

**SUCCESSFUL BLACK
PARENTING™**

Magazine

Successful Black Parenting is a for-profit, digital magazine for Black families internationally. Our stories reach moms and dads with cultural, informative articles on child development, education, health, products, beauty, and travel that utilize demographics, statistics, and experiences specifically about the Black family.

[Visit Successful Black Parenting](#)



THE AMERICAN PSYCHOLOGICAL ASSOCIATION'S (APA) RESILIENCE INITIATIVE

Successful Black Parenting is proud to announce that we are bringing our readers more researched-based content written by the members of the American Psychological Association's (APA) RESilience Initiative, which provides resources to parents and caregivers for promoting the strength, health, and well-being of children and youth of color. We will also feature their members who have contributed articles to Successful Black Parenting on our BackTalk podcast. Learn more about the RESilience Initiative at www.apa.org/res.

Successful Black Parenting has partnered with the APA to provide our readers with research-based content to help their children to live well-balanced lives.

WEBSITE OVERVIEW

**AVERAGE 4K
VISITORS PER DAY**

**1K UNIQUE VISITORS
PER DAY**

Top 10 Countries

1. 🇺🇸 United States
2. 🇬🇧 United Kingdom
3. 🇨🇦 Canada
4. 🇿🇦 South Africa
5. 🇮🇳 India
6. 🇩🇪 Germany
7. 🇦🇺 Australia
8. 🇳🇬 Nigeria
9. 🇯🇵 Japan
10. 🇷🇺 Russian Federation

COUNTRY RANKING

Successful Black Parenting magazine's visitors are from all over the world. The majority of our parents reside in the United States.

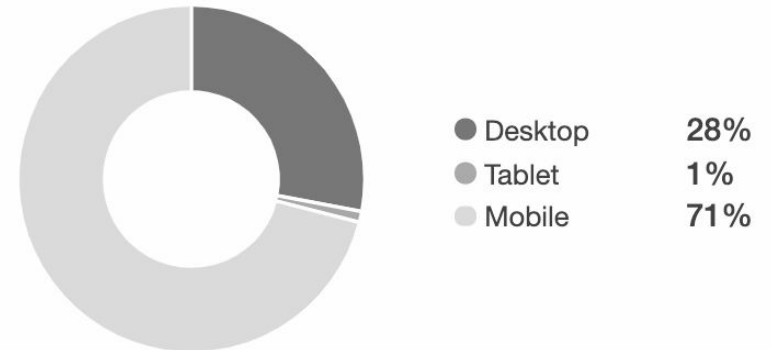


WEBSITE OVERVIEW

New vs. Returning Visitors



Device Breakdown



Successful Black Parenting magazine offers advertisers a unique opportunity to reach new consumers on a regular basis. Most of our parents view our website on their mobile phones.

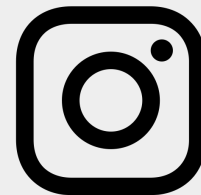


OUR MISSION

The award-winning publication, Successful Black Parenting™ is not about skin color, but is about cultural differences. We recognize the importance of Black children internationally seeing themselves on the covers and in the pages of magazines to empower them toward a successful future.

FEATURED
IN

HeadlineNews Sirin Media Group CNN early show USA TODAY ESSENCE



FOLLOW US



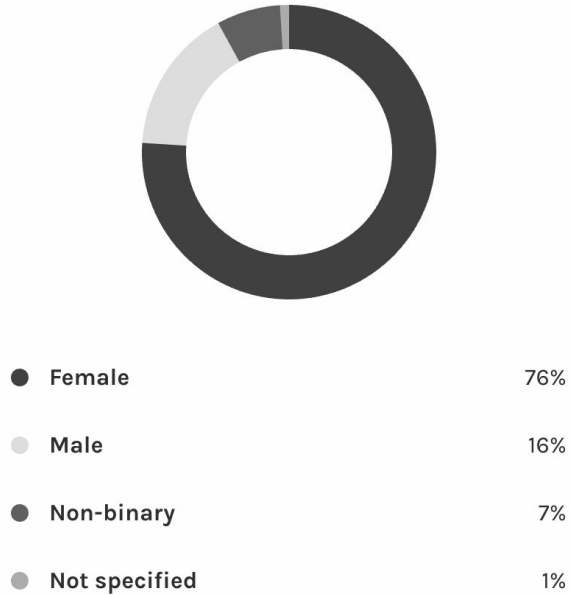
SYNDICATED PODCASTS & VIDEOCASTS



Our BackTalk Podcast/Videocast is syndicated via Spotify, iTunes, Android, Apple Podcasts, Anchor, Stitcher, Castbox, and more.

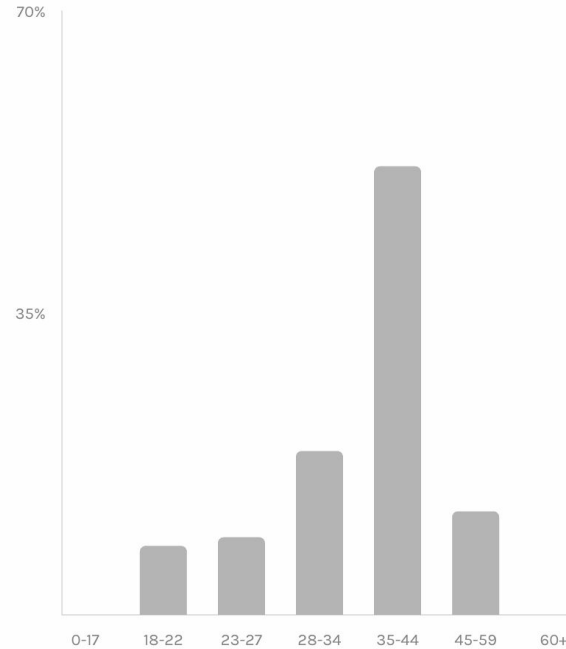
PODCASTS & VIDEOCASTS OVERVIEW

Gender



Source:  Spotify.

Age



Source:  Spotify.



“Black
consumers
spend
more than
\$1 trillion a
year.”

- Newsone

DEMOGRAPHIC OVERVIEW

**80% of our
readers are
women
between the
ages of 18-35.**

Median Age 27





DEMOGRAPHIC OVERVIEW

**The United States has
46m African Americans
and 14m African
American Households for
brands to target.**

DEMOGRAPHIC OVERVIEW

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

A black and white photograph of a woman with curly hair and glasses, wearing a light-colored sweater, sitting at a desk and writing on papers. She is positioned on the left side of the frame. Behind her is a large window with a view of a building with skylights. On the windowsill, there is a potted cactus. The right side of the image is partially obscured by a semi-transparent grey overlay containing text.

DEMOGRAPHIC OVERVIEW

23% of Black women who work full-time earn an income of \$50k or higher.

DEMOGRAPHIC OVERVIEW

HOUSEHOLD INCOME

\$60k	51%
\$75k	40%
\$100k	26%

Median \$63k

EDUCATION

College	74%
College Grad/ Graduate School	45%

EMPLOYMENT

Employed (FT/PT)	82%
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HOME OWNERSHIP

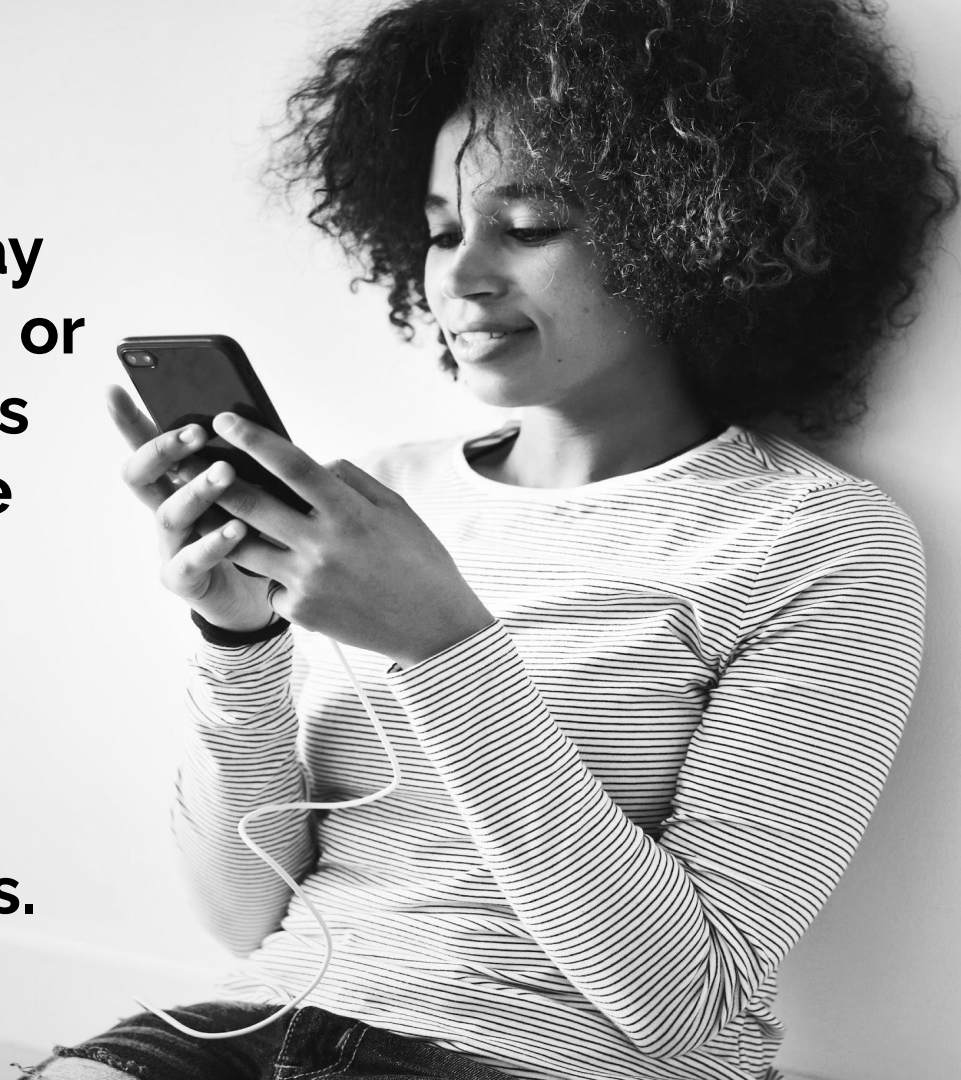
Own Home	53%
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MARITAL STATUS

Married	35%
Single	40%
Complicated	25%



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



**43% of mothers
and 23% of
fathers say they
often or
sometimes turn
to parenting
websites,
books, or
magazines for
advice.**



BLACK WOMEN BUY THINGS!

Black women control 43% of Black families' annual spending power. Companies seeking to connect with African-American consumers will want to pay close attention to Black women.

Black women head of households represent 29% of all Black households, compared to the 20% for the overall 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.

- Source Nielsen, 2014

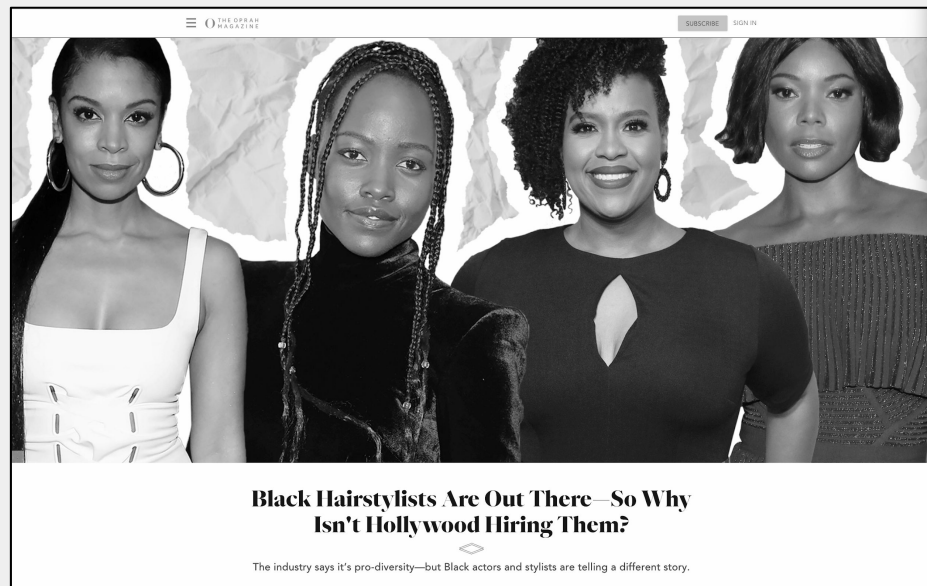
While being receptive to trying new products, Black people commit 18% of their annual retail dollars to store brands and continue to show resilience in specific non-edible categories such as ethnic hair and beauty aids, where they are more likely to spend 9 times more than any other group.



PRESS & PRAISE



[The Washington Post](#)



[Oprah Magazine](#)

See More

ADVERTISERS

Kellogg's

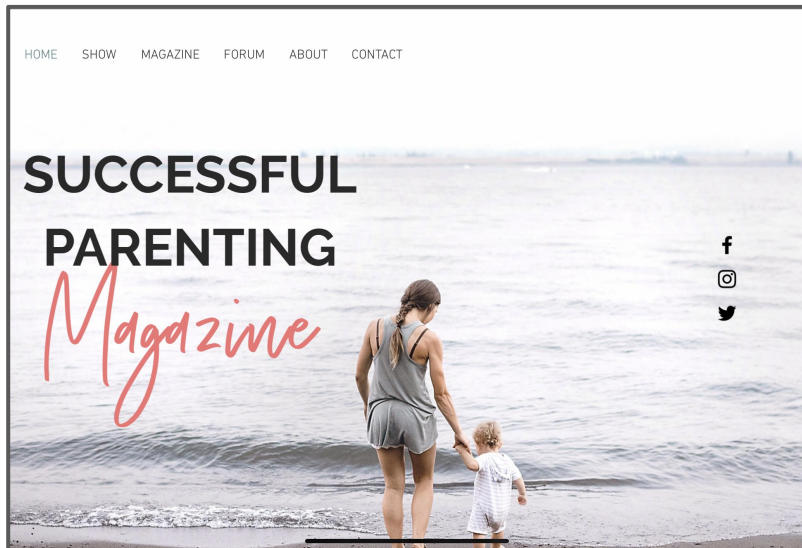


Previous print advertisers

MARKETING OPPORTUNITIES

- **BANNER ADS**
- **IN-ARTICLE ADVERTISING**
- **SPONSORED POSTS**
- **EDITORIAL ALIGNMENT**
- **VIDEO, DIGITAL, AND SOCIAL EXECUTION**
- **PODCAST SPONSORSHIP**
- **MOBILE APP ADVERTISEMENTS**
- **CROSS-MEDIA ADVERTISING OPPORTUNITIES**

Two More Parenting Websites



Our two additional parenting websites, [SuccessfulParenting.tv](https://www.SuccessfulParenting.tv) and [PadresExitosos.com](https://www.PadresExitosos.com) (Successful Parenting in Spanish) offers you the opportunity to cross promote on three different parenting platforms.

2020 Display Ads Rates

HEADER DISPLAY BANNERS

2500 impressions/month

\$500 per slot

Premium: Run of site, 30 day exclusive, 4 placement options available.

FOOTER DISPLAY BANNERS

2500 impressions/month

\$250 per slot

Run of site, 30 day exclusive, 1 placement options available.

IN-ARTICLE DISPLAY BANNERS

600-2500 impressions/month

\$250 per post

Target key topics such as pregnancy, cooking, and more.
2 Placement options available.

Rates, space, and availability are subject to change.

2020 Sponsored Content Rates

SPONSORED POSTS

\$100 - \$300 per post

Includes up to 2 do-follow links. Posts must be about family life/parenting and must include at least one photo that represents our readers' demographics. Posts are identified as sponsored posts. Prices range with word length.

LINKS

\$40 per link

We can add do-follow links to existing articles. Links are identified as a sponsored link.

Learn more at SuccessfulBlackParenting.com/sponsored-content

Rates, space, and availability are subject to change.



Custom Packages Available

EDITORIAL CALENDAR 2020

JUNE – Fathers & Flags (Teens & Gadgets)

JULY – Family & Summer Fun (Travel & Pets)

AUGUST – Back to School (Educational)

SEPTEMBER – Family Safety & Grandparents (Fashion)

OCTOBER – Cowboys & Community Workers (Flu Season Protection)

NOVEMBER – Umoja Karamu & Family Gatherings (Food & Cooking)

DECEMBER – Kwanzaa & Giving (Gift Guide)

JANUARY – Health & Fun Birthday Parties (Wellness)

FEBRUARY – Black History Month (Wealth)

MARCH – Camps & Nature (Travel)

APRIL – Momma Earth & Maternity (Baby & Toddlers)

MAY – Mothers & Military Families (Beauty)

MONTHLY COLUMNS

APA — Mental Health with the American Psychological Association

PRIMP 'N' PAMPER — Beauty and Fashion

THE HOOK UP — New Products and Services

THE READING QUILT — Children's Literary Review

ON MY OWN — Single Parenting

DEDICATED DAD — Father's Column

HEALTH CALL — Health, Wellness and Fitness

FAMILY FUN — Travel with Children

COOKING WITH KIDS — Food

GRAND LIFE — About Anything Grandparents

AGES & STAGES — Milestones for Children

KUUMBA — Mentoring, Arts, and Crafts for Your Child



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