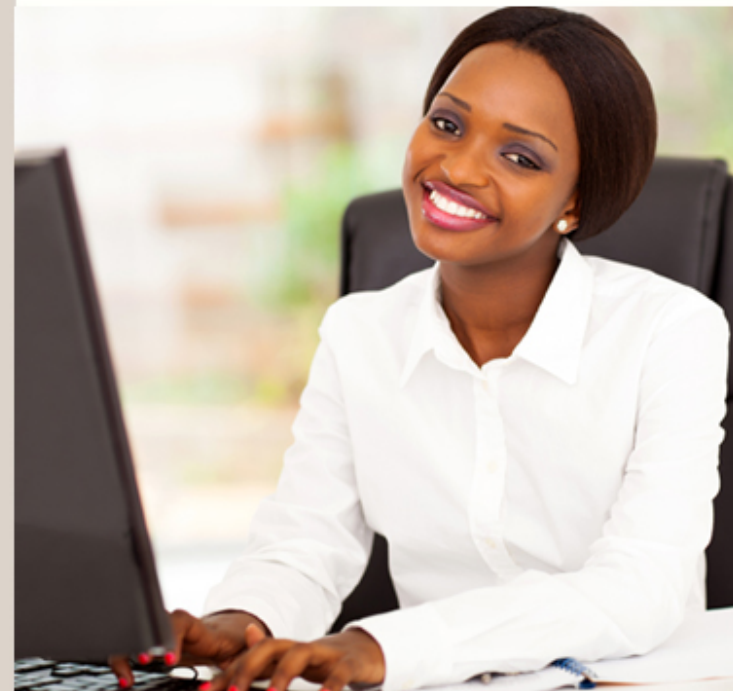
Black Women

23% of Black women who work full-time, earn incomes of \$50k or higher



Successful Black Parenting's audience is mostly African American women from the United States. We currently average about 10k visitors to our website per month and that number is growing.

When we launch our print edition at the end of this year our circulation will be 30k. The magazine has free-circulation to urban practitioners offices which gives it a much larger reach through pass-along readership.



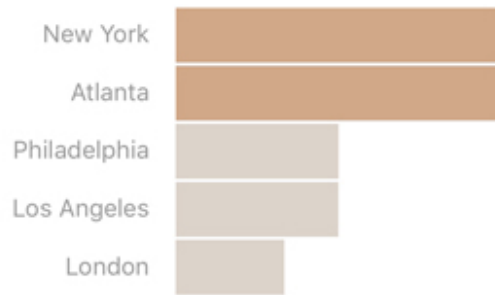
Black women buy! Companies seeking to connect with African American consumers may want to pay close attention to women who comprise 54% of the adult Black population. Black women head of households represent 29% of all Black households, compared to 20% for the overall population. Women control 43% of the annual spending power for the Black population.

African American females are mothers and [household] managers. This duality provides an opportunity for advertisers and programmers to create campaigns that acknowledge and celebrate them. When done correctly, such a connection may yield optimal results for brands.

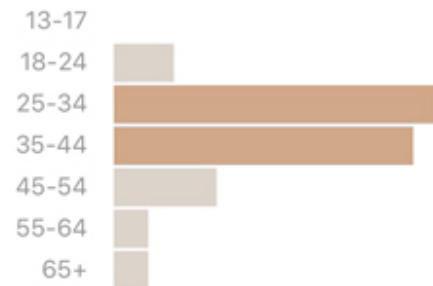


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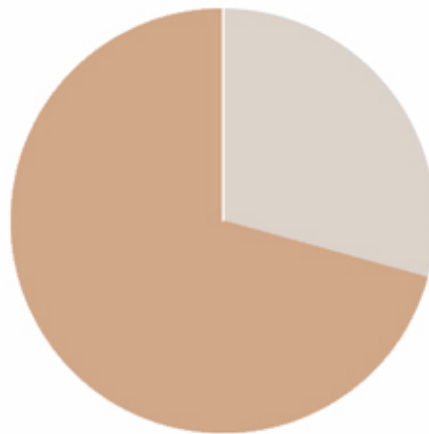
Top Locations



Age Range



Gender



71%
Women

29%
Men

INVENTORY

The following inventory is the amount of ad space available for purchase. Rates, space and availability are subject to change.

Header Display Banners

PREMIUM: Run of site, 30 day exclusive
4 Placement Options Available

Footer Display Banners

Run of site, 30 day exclusive
1 Placement Option Available

In-Article Display Banners

Target key topics such as pregnancy, cooking and more!
2 Placement Options Available

Sponsored Content

Learn more at:
successfulblackparenting.com/sponsored-content/

Estimated Impressions	Minimum Montly Commitment
~ 2,500/month	\$500 per slot
~ 2,500/month	\$250 per slot
~600 ~ 2,500 month	\$250 per post
N/A	\$60 - \$300

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CUSTOM PACKAGES**