

**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 10K
VISITORS PER DAY**

**3K 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.

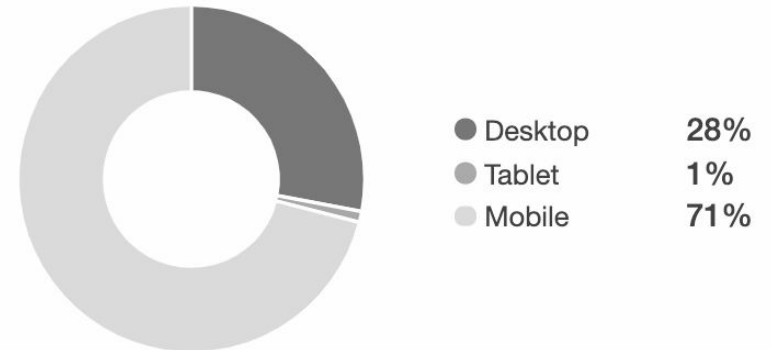


WEBSITE OVERVIEW

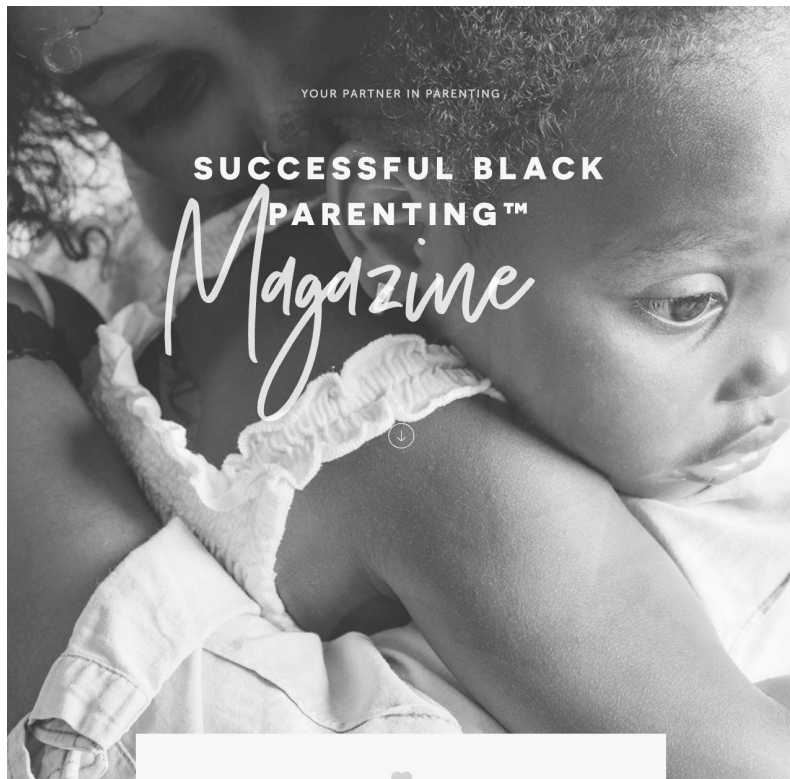
New vs. Returning Visitors



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

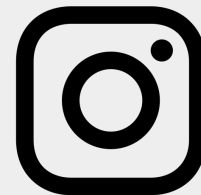
BlackStar
Journ

CNN

early
show

USA
LOCAL

ESSENCE



FOLLOW US



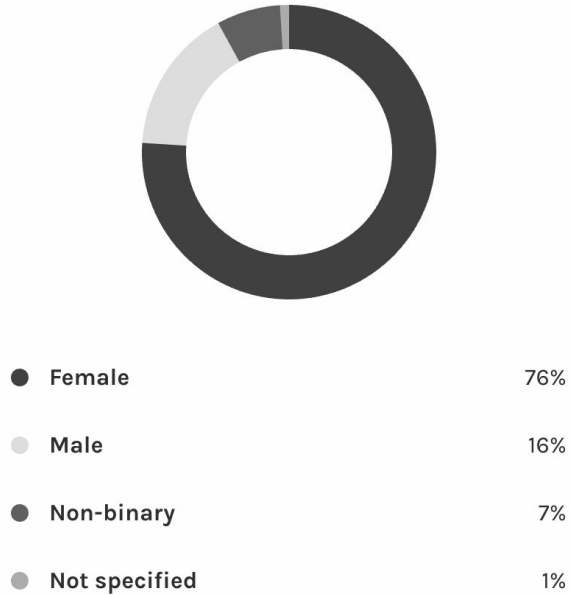
SYNDICATED PODCASTS & VIDEOCASTS



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

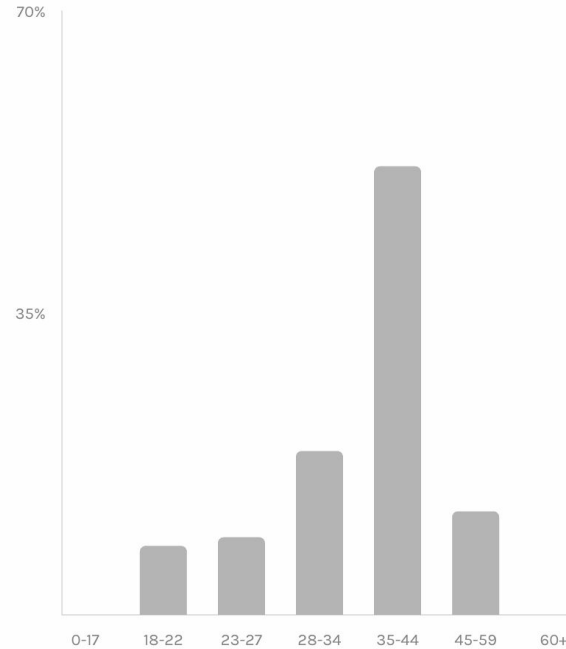
PODCASTS & VIDEOCASTS OVERVIEW

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. To her right, on the windowsill, is a potted cactus. The background shows a window looking out onto a building with a gabled roof. The right half of the image is faded and serves as a background for the text.

DEMOGRAPHIC OVERVIEW

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

DEMOGRAPHIC OVERVIEW

A woman with curly hair, wearing a long white dress and high heels, is standing in front of a white shuttered door. She is smiling and looking down at her dress. The background is a light-colored wall with a small bust of a person's head.

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

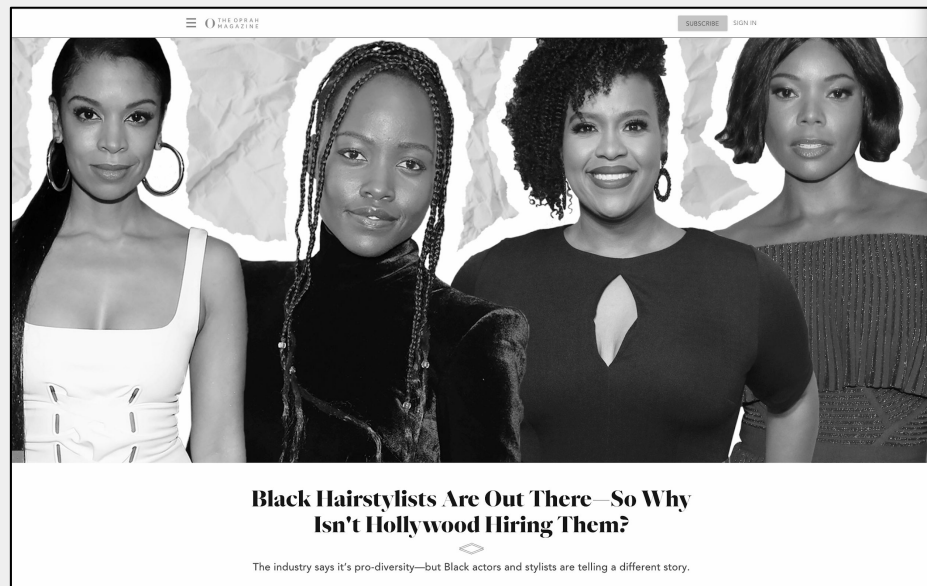
While being receptive to trying new products, Black people commit 18% of their annual retail dollars to store brands and continue to show resilience in specific non-edible categories such as ethnic hair and beauty aids, where they are more likely to spend 9 times more than any other group.



PRESS & PRAISE



[The Washington Post](#)



[Oprah Magazine](#)

See More

ADVERTISERS

Kellogg's



Unilever



Allstate®
You're in good hands.

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**

2020 Display Ads Rates

HEADER DISPLAY BANNERS

2500 impressions/month

\$500 - \$3000 per slot

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

FOOTER DISPLAY BANNERS

2500 impressions/month

\$1000 per slot

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

IN-ARTICLE DISPLAY BANNERS

600-2500 impressions/month

\$800 per post

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

Rates, space, and availability are subject to change.

Homepage Ad Sizes

Successful Black Parenting's homepage only allows for horizontal banners at this time. The banners are responsive. We are flexible on the heights of the banners. If you need a custom height, contact us via email.

DESKTOP/MOBILE (responsive) or DESKTOP ONLY

Billboard 3580 x 1300 px



Large Leaderboard 3580 x 650px



Homepage Ad Sizes

Successful Black Parenting's homepage only allows for horizontal banners at this time. The banners are responsive. We are flexible on the heights of the banners. If you need a custom height, contact us via email.

Main Banner 3580 x 468px



Leaderboard 3580 x 325 px

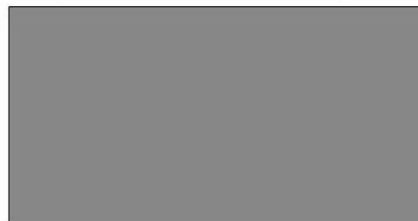


MOBILE ONLY

Mobile 1250x 320 px



Large Mobile 1250x 640 px



Post & Pages Ad Sizes

- | | |
|---|---|
| <input type="checkbox"/> Fluid (Fluid) | <input type="checkbox"/> 125x125 (Button) |
| <input type="checkbox"/> Out-of-page (Interstitial) | <input type="checkbox"/> 160x600 (Wide Skyscraper) |
| <input type="checkbox"/> Custom rendering (Native) | <input type="checkbox"/> 168x28 (MMA Medium Banner) |
| <input type="checkbox"/> 88x31 (Micro Bar) | <input type="checkbox"/> 168x42 (MMA Medium Banner) |
| <input type="checkbox"/> 120x20 (MMA Small Banner) | <input type="checkbox"/> 180x150 (Rectangle) |
| <input type="checkbox"/> 120x30 (MMA Small Banner) | <input type="checkbox"/> 200x200 (Small Square) |
| <input type="checkbox"/> 120x60 (Button 2) | <input type="checkbox"/> 200x446 (Custom) |
| <input type="checkbox"/> 120x90 (Button 1) | <input type="checkbox"/> 216x36 (MMA Large Banner) |
| <input type="checkbox"/> 120x240 (Vertical Banner) | <input type="checkbox"/> 216x54 (MMA Large Banner) |
| <input type="checkbox"/> 120x600 (Skyscraper) | <input type="checkbox"/> 220x90 (Custom) |

Post & Pages Ad Sizes

- | | |
|--|---|
| <input type="checkbox"/> 234x60 (Half Banner) | <input type="checkbox"/> 300x250 (Medium Rectangle) |
| <input type="checkbox"/> 240x133 (Custom) | <input type="checkbox"/> 300x600 (Half Page Ad) |
| <input type="checkbox"/> 240x400 (Vertical Rectangle) | <input type="checkbox"/> 300x1050 (Custom) |
| <input type="checkbox"/> 250x250 (Square) | <input type="checkbox"/> 320x50 (Mobile Leaderboard) |
| <input type="checkbox"/> 250x360 (Custom) | <input type="checkbox"/> 320x100 (Custom) |
| <input type="checkbox"/> 292x30 (Custom) | <input type="checkbox"/> 320x480 (Mobile Portrait Full Screen) |
| <input type="checkbox"/> 300x31 (Custom) | <input type="checkbox"/> 336x280 (Large Rectangle) |
| <input type="checkbox"/> 300x50 (MMA Extra Large Banner) | <input type="checkbox"/> 468x60 (Full Banner) |
| <input type="checkbox"/> 300x75 (MMA Extra Large Banner) | <input type="checkbox"/> 480x320 (Mobile Landscape Full Screen) |
| <input type="checkbox"/> 300x100 (3:1 Rectangle) | <input type="checkbox"/> 580x400 (Custom) |

Post & Pages Ad Sizes

- ☐ 728x90 (Leaderboard)
- ☐ 750x100 (Custom)
- ☐ 750x200 (Custom)
- ☐ 750x300 (Custom)
- ☐ 768x1024 (Tablet Portrait Full Screen)
- ☐ 930x180 (Custom)
- ☐ 950x90 (Custom)
- ☐ 960x90 (Custom)
- ☐ 970x66 (Custom)
- ☐ 970x90 (Large Leaderboard)
- ☐ 970x250 (Custom)
- ☐ 980x90 (Custom)
- ☐ 980x120 (Custom)
- ☐ 1024x768 (Tablet Landscape Full Screen)
Full screen advertisements are not yet available.

Sponsored Content Rates

SPONSORED POSTS

\$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

\$50 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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