



EBONY

MARCH 2021

2021

MEDIA KIT

The Rebirth
of an
ICON

Cover Art: John Moody

EBONY

BOLD. **B**RILLANT. **B**BLACK.

Mission Statement

EBONY will be the largest Black owned media company that leverages its iconic brand and historical relevance to build a global “always on” ecosystem of relevant content, product and services that elevate our consumers lives. We are proud to share that EBONY is 100% Black Owned and Led!

For over 75 years, EBONY has been a staple in the Black community, telling stories—for us, by us. Today EBONY is still one of the most relevant and recognizable brands in America. Our voice is needed more than ever.

Our commitment to making information a lifestyle is only the beginning. We will document social justice, health & wellness, beauty, fashion, sports, education and all of the important life moments that matter and contribute to the American fabric.

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EBONY

REBIRTH

OWNER AND CEO



EDEN BRIDGEMAN SKLENAR
OWNER

In the back of my mind, I always knew I was going to be part of the family business. That family business—restaurant franchises and beverage holdings—has now expanded to include the fabled EBONY and JET brands that I am determined to put my own mark on. The sense of family, legacy and history that is so much a hallmark of the EBONY and JET origin story is at the heart of my story as well.

My parents drove home the importance of building something to pass down to future generations. And that's exactly why I feel I am the right person to lead the nameplate into its next incarnation, which in my estimation means building on its media roots and expanding into new industries, too. I think that the freedom my parents allowed myself and my brothers to have is that you could start anything and it could be part of and supported by the family business—something that obviously we're doing with EBONY and JET now.



MICHELE GHEE
CEO

A year ago, I didn't see myself in this remarkable position. I had just closed the door on the disappointment and pain of my corporate journey. In that space I was never allowed—nor did I demand*—what I was worth. It was painful and humiliating. I felt like I had to check my culture at the door when I got to work everyday. But I no longer have to do that.

Through healing, hard work, intention, understanding, forgiveness, family, truth, transparency, and most of all love, I was able to envision something greater for myself. That's what I want EBONY and JET to be for you. A new beginning. A home for Black storytellers. An honest reflection of the totality of Black lives. I want EBONY and JET to be a place for us to find healing and truth; to elevate our lives, and a place for us to laugh and be free.

EBONY

REBIRTH

Editor-in-Chief & Senior Vice President of Programming



Marielle Bobo
Editor-in-Chief &
Senior Vice President of
Programming

Our Goal

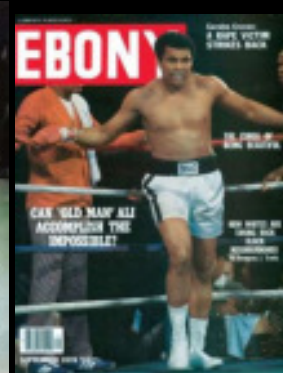
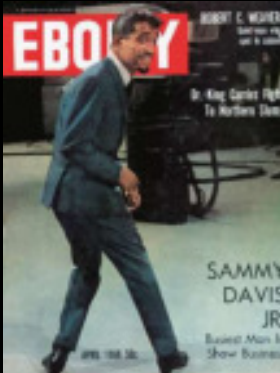
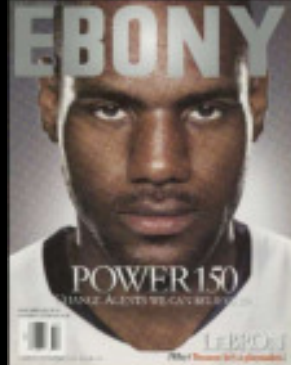
To ignite **Bold** and **Brilliant** conversations about issues that matter most to the **Black** community. Our authentic journalism will inspire the next generation of activism and creativity against a world that often times loves Black culture, but not Black people. Through the lens of Black journalists, we will continue to document the journey of Black people and Black culture while providing a path to actionable change.

Our commitment to making information a lifestyle is only the beginning. We will document social justice, health & wellness, beauty, fashion, sports, education and all of the important life moments that matter and contribute to the American fabric.

EBONY

ICONIC LIBRARY COVERS

EBONY is in the process of digitizing its historic archives, which includes over 1800 EBONY and 2600 JET publications, EBONY Africa and EBONY Jr.



BOLD
ADVERTISING

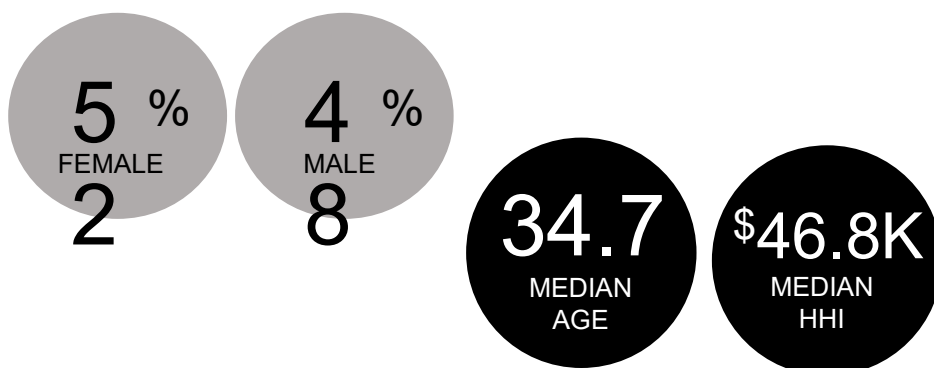
EBONY.com DIGITAL STATS

EBONY

MEDIA KIT 2021

site METRICS

MONTHLY PAGE VIEWS:	1.1M
MONTHLY USERS:	1M
AVERAGE PAGES/VISIT:	1.3
E-MAIL SUBSCRIBERS:	800K



CHANNELS

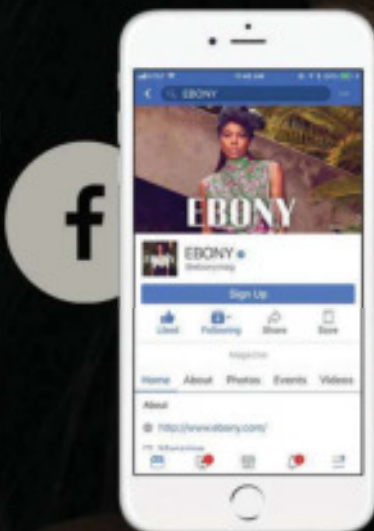
NEWS & POLITICS
ARTS & ENTERTAINMENT
CULTURE & BLACK LIFE

VIDEOS
EVENTS

Sources: GfK MRI 2016 Doublebase Study, Google Analytics [March 2017], and Mailchimp
*Combined EBONY/JET List MM = Million, K = Thousand



759K
SUBSCRIBERS



1.3M/26.6M
FOLLOWERS/IMPRESSIONS



427K/5.4M
FOLLOWERS/IMPRESSIONS



1M
FOLLOWERS

As of May 12, 2021 MM = Million, K = Thousand
*impressions not guaranteed

EBONY.com DIGITAL MEDIA SPECS



IAB STANDARD DISPLAY	DIMENSIONS	SPECIFICATIONS
Desktop/Tablet	970x250, 970x90, 970x66, 300x600, 728x90, 300x250	html5 .jpg / .gif rich media 40K max file size
Mobile	320x50, 300x50, 300x250	html5 .jpg / .gif rich media 40K max file size

HIGH-IMPACT RICH MEDIA

Video Pre-Roll	:15 - :30 preferred	pre/mid/postroll inventory Skippable after :15 prefer user initiated audio
Billboard Video Unit	970x250 300x250	JPG video placeholder and JPG of buttons (or layered PSD file)
First Impression Takeover	970x250, 970x90, 970x66, 300x600, 728x90, 300x250 970x250, 970x90, 970x66, 300x600, 728x90, 300x250	Regardless of a users entry point to EBONY.com, the first banner ads seen will be the client's creative.
Homepage Takeover	970x250, 970x90, 970x66, 300x600, 728x90, 300x250, 970x250, 970x90, 970x66, 300x600, 728x90, 300x250	Ownership of all banner units on the newly re-launched EBONY.com homepage.
Desktop/Tablet	MP4, 16:9 or 4:3 ratio, max 30s, max 3mb	Custom rich media available upon request and rates are to be negotiated.
Interactive Video Game Unit	Custom	Highly engaging interactive ad unit will allow users to engage with the EBONY audience in a unique way for an extended period of time. This playable, is a premium interactive experience.

NATIVE/CUSTOM INVENTORY

Social Media Amplification	Facebook, Instagram, Twitter	Reach an engaged EBONY audience on social media via native posts curated by EBONY video or a brand message provided by the client.
Email Sponsorship/insertion	300X250	100% SOV
Stand-alone Email Blast	680X1200	Client will have complete messaging opportunity. Client must provide full html assets—any development or design will incur additional costs.
Custom Content	Advertorial/custom	EBONY editorial can create custom content articles to amplify messaging.

PROGRAMMATIC CAPABILITIES

EBONY.com programmatic inventory is currently available through several exchange partners (including but not limited to) AdX, App Nexus, Index Exchange, among others, in the Open Auction. All sizes available are:

- Desktop: 970x250, 970x90, 728x90, 300x250, 300x600
- Mobile: 30x250, 300x50, 320x50
- PMP campaigns are available to client in the same sizes listed above with a negotiated CPM per campaign.
- Viewability specs are available upon request.

DIGITAL ISSUE ADVERTISING

EBONY

MEDIA KIT 2021

Full page		
live	trim	bleed
7.625 x 10	8.125 x 10.5	8.375 x 10.75
2 page spread		
live	trim	Bleed
15.75 x 10	16.25 x 10.5	16.5 x 10.75
Gutter safety (spread) 1/4" each page		
Available Units (digital flipbook)		
• FULL PAGE • COVERS 2 & 3 • COVER 4		
Pricing is available upon request		

POSITIONING

EMG has the right to insert the advertising anywhere in the issue at its discretion, and any condition on contracts, orders or copy instructions involving the placement of advertising within an issue of the magazine (such as page location, competitive separation or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. EEBONY Media Group inability or failure to comply with any such condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

CANCELLATIONS

- Insertion orders cannot be cancelled or changed after the close date.
- EMG may reject or cancel any advertising for any reason at any time. Advertisements simulating the magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

Send ad materials for digital issue insertions to:

EBONY Media Group
Nicole Haynes, Vice President, Sales
nhaynes@ebony.com

AD MATERIAL

The following high-resolution digital files are accepted: PDF X1a or native files with all supporting files, fonts, etc. All digital files must conform to SWOP Specifications. • All unclaimed files are destroyed after one year.

For any additional information, contact our
Vice President, Sales
Nicole Haynes
(310) 863-4382 | nhaynes@ebony.com

EBONY Media Groups Group adheres to IAB Standard Terms and Conditions v3.



EBONY.COM
BRILLIANT
AUDIENCE

EBONY.com AUDIENCE PROFILE

EBONY
MEDIA KIT 2021

WOMEN 52% | MEN 48%
63% AFRICAN-AMERICAN

AGES

13-17	8%
18-24	8%
25-34	19%
35-44	26%
45-54	24%
55-64	10%
65+	5%

HOUSEHOLD INCOME

\$0-50K	50%
\$50-100K	34%
\$100-150K	10%
\$150K+	6%

EDUCATION

No College	30%
College	49%
Graduate School	21%

CHILDREN

No Kids	47%
Has Kids	53%

OCCUPATION

Human Resources	22%
Info/Tech	21.8%
Marketing	16.8%
Finance	10.4%
Medical/Health	10.1%
Operations	7.2%
Engineering	5.3%
Sales	2.6%
Other	3.9%



EBONY.com AUDIENCE PROFILE

The majority of EBONY.com visitors are from the United States (83%), but the site's content resonates strongly with "brown" audiences across Africa and the diaspora. The EBONY.com audience is mobile and engaged. Just 20% access the site from a desktop computer, and nearly one-third visits the site two or more times a month.

The EBONY.com audience is politically active, with an out-sized interest in social justice, music, celebrity news, health, relationships, sports and technology. Hungry for entertainment, EBONY.com visitors index high against streaming media (television and radio).

EBONY.com visitors are ambitious, optimistic and progressive. They exhibit a pattern of "upscale" spending, investing in clothing, travel and social events. They are focused on moving upward and are open to experiencing new things, people and products (brands).

EBONY.com
AUDIENCE PROFILE

EBONY
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1

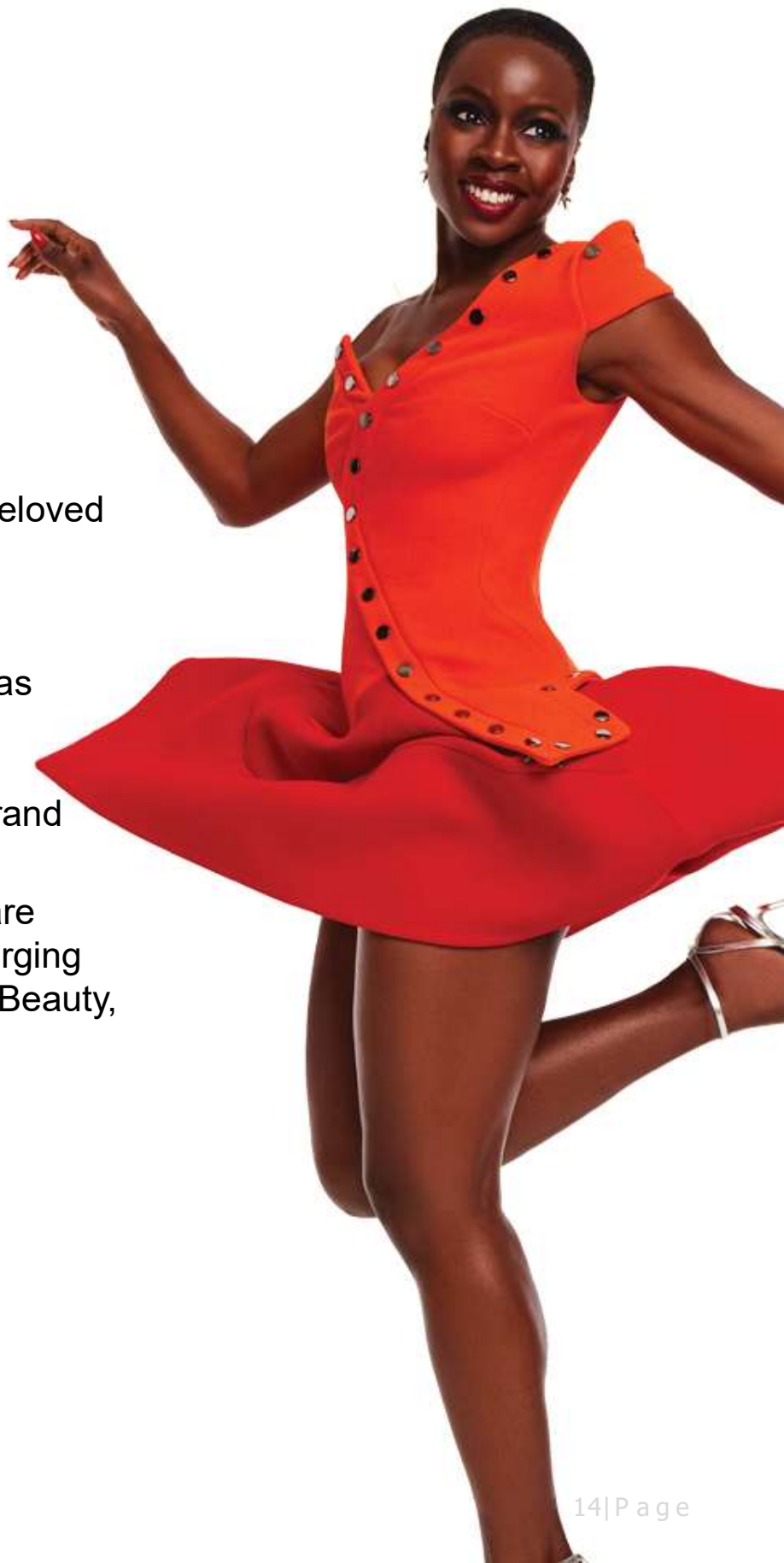
70% view *EBONY* as a beloved brand (vs. disposable)

2

EBONY is characterized as thoughtful, nostalgic, approachable, culturally-relevant, and authentic brand

3

While a variety of topics are appreciated, 3 of the emerging top interests include: Art, Beauty, and Social Justice



Worldwide Reach – Top 10 Countries by Users

	Country	Users	%New Sessions
1	United States	20,348,118	59.51%
2	United Kingdom	463,092	68.18%
3	Canada	415,173	69.63%
4	South Africa	164,327	74.53%
5	Nigeria	152,432	75.86%
6	Germany	148,568	85.19%
7	Australia	115,726	87.8%
8	India	108,377	92.14%
9	France	91,671	74.59%
10	Ghana	85,080	78.23%

Source: Google Analytics



UNAPPOLOGETICALLY
BLACK
EDITORIAL

APRIL | BLACK + GREEN

**Earth Day, Oscars*

A look at how the fight against climate change and racial injustice are intertwined and simple ways to make your day-to-day life more eco-friendly. Plus, Green beauty buys and Black environmentalists you need to know.

MAY | MENTAL HEALTH + MOTHERHOOD

**Mental Health Awareness Month, Mother's Day*

Service pieces, investigations, and first-hand accounts on coping with loss and trauma over the course of an extraordinarily traumatic year. Plus, motherhood journeys throughout the pandemic and a tribute to Black moms.

JUNE | BLACK MUSIC + JUNETEENTH

**Father's Day, Black Music Month, Juneteenth, Pride*

A celebration of fatherhood and the evolution of Black masculinity. Plus, Juneteenth, a National holiday, celebrating the emancipation of those who have been enslaved. LGBTQ+ trailblazers and the ultimate summer music guide.

JULY | SPORTS ACTIVISM + SUMMER TRAVEL

**Summer Olympics, #SexyForever List*

How a new generation of Black athletes and travelers are breaking boundaries. Plus, international festivals, summer fitness, Black genius across the diaspora and how to be #SexyForever.



EBONY.com EDITORIAL CALENDAR

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AUGUST | WORK + WEALTH

**Back to School, Education, Finance*

Trailblazing Black entrepreneurs on funding your business, the EBONY State of Black Wealth Report and a guide to mastering your money. Plus, budgeting tips for college-bound students.

SEPTEMBER | STYLE

**NYFW, Hispanic Heritage Month, Fall TV*

Black creatives who are changing the fashion game. EBONY's annual Beauty & Grooming Awards and a celebration of EBONY's rich legacy of photography with a look at next-gen image makers.

OCTOBER | HOMECOMING

**HBCUs, Greek Life, Breast Cancer Awareness Month*

An exploration of the rich legacy of Historically Black Colleges and Universities, campus style, Greek life and homecoming festivities.

NOVEMBER | LEGACY + POWER

**Thanksgiving, Entertaining, Power 100*

A look at the Black family, holiday entertaining, and EBONY's annual Power 100 list of trailblazers across industries.

DECEMBER | FAITH + PURPOSE

**Holiday Gift Guide, Giving Back, Christmas*

Find all the inspiration you need to sparkle this holiday season. Plus, Black-owned gifts that give back and mission-minded initiatives.



EBONY DIGITAL COVERS & STORIES (YEAR-ROUND)

EBONY.com is where our audience will find our monthly EBONY digital covers and feature stories. EBONY digital covers and feature stories will also include behind-the-scenes video, extended interview content, photos and other interactive elements. Sponsorship packages include email insertions, social media amplification and select 100-percent SOV of EBONY digital story content.

EBONY SPEAKS– QUARTERLY

EBONY will host several free virtual educational courses that will provide our community the necessary tools for success. Experts in each respective field will share the keys to success as we strive to empower our community. Series topics may include: Leadership, Education, Financial Literacy, Entrepreneurship, Health & Wellness and Social Justice

EBONY COMMUNITY CONNECT – MONTHLY

Black Media is about the community. The Community Connect will be a monthly town hall that will allow EBONY to have conversations with every-day people in the community. This conversation can be led by an EBONY editor and feature members of the community and real time Q&A.

EBONY POWER 100 – FALL

EBONY Power 100 features the 100 most influential African-Americans of the year. This prestigious list is brought to life at EBONY.com in an interactive microsite featuring video, social media and in-depth bios. Custom content sponsorships can be curated to meet your specific requirements.

EBONY HBCU CAMPUS KINGS AND QUEENS (OCTOBER)

This popular feature at EBONY.com amplifies video and social as the royals compete to become EBONY's Top 10 Kings and Queens. Custom sponsorship opportunities include video pre-roll, social media, photo shoot sponsorships and other experiential opportunities at HBCU campuses across the country.

BRILLIANT
EXTENSIONS

BRILLIANT EXTENSIONS

EBONY

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WOMEN UP

TIMING: MARCH 2021

In March during Women's History Month, EBONY launched its virtual Women Up series. This series allows women to come together, learn from the best, network and celebrate each other. Events are streamed to EBONY pages, EBONY.com and Partners' platforms. Partners may also provide talent and include their logo on the streaming template.



PRIDE MONTH

TIMING: JUNE 2021

As an inclusive brand, EBONY will celebrate the Black LGBTQIA+ community with a Pride summit that will include an open dialogue about the achievements of the community, perceptions and real strategies on how we continue to stand together and embrace the LGBTQIA+ community.



BLACK MUSIC MONTH & JUNETEENTH

TIMING: JUNE 2021

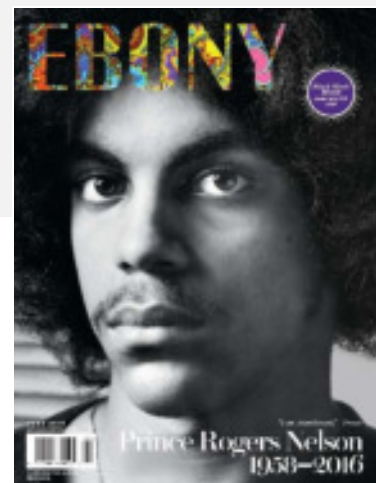
June is Black Music Month, which celebrates the African-American musical influence and contributions to the industry. It's also home to Juneteenth, a National holiday, celebrating the emancipation of those who have been enslaved. EBONY will host a Juneteenth event, that will celebrate our culture, honor our music legends and shine a light on new artists.

EBONY BLOCK PARTY

TIMING: AUGUST 2021

EBONY will host a virtual block party focused on the Black family. This community event will also be a prime opportunity to focus on "Buying Black". Elements include:

- DJ's
- Entertainment
- Food Deliveries
- Kids Pavilion
- Merchandise & Health Vendors



BRILLIANT EXTENSIONS

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EBONY POWER 100

TIMING: FALL 2021

EBONY Magazine has honored the heroes of the Black community for over 75 years. The EBONY Power 100 celebrates inspiring African Americans. This annual list spotlights those who have made contributions towards the Black community and recognizes those who lead and demonstrate the very best in Black America. Previously a one-night gala, we will extend this event to a 3-day Bold, Brilliant and unapologetically Black weekend.



HBCU CAMPUS KINGS & QUEENS

TIMING: OCTOBER/DECEMBER 2021

The EBONY HBCU Campus Queens pictorial is one of the most highly anticipated editorial features. The digital component includes the top 10 Queens competition introduced at EBONY.com. The royals embody the determination, inner strength and positive impact that EBONY admires in our next generation. The young men and women who participate in the EBONY HBCU Campus Kings & Queens Program are poised to affect great social change within our collegiate, civic, national and global communities.



COMMUNITY CONNECT

TIMING: MONTHLY 2021

EBONY is about the community. The Community Connect will be a monthly town hall that will allow EBONY to have "Hot Topic" conversations with every-day people in the community. This conversation can be led by an EBONY editor and feature members of the community and real time Q&A.



BEAUTY & GROOMING AWARDS

TIMING: QUARTERLY 2021

Pulling from the great Eunice Johnson's rich legacy of all things glam, discover EBONY's winning products, makeup artists, hair stylists, barbers, skincare experts and more! Stream live tutorials and get expert tips to accentuate your look. Join us from the comfort of your home to receive advice and masterclasses from top beauty experts. Hear curated conversations about personal care, aging and self-image with your favorite celebrities and influencers. Tune into panel discussions on innovations at retail. Discover products, hairstyles and inspiration to celebrate your unique beauty.



EBONY DIGITAL MAGAZINE DIGITAL COVER SPONSORSHIPS

EBONY

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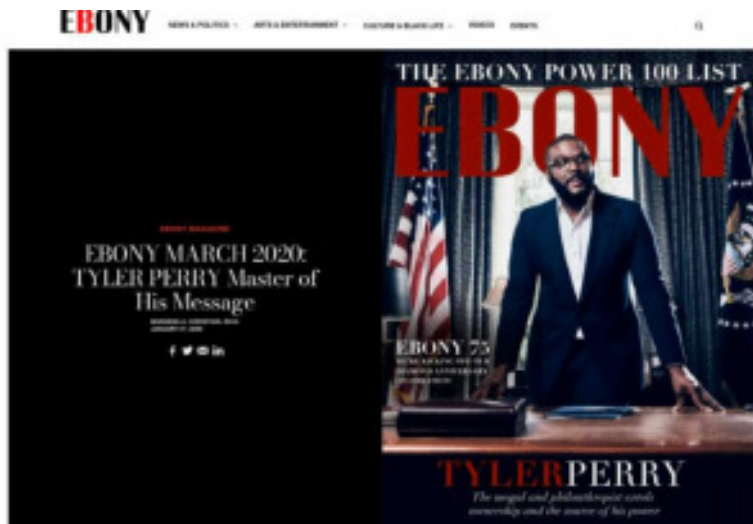
EBONY DIGITAL COVER STORY

Each month, we will produce an exclusive EBONY digital cover. Issues will include a feature story and advertising opportunities. Brands will also have an opportunity to sponsor an issue to increase broader visibility for brand messaging.

Element Includes:

- Image cover art*
- Feature story
- Full page ad
- Social Media
- E-Newsletter Inclusion

*photoshoot additional



The entertainment industry never understood what Tyler Perry represented. People laughed at him, but they also learned from the "New Orleans native. He arrived in Hollywood 12 years ago, already a self-made millionaire, thanks to his faith in his heart with a franchise centered around the family, like no one else dared. He's a man who would expect Perry to understand the rights to his work, then just as he does now.

"I had to own the intellectual property because that is where the value is. That is the thing that changes wealth for generations to come. That will change my son's future," the father of a 13-year-old son, "Terry, with EBONY. "I wish more of us, as African Americans, knew that the value is in ownership, which is the only thing that is going to keep this generation going. We're in the great moment in Hollywood where Black is."



GET IN TOUCH WITH US!

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