SUCCESSFUL BlackParenting
YOUR PARTNER IN PARENTING

MEDIA KIT

SUCCESSFUL BLACK PARENTING MAGAZINE

YOUR PARTNER IN PARENTING

Successful Black Parenting's audience is almost equally African American men and women from the United States and London. We currently average about 10k visitors per month and that number is growing. Once 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.

1.3K+	5K+	12K+	5K+
@SuccessfulBlackParenting	@blackparentingmagazine	@BlackParentingMagazine	@SuccessfulBlackParenting

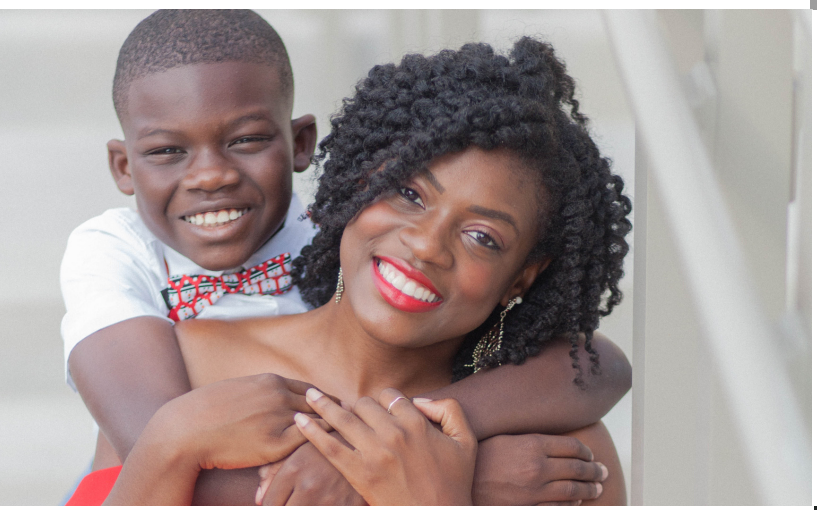
STATISTICAL INFORMATION

23% of Black women who work full-time earn incomes of $50k or higher
Black buying power continues to increase rising from its current 1.2 trillion level to a forecasted 1.5 trillion by 2021
in 2014, U.S Census Bureau estimated there are 45,672,350 African Americans in the U.S. alone

Black women BUY things! Companies seeking to connect with African American consumers might 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 the 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 result for brands.

Source Nielsen, 2014



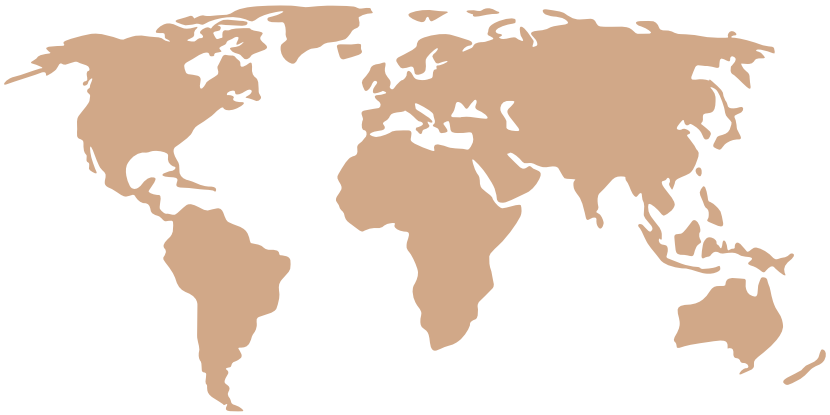
ADVERTISING

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 any other group.

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. Our social media numbers are growing exponentially. We currently have more than 12k followers on Twitter and more than 5k on youtube. Our viral video on Black hair has almost 1m views.

OUR READERSHIP DEMOGRAPHICS& STATS



TOP LOCATIONS

New York
Atlanta
Philadelphia
Los Angeles
London

71% Female
29% Male

AGE STATS (TOP 3)

25-34 New Moms
35-44 Older Moms
45-54 Grandparents Raising Grands

SUCCESSFUL BLACK PARENTING

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, 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

SuccessfulBlackParenting.com

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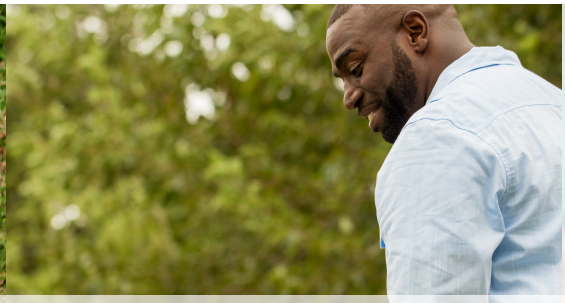
2019 RATE CARD

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

	ESTIMATED IMPRESSION	MINIMUM MONTHLY COMMITMENT
HEADER DISPLAY BANNERS Premium: Run of site, 30 day exclusive, 4 placement options available	-2500/month	$500 Per Slot
FOOTER DISPLAY BANNERS Run of site, 30-day exclusive, 1 Placement options available	-2500/month	$250 Per Slot
IN-ARTICLE DISPLAY BANNERS Target key topics such as pregnancy, cooking, and more! 2 Placement options available.	- 600 - 2500/month	$250 Per Post
SPONSORED CONTENT	N/A	$60 - $300

Learn more at: successfulblackparenting.com/sponsored-content

CONTACT US FOR CUSTOM PACKAGES



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