



“It is the stories that we don’t tell,
we ignore, refuse to recognize,
pretend are insignificant,
that threaten our humanity.”



BLEULIFE

BRAND BOOK



“BleuLife

is a forward-thinking brand capturing the aspirations of our audience through inclusive content that is relevant and youthful, regardless of age or gender. Our tribe of opinionated visionaries set trends, influence culture, and inspire progressive leaders.”

Our Truth

BLEULIFE Media represents Black culture and the people who make it what it is. We highlight the movers behind the movements you will hear about tomorrow, from the barbershop to the boardroom. Black culture is American culture. Nothing moves without us

Our Footprint

MAVERICK AWARDS

An award that recognizes and honors student athletes in colleges and universities across the country.

BOLD, BEAUTIFUL BRILLIANT CHATS

An intimate and a open space series that celebrates Black women's accomplishments.

LGBTQ+ CELEBRATION

Annual celebration of inclusion, diversity and love for one another.



BleuLife Media

Changing Perceptions. Amplifying Diversity.

"We've never measured success in quantity. The quality and authenticity of the stories we share are paramount to popularity. Our mission from inception was to change how Black men and women are depicted in the media."

"People believe what they see. BleuLife helps them open their eyes. The truth can never be unseen. It is the catalyst of change."

**DéVon Christopher Johnson,
Founder/CEO BleuLife Media**





BLEULIFE is a multi-sensory and Millennials media company focused on driving the narrative of multicultural Millennial forward.

1.5M+

IN NETWORK SOCIAL
MEDIA FOLLOWERS

25K+

EMAIL
SUBSCRIBERS

21

COUNTRIES

5

CONTINENTS

20

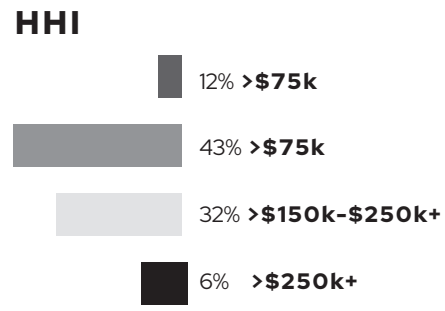
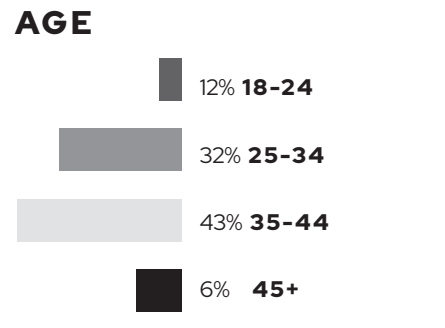
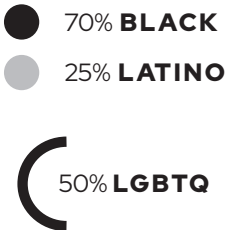
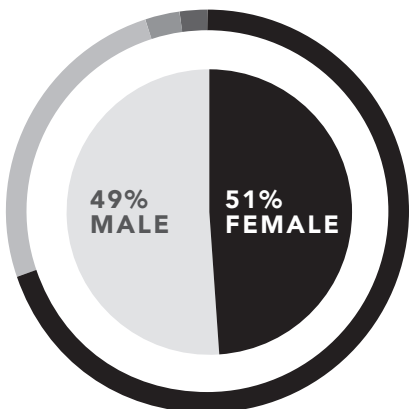
LANGUAGES SPOKEN BY
INTERNATIONAL READERS

325K

MONTHLY PRINT
READERS



Audience Profile



In the Past Year

81%
OF AUDIENCE
PURCHASED A
NEW MOBILE
DEVICE

34%
OF AUDIENCE
PURCHASED
A TABLET OR
LAPTOP

Made over **\$3k** worth
of purchase online
Readers spend an
average of **20 hours**
a week online

Mobile-First Audience With An Affinity For Shopping, Researching And Staying Connected To All Things Trendy



AFFINITY PROFILES

Ambitious Explorers

Movie + Music Lovers

Lifestyle Aficionados

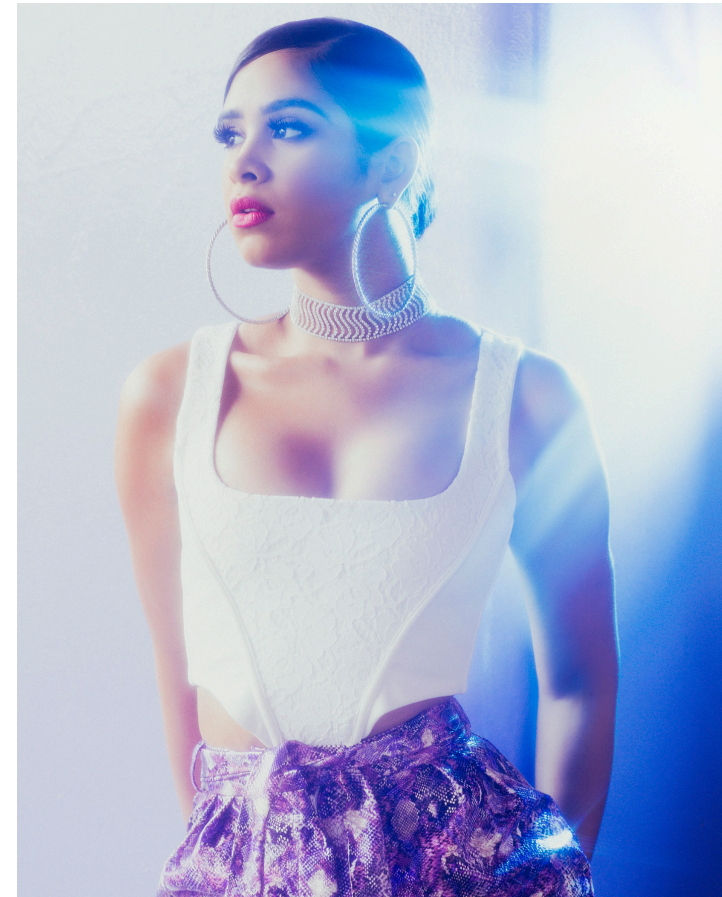
Technophiles

Foodies

Fashionistas

Pet Lovers

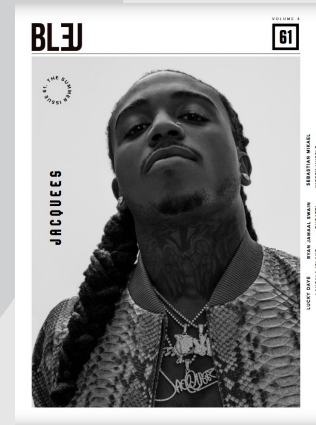
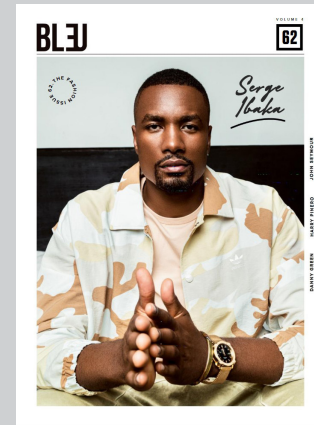
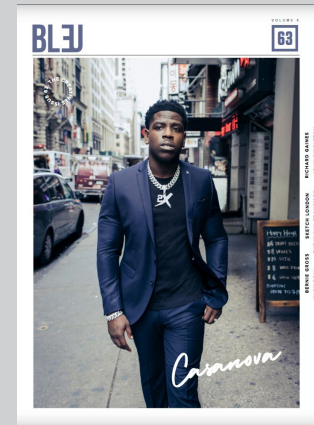
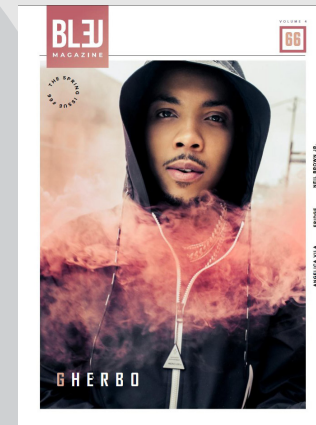
Value Shoppers



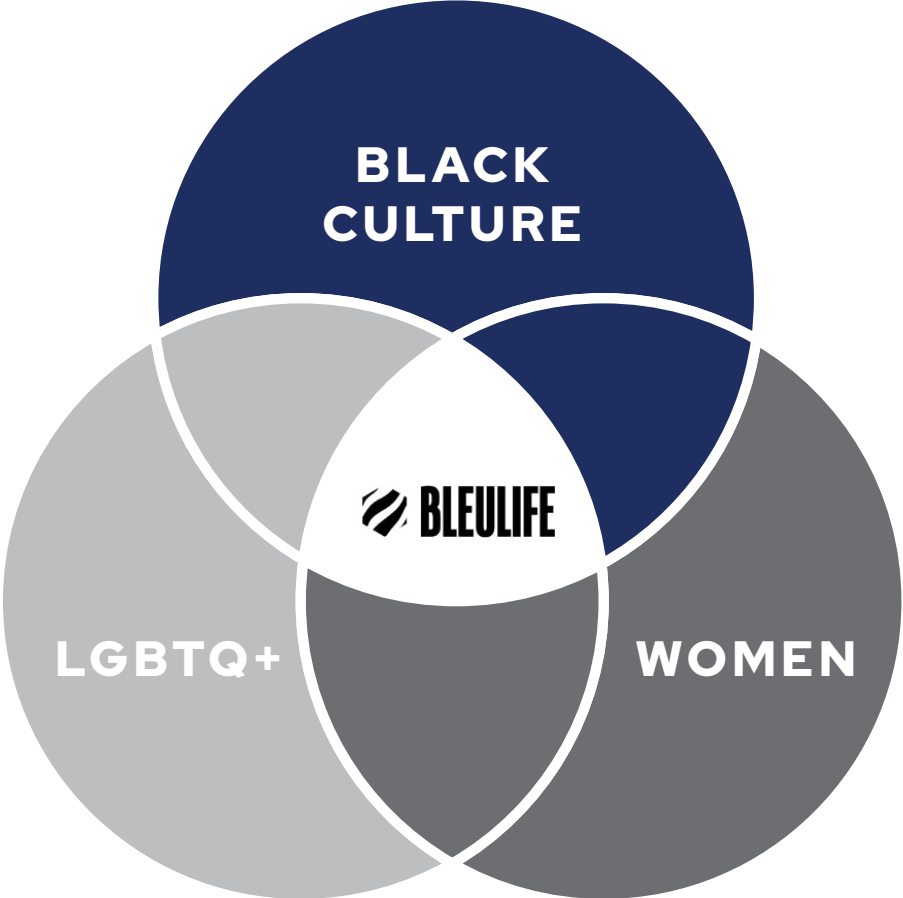
TOP 10 MARKETS

NEW YORK | LOS ANGELES | ATLANTA | WASHINGTON D.C. | CHICAGO
DETROIT | DALLAS | BAY AREA | MIAMI | PHILADELPHIA

Recent Print Covers



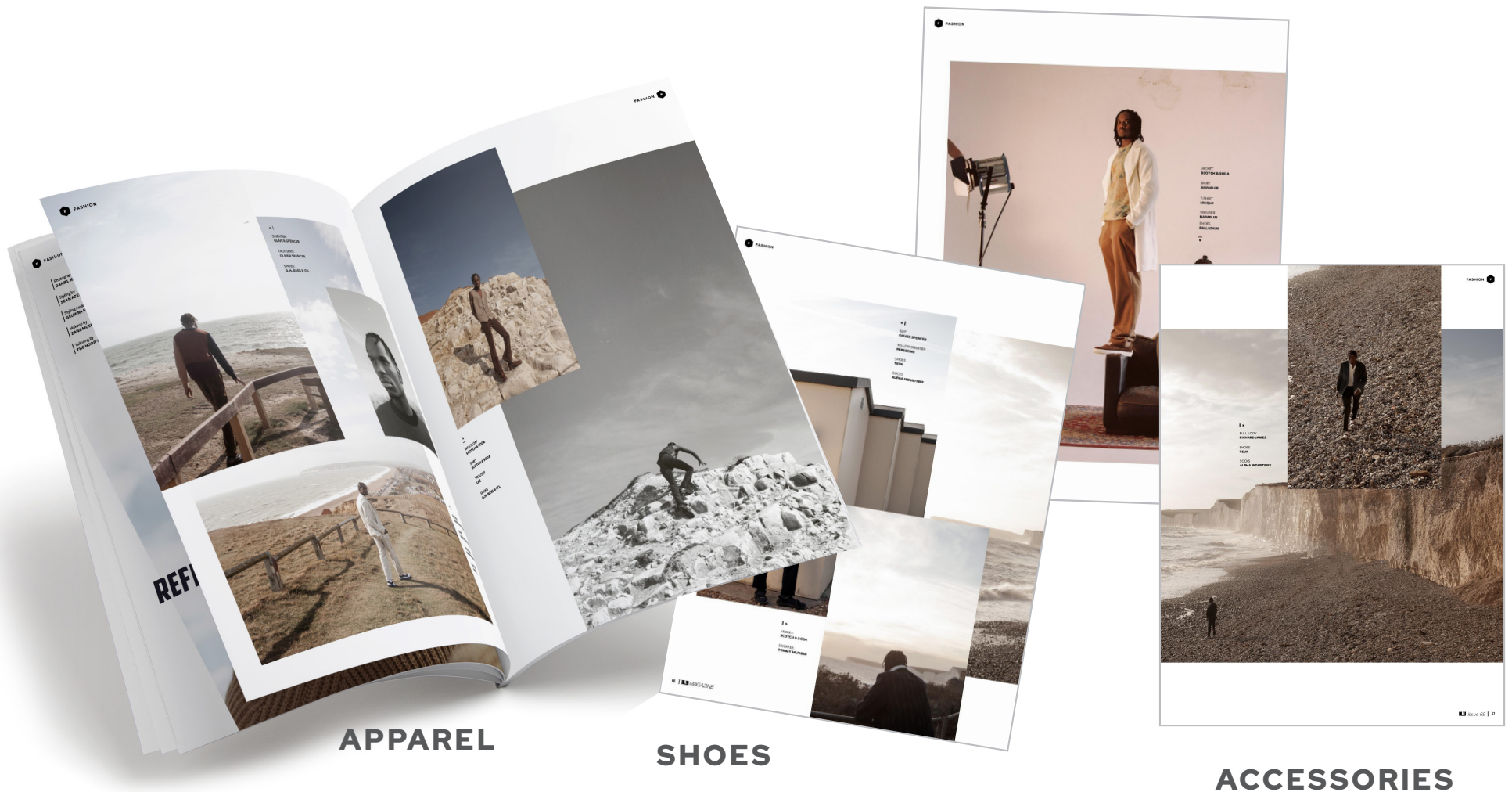
COMPETITIVE ADVANTAGE



CONTENT IS KING/QUEEN

Fashion

“FASHION is the ARMOR to survive the reality of everyday LIFE.”



Travel

“A MIND that is stretched by new EXPERIENCES can never go back to it’s old DIMENSIONS.”



**WEEKEND
GETAWAYS**

ROADTRIP

BUCKET LIST

Health & Wellness

“The Greatest WEALTH is HEALTH.”

Wanderlust Workouts
Equipment On - The - Go

Nothing makes staying on-the-go harder than traveling. While you're investing travel in new cultures, relaxing and indulging (maybe a little too much) in food and drink, fitness won't fall to the wayside. Stay in shape on-the-go with these portable fitness tools.

1. NSO Essential Spinner
The NSO Essential Spinner is perfect for those who travel around any place or time. This compact spinner allows you to work out anywhere and anytime. The NSO Essential Spinner is made of high-quality materials and is designed to be portable and easy to use. It's perfect for those who travel around any place or time.

2. Cross Rope Jump Set
Jumping rope is one of the most effective cardio workouts. It burns maximum calories, raises heart rate, improves coordination, and strengthens feet and ankles. As added plus is that you can bring jump ropes just about anywhere. Cross Ropes that you can bring jump ropes just about anywhere. Cross Ropes that you can bring jump ropes just about anywhere.

3. 3.0K0 Superlite Travel Yoga Mat
The 3.0K0 Superlite Travel Yoga Mat is the perfect mat for those who travel. It's lightweight, portable, and easy to use. It's perfect for those who travel around any place or time.

4. Bodylastics Resistance Band Set
Most hotel gyms only have cardio machines and dumbbells, weights are not the easiest thing to travel with. The Bodylastics Resistance Band Set makes resistance training extremely portable and convenient. The 12-piece set comes with a travel pouch and only weighs a total of 4.4 pounds of weight. It's perfect for those who travel around any place or time.

5. Perfect Push Up
Having a good set of push-ups is a great way to stay fit while traveling. The Perfect Push Up is a portable and convenient way to do push-ups. It's perfect for those who travel around any place or time.

FITNESS TECH

Let's Talk About the Mental Health Impact of COVID-19

The quarantine is taking a toll on everyone's mental and physical wellbeing. Feelings of anxiety and isolation are normal during these times. We have a few tips to help with coping.

Imagine bringing the best of the best and not being free. In early March, our lives changed in the blink of an eye. Most of us were watching for our children, either the closing of non-essential businesses, or the need to make sure that we were taking care of our own. The quarantine is taking a toll on everyone's mental and physical wellbeing. Feelings of anxiety and isolation are normal during these times. We have a few tips to help with coping.

When we turn on the news and see the social media, we hear about the concerns for our health and how we will spend the summer. The news are bringing fear and self-doubt, and our kids are worrying about their future. We need to be more resilient. There needs to be a real conversation about how this pandemic is impacting our mental health. It's not about the mental health as a taboo in many society conversations. However, it is time to normalize the conversation around the need for mental health care. This is especially for students and those generations, and to honor our ancestors.

The Coronavirus arrived and swatched the bit of control we had over our lives, and as a result anxiety and depression are at an all-time high. Whether you're a health care provider, being impacted by the virus,

NUTRITION

WANG SHENG YUAN: THE TAIWANESE GARDEN OF JAPANESE EXUBERANCE

We went all the way to Taipei, Taiwan to bring you a piece of the most authentic Japanese experience outside of Japan. Settle back and relax because there is going to be a lot of fatty beef and rice wine involved.

旺盛苑

It is a surprise that when you think of Japanese food, you think of ramen, sushi, and tempura. But in many parts of Japan, there are other types of food that are just as delicious. Wang Sheng Yuan is a restaurant in Taipei that serves up a mix of traditional Japanese food and modern twists. The restaurant is a mix of traditional Japanese food and modern twists. The restaurant is a mix of traditional Japanese food and modern twists.

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LOCAL EATS

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FITNESS

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