EBONY

2021 MEDIA KIT



EBONY

BOLD. BRILLIANT. BLACK.

MISSION STATEMENT

EBONY aspires to take its historical place as the largest Black owned media company, leveraging its iconic brand and generations of cultural relevance to build a global ecosystem of “always on” relevant content, products and services that continue to elevate, inform and influence Black 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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MEET OUR
CHAIRWOMAN & CEO



EDEN BRIDGEMAN SKLENAR
CHAIRWOMAN

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.

MEET OUR
EIC & SVP OF PROGRAMMING

I am honored to lead the vision for EBONY across editorial and programming as we create a new chapter for this beloved brand. We will ignite BOLD and BRILLIANT conversations about issues that matter most to the BLACK community. Through dynamic storytelling, we 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 leading Black journalists and artists, we will continue to amplify the journey of Black people and Black culture, while ushering in a new generation of readers and providing a path to actionable change.



MARIELLE BOBO
EDITOR-IN-CHIEF & SVP OF PROGRAMMING

We're excited to introduce new elements, including a dynamic digital cover experience, a platform for next-gen photographers, and an experiential series that takes a deeper dive into men's issues, entrepreneurship, health and the arts.



ICONIC
LIBRARY COVERS

As the largest Black publication in the history of America, EBONY is the definitive chronicler of our achievements, providing an intimate view into the minds and lifestyles of the most admired and influential people across the African diaspora in America and around the world.

EBONY not only represents the absolute best of Black America—our most powerful thinkers, creative artists, and finest achievers—but also takes a stand for our people.

EBONY launched its first issue in 1945 and is in the process of digitizing its historic archives, which includes over 1800 EBONY and 2600 JET publications, EBONY Africa and EBONY Jr.



EBONY.com

EDITORIAL CALENDAR

FEBRUARY I BLACK LOVE

**Black History Month, Valentine's Day*

A celebration of the many facets of Black love, from romantic love and kinship to self-love. Also, a look at the Black history, thinkers, and activists that are left out of the mainstream conversations and a rollout of inspirational art, imagery and poems that celebrate the Black experience.

MARCH/APRIL I RENEWAL

**Spring fashion and beauty, Home organization, Earth day, Oscars, Easter*

Renewals are in bloom: beauty, home and lifestyle. Experts' tips, equipment to help you get in shape for the new season and eco-friendly buys. Also, the ultimate roundup of Black-owned home products, EBONY's Oscars Package and Black environmentalists you need to know.

MAY I 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 I 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/AUGUST I SPORTS + ACTIVISM

**Summer Olympics, NBA Draft, Black Business Month*

How a new generation of Black athletes is using their platform to promote change. Plus, summer travel and fitness, Black entrepreneurship, and a guide to mastering your money. Also budgeting tips for college-bound students and the launch of EBONY's Block Party.

SEPTEMBER I 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 I LEGACY

**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. Plus, a look at the Black family.

NOVEMBER I POWER

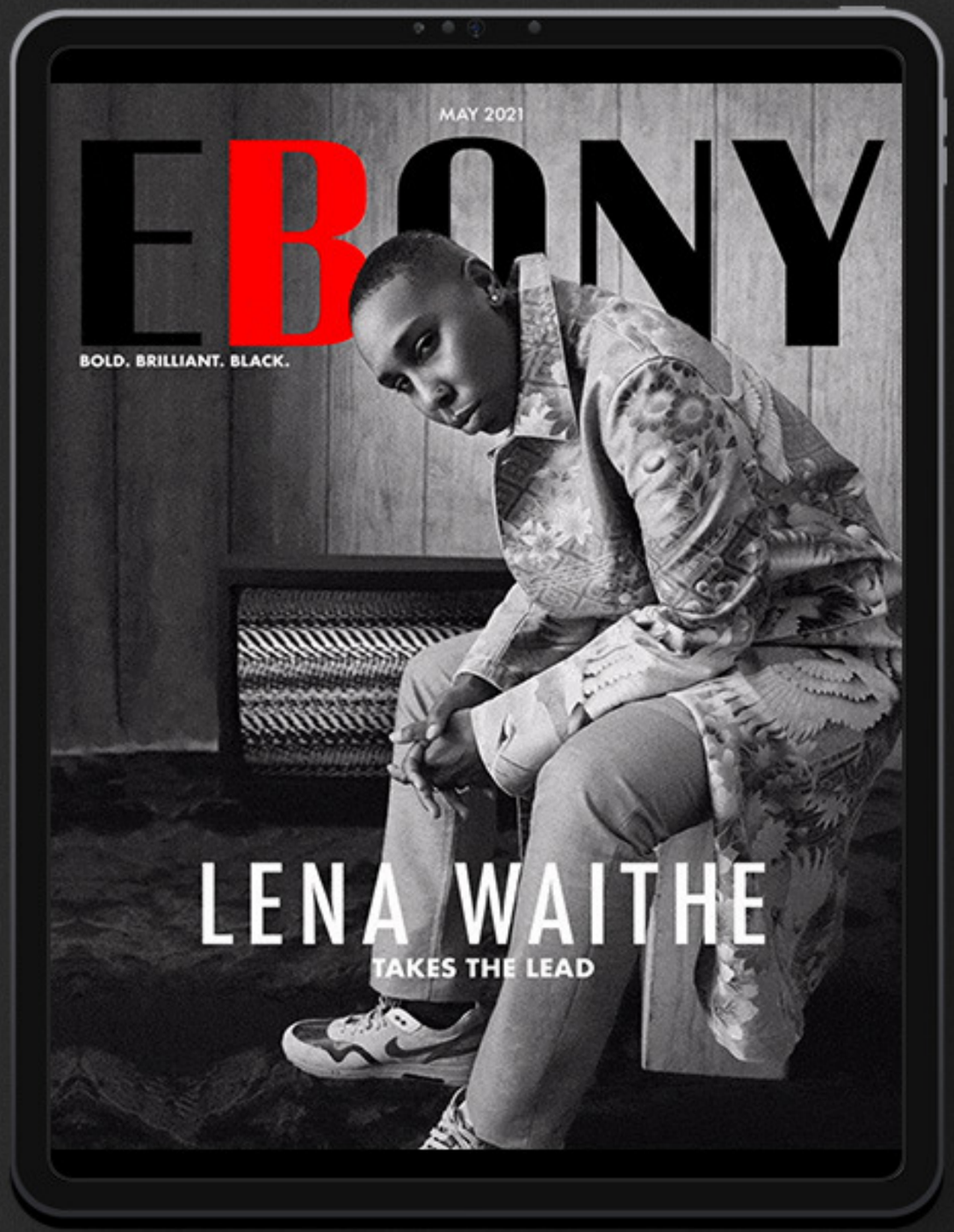
**Thanksgiving, Entertaining, POWER 100*

EBONY's annual Power 100 list of trailblazers across industries. Plus, holiday entertaining, food and travel.

DECEMBER/JANUARY I FAMILY + SERVICE

**Holiday Gift Guide, Giving Back, Year in Review*

Find all the inspiration you need to sparkle this holiday season. Plus, the ultimate Black-owned gift guide, multi-generational family fun and ways to give back.

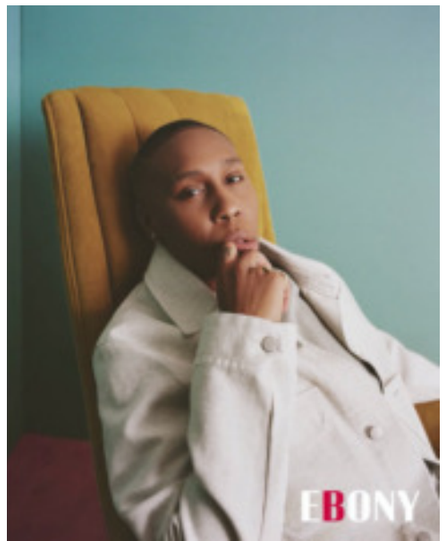


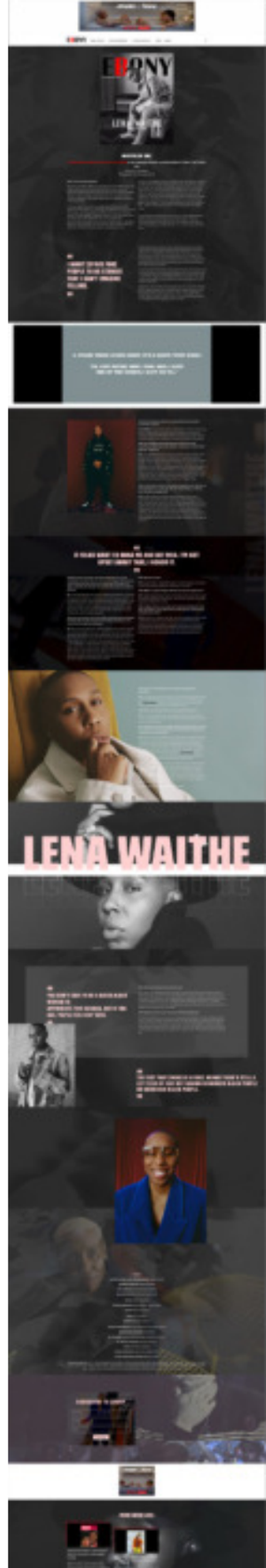
DIGITAL
COVER STORY

EBONY is proud to announce that each month we will produce a digital cover story featuring entertainers, artists, social justice crusaders and change makers.

In May, we launched our inaugural digital cover story with Emmy Award winning writer, director and actress Lena Waithe. The cover was met with great enthusiasm from the EBONY audience. Monthly sponsorship opportunities are available.







EBONY.com

AUDIENCE PROFILE

WOMEN 55% | MEN 45%
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	8%
$50-$100K	8%
$100-$150K	10%
$150K	6%

EDUCATION

No College	8%
College	8%
Graduate School	21%

CHILDREN

No Kids	47%
Has Kids	53%

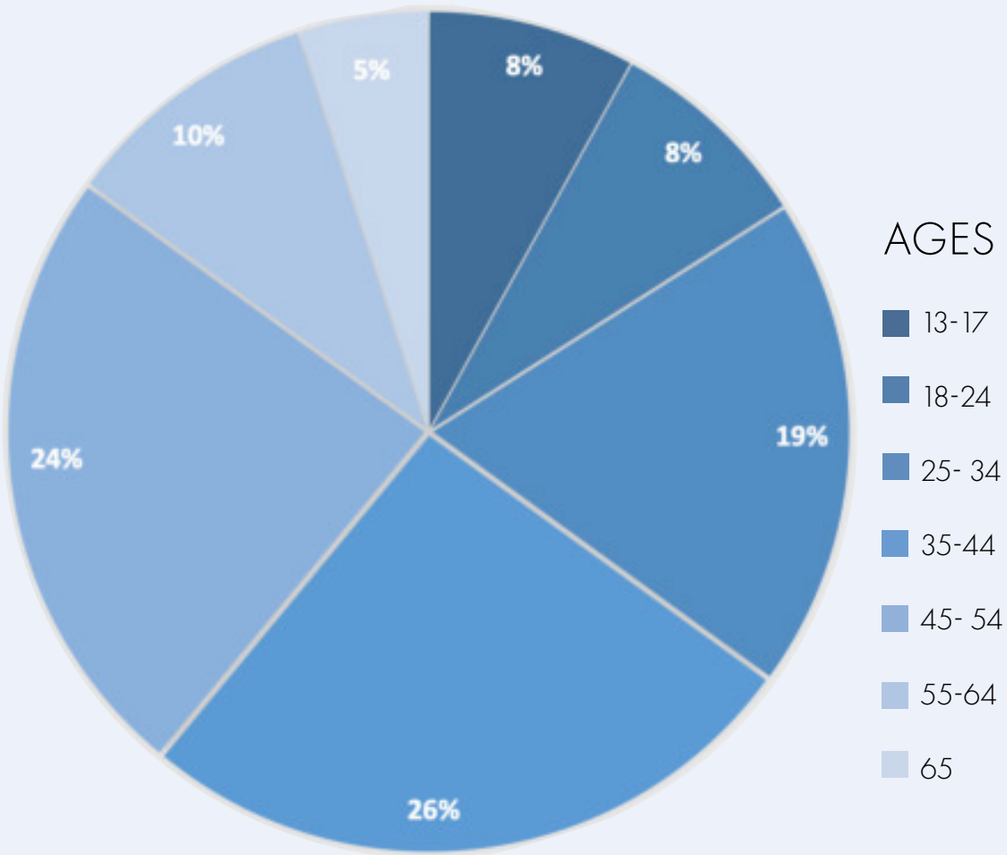
OCCUPATION

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%



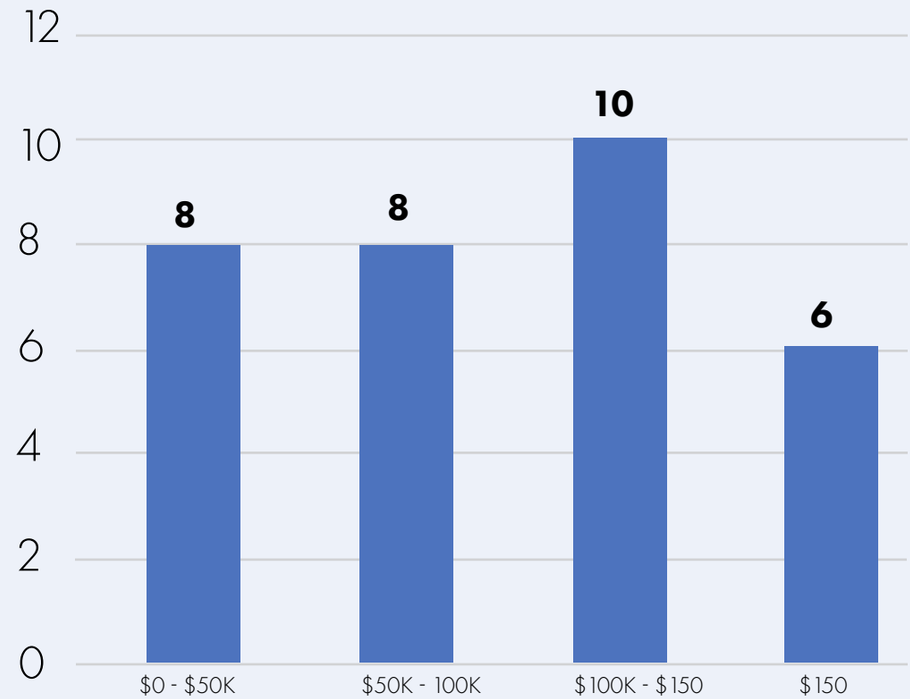
BRILLIANT AUDIENCE

EBONY AGE GROUP



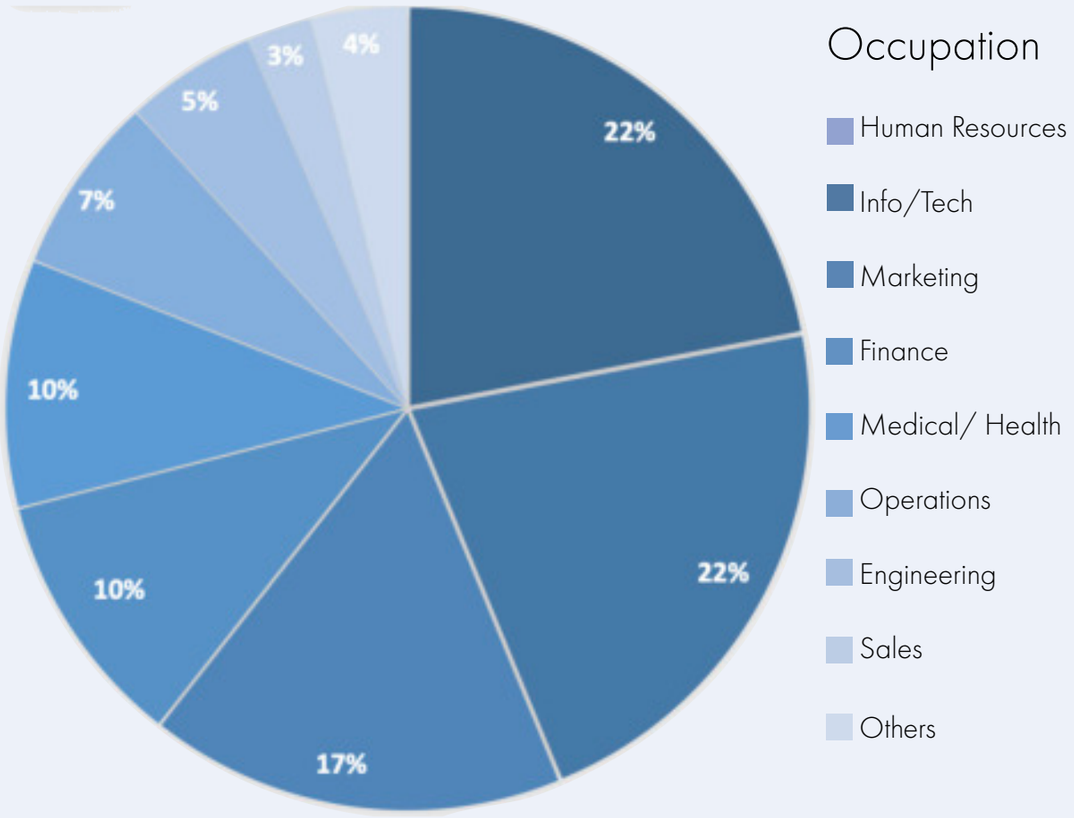
EBONY

EBONY HOUSEHOLD INCOME



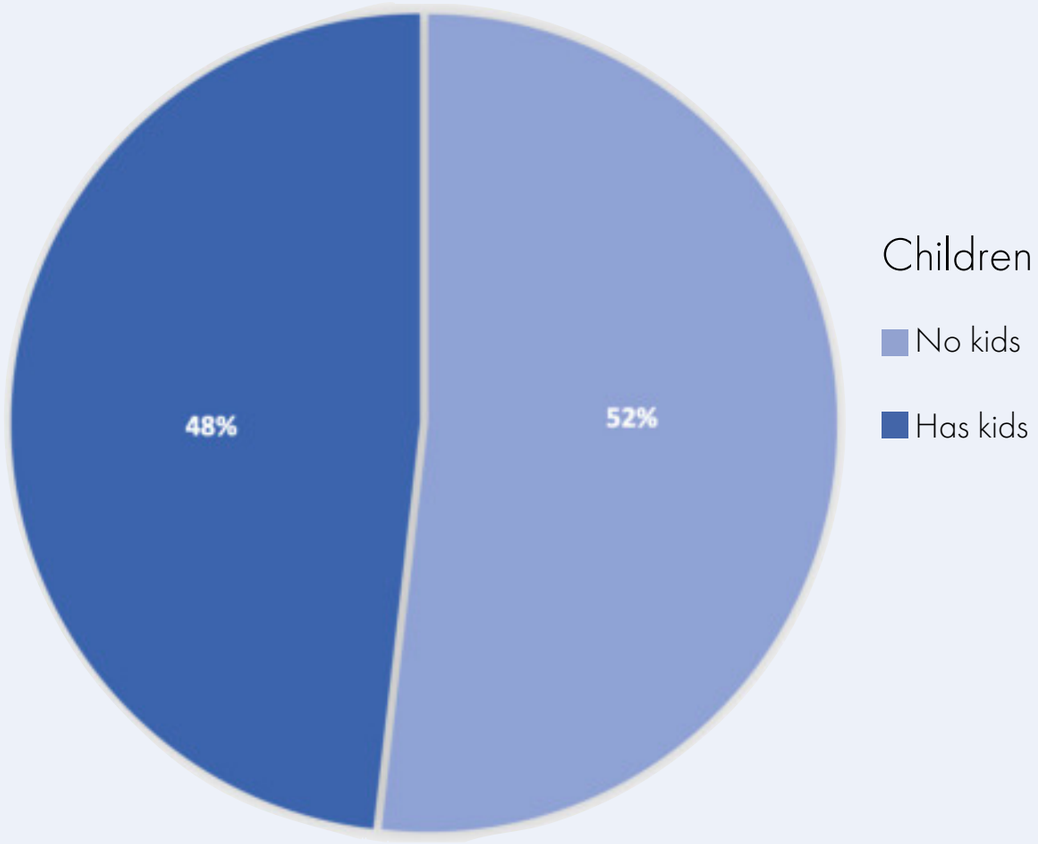
EBONY

EBONY OCCUPATION



EBONY

EBONY READERS WITH CHILDREN



EBONY

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).

TOPLINE TAKEAWAYS

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



HOW DO THEY SEE THEMSELVES?

Culturally-aware

Has A Good Sense Of Self

Prioritizes Knowledge Of Inner Self (vs. Fame/Wealth)

Enjoys New Things

Enjoys Staying Home (vs. Partying)

Q: How much do you agree with the following statements?
Q: How well does each of the following statements describe you?

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AUDIENCE INTERNATIONAL PROFILE



WORLDWIDE REACH – TOP 10 COUNTRIES BY USERS

	COUNTRY	USERS	% NEW SESSIONS
1	United States	10,348,119	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

EBONY.com

DIGITAL STATS

SNAPSHOT

1.1M MONTLY PAGE VIEWS	**1M** MONTLY USERS	**1.3** AVERAGE PAGES/VISIT	**800K** E-MAIL SUBSCRIBERS
52% FEMALE	**48%** MALE	**34.7** MEDIAN AGE	**$46.8K** MEDIAM HHI

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

CHANNELS

COVERS
NEWS
BLACK LIFE
ENTERTAINMENT & CULTURE
STYLE
WORK & WEALTH
BRANDED CONTENT
EVENTS
BLACK THOUGHT
VIDEOS

SOCIAL REACH

800K SUBSCRIBERS	@ebonymag **1.3M/26.6M** FOLLOWERS/ IMPRESSIONS	@ebonymag **427K/5.4M** FOLLOWERS/ IMPRESSIONS	@ebonymagazine **1M** FOLLOWERS

As of August 8, 2021 M = Million K = Thousand
*Impressions not guaranteed

BRILLIANT

EXTENSIONS

BRILLIANT EXTENSIONS

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.

BEAUTY AWARDS
TIMING: SEPTEMBER 2021
Pulling from the great Eunice Johnson's rich legacy of all things glam, step inside a virtual beauty sphere with EBONY's winning products, makeup artists, hair stylists, skincare experts and more! Stream live tutorials and get expert tips to accentuate your own flawless beauty with products and brands that are making a splash across the globe. 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.



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.

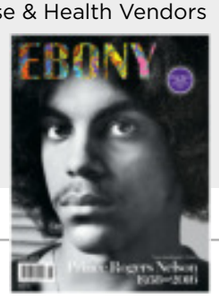
BLACK MUSIC MONTH & JUNETEENTH
TIMING: JUNE 2021
June is Black Music Month, which celebrates the African-American musical influence and contributions to the industry. It's also home to Juneteenth, a National holiday, celebrating the emancipation of those who have been enslaved. EBONY will host a Juneteenth event, that will celebrate our culture, honor our music legends and shine a light on new artists.



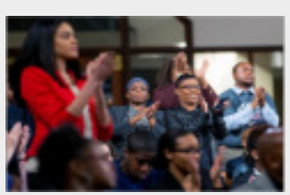
EBONY BLOCK PARTY
TIMING: AUGUST 2021
EBONY will host a virtual block party focused on the Black family. This community event will also be a prime opportunity to focus on "Buying Black". Elements include:

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

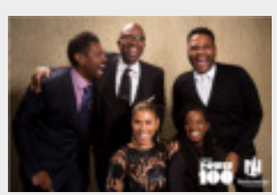




COMMUNITY CONNECT
TIMING: MONTHLY 2021
EBONY is about the community. The Community Connect will be a monthly town hall that will allow EBONY to have "Hot Topic" conversations with every-day people in the community. This conversation can be led by an EBONY editor and feature members of the community and real time Q&A.

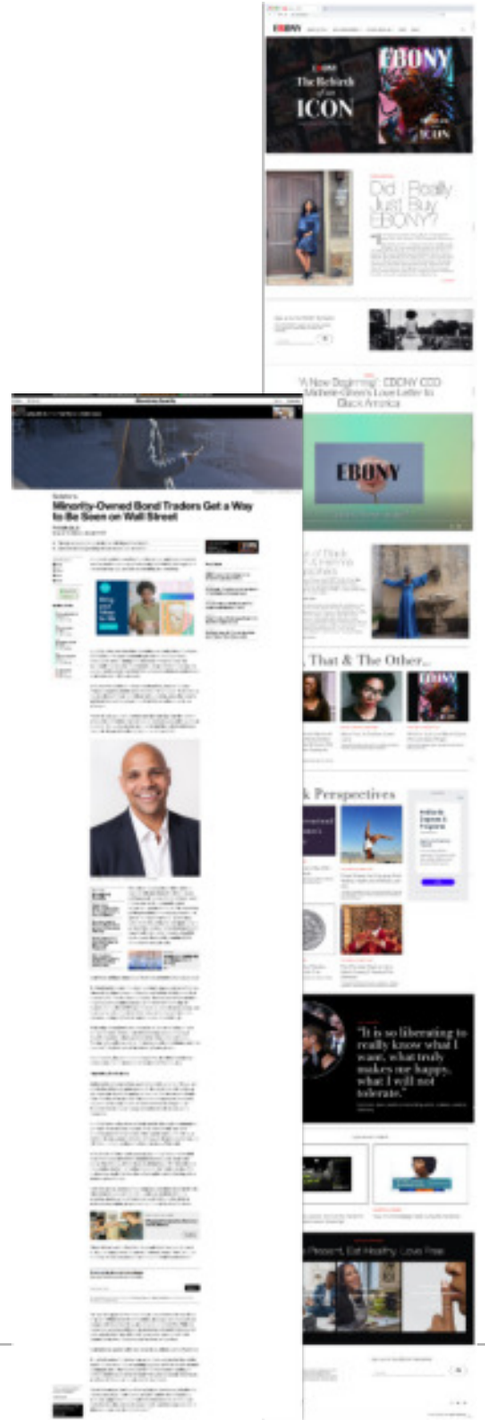


EBONY POWER 100
TIMING: NOVEMBER 2021
EBONY Magazine has honored the heroes of the Black community for over 75 years. The EBONY Power 100 celebrates inspiring African Americans. This annual list spotlights those who have made contributions towards the Black community and recognizes those who lead and demonstrate the very best in Black America. Previously a on- night gala, we will extend this event to a 3-day Bold, Brilliant and unapologetically Black weekend.



BRILLIANT EXTENSIONS

SMALL BLACK **BUSINESS HUB**



DIGITAL HUB

- This dedicated space on www.ebony.com will house and feature content in support of Small Black Businesses.
- The HUB will serve as an education and resource portal for entrepreneurs, small business owners and enterprise.
- EBONY partners will have ownership of all banner and video advertising within the HUB with drivers to their platforms.

2022 BLACK **BUSINESS DIRECTORY**



This business directory is a solve for the challenge people face when looking for a Black business to support.

Kicking off in August, EBONY will announce a CTA for business owners to submit their business for consideration. The submission portal will include verification requirements.

The list will be compiled and published into a digital flip book. This directory will be revealed in 2022.

BOLD
ADVERTISING



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/post roll inventory Skppable 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—anydevelopment 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.

EBONY.com

DIGITAL ISSUE ADVERTISING

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. EBONY 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 GroupNicole 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 Group adheres to IAB Standard Terms and Conditions v3.



GET IN TOUCH **WITH US!**

EBONY

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