




# EBONY

MOVING BLACK FORWARD





A man and a woman are featured in a modern outdoor setting. The man is seated on a wooden barrel, wearing a black shirt, dark pants, and glasses. The woman stands beside him, wearing a light-colored, long-sleeved dress with a high slit and large hoop earrings. In the background, a red sports car is parked near a pool, and a large wooden sculpture is visible. The scene is set in a courtyard with stone tiles and a concrete wall.

**EBONY, THE MOST ICONIC BRAND CHRONICLING  
BLACK LIFE SINCE 1945, REMAINS THE AUTHORITY  
ON BLACK CULTURE. TODAY, WE ARE FOCUSED ON  
EMPOWERING THE NEXT GENERATION.**





**WE SET TRENDS.**



# LEADERSHIP FOR A NEW GENERATION

As CEO, Eden Bridgeman Sklenar has a vision to transform the brand into a global, digital, social, and experiential powerhouse that will continue to curate the Black experience well into the future.

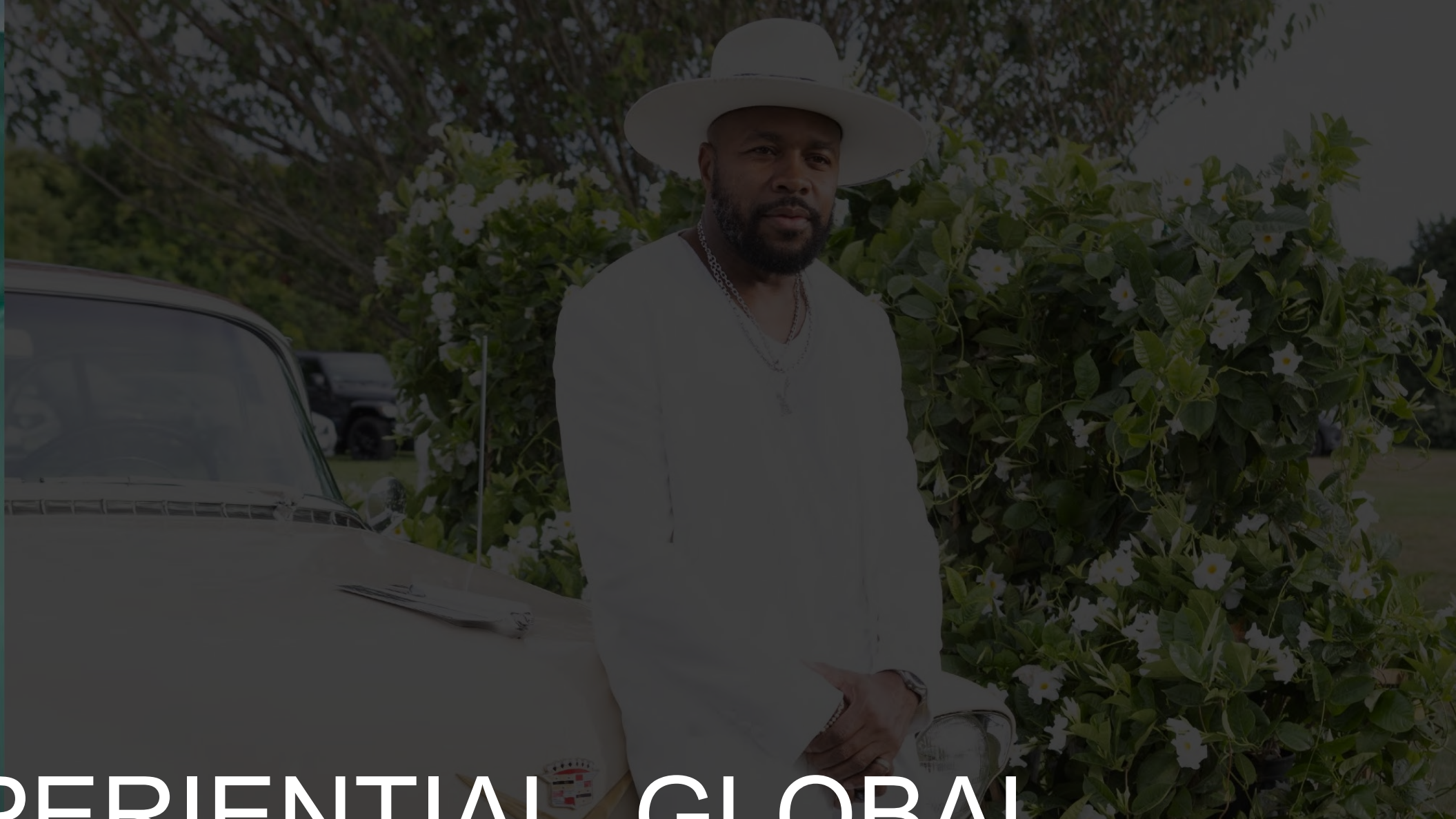




“Ebony Returns  
to Chronicle  
a New Moment”

The New York Times





DIGITAL. SOCIAL. EXPERIENTIAL. GLOBAL.



EBONY

PROPRIETARY - CONFIDENTIAL



JET-SETTING. DIVERSE. PROSPEROUS.

**20MM**

Monthly Reach

**34**

Median Age

**56/44**

Female/Male Ratio



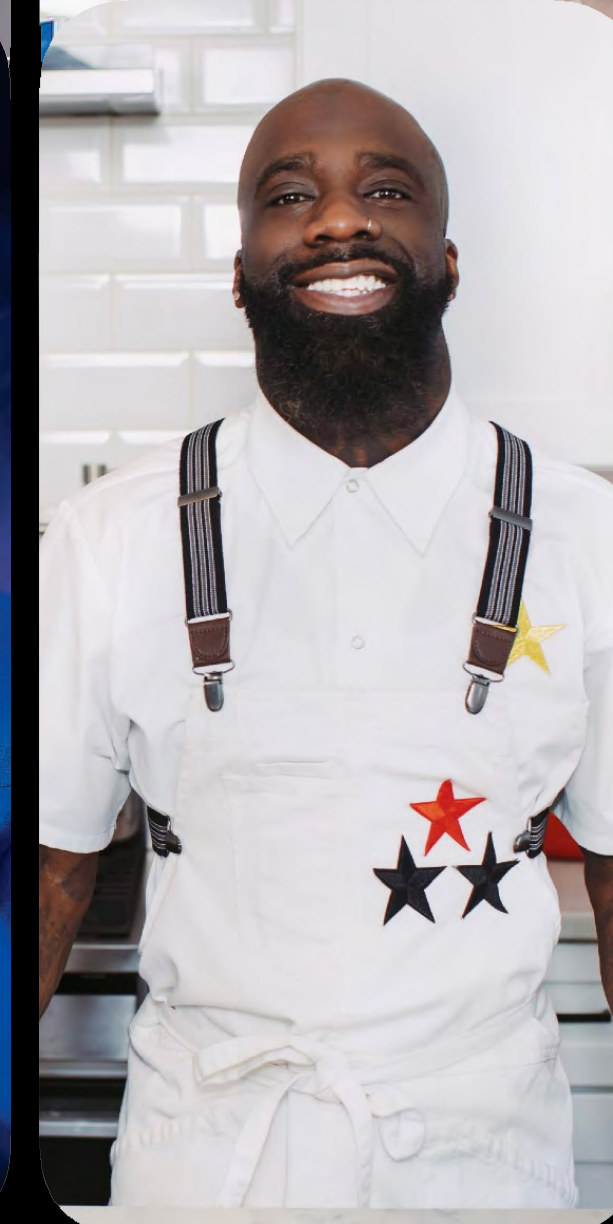
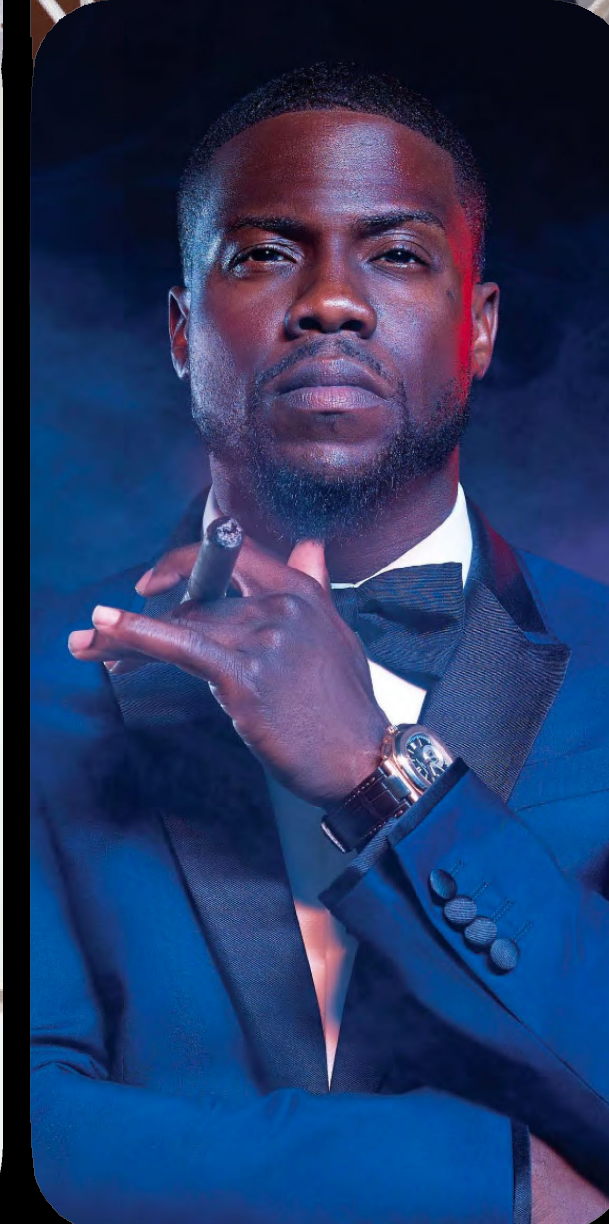
# “EBONY Bets on Boosting Black Business”

n p r



# MUSIC. FASHION. BEAUTY. SPORTS. ENTERTAINMENT. FOOD. POLITICS. CULTURE. LIFE.

EBONY curates the best of Black life through a unique lens and authentic voice synonymous with Black cultural excellence.





# IMMERSIVE STORYTELLING

From innovative cover stories to interactive digital features EBONY is a master at chronicling, profiling, and amplifying the influence of the people, places, events, and cultural moments that are leading, setting trends, and moving Black culture forward.





# EBONY STUDIOS

An all-inclusive full-service production platform that spans across film, television, audio, and digital programs.

EBONY Studios develops and produces multi-platform premium content that explores the diverse and rich spectrum of Black culture.



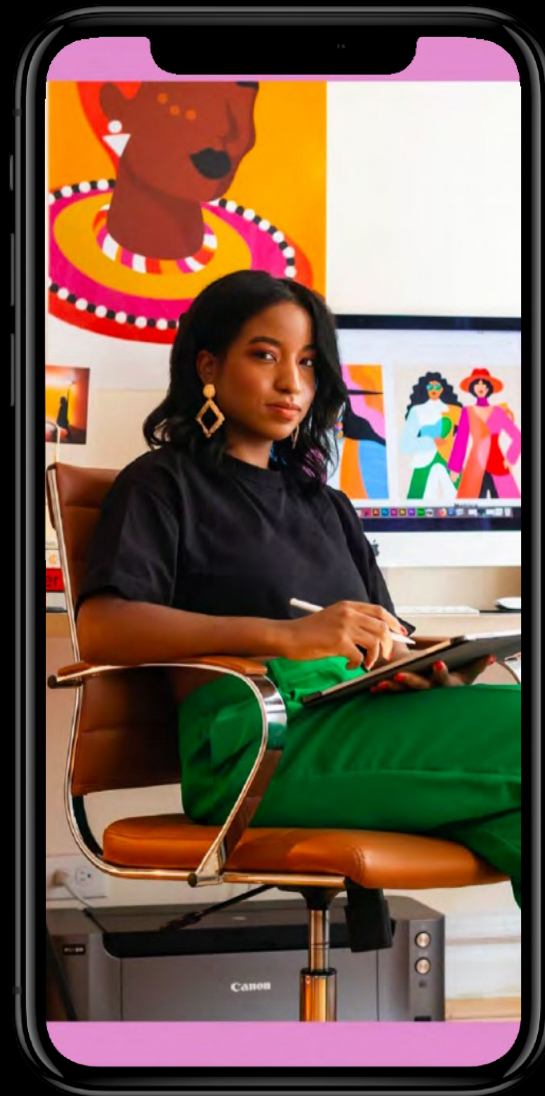


# OUR FRANCHISES



## The Manual

Exploring the intersectionality of sports, entertainment and culture through the lens of fashion.



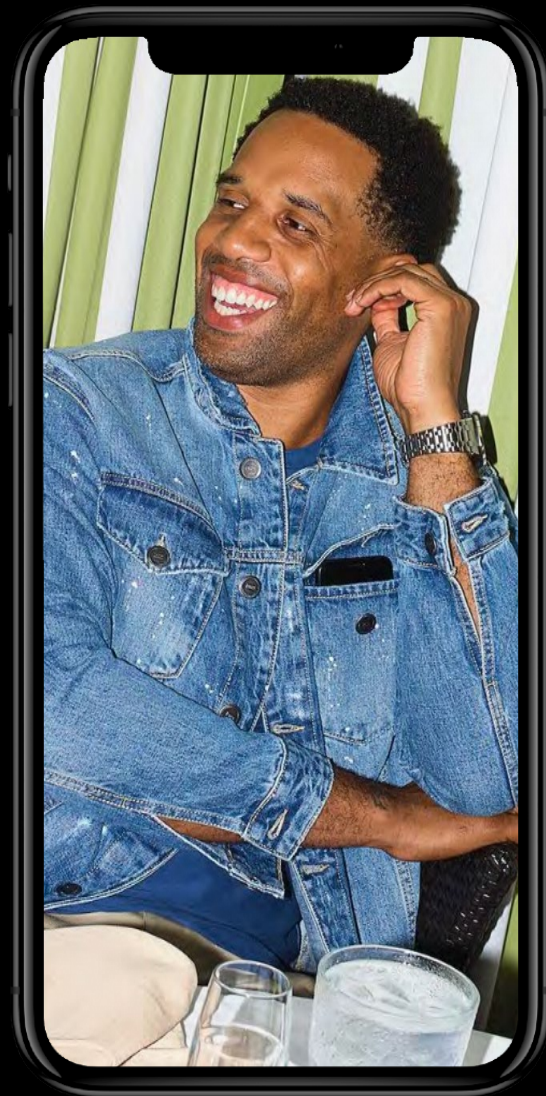
## In the Black

Digital reality series featuring entrepreneurs looking to take the next step in their ownership.



## Passport Heavy

Dedicated to giving you authentic visual reviews of all the places you want to visit.



## In Their Element

An intimate look at today's most successful black business owners, leaders, and creatives.



## Uncovering EBONY

A behind-the-scenes look into the creation of our iconic covers



# CULTURAL ICONS & CELEBRITY TALENT

EBONY delivers meaningful engagement by providing brand partners unprecedented access to the world's most celebrated Black creators, trailblazers, entrepreneurs, and icons.









# CULTURAL MOMENTS

EBONY takes pride in celebrating the moments that are the most meaningful to Black culture, bringing each moment to life through exclusive video and editorial content, social stunts, talent partnerships and experiential activations.





# SAMPLE CUTLURAL MOMENTS



**New York  
Fashion Week**



**Women's History  
Month**



**Juneteenth**



**Black Business  
Month**



**HBCU  
Homecoming**



**Ebony Power 100**



# ELEVATING BRAND STORIES

EBONY offers full-service creative solutions to some of the most influential brands in the world, delivering engagement and relevance through talent partnerships, original content, social media campaigns, custom products, and impactful event activations.





OUR BRAND PARTNERS





# RECENT PARTNERSHIPS



**Olay**

Massive partnership including Custom Cover, Stem Queen Competition, and Power 100.



**Sprite**

Power 100 partnership including sponsorship, custom content and original video series.



**Verizon**

EBONY Block party was an event and content series that celebrated Black-owned businesses, artists, and restaurants.



**Smart Water**

Episode sponsorship and product integration into *The Rundown*.



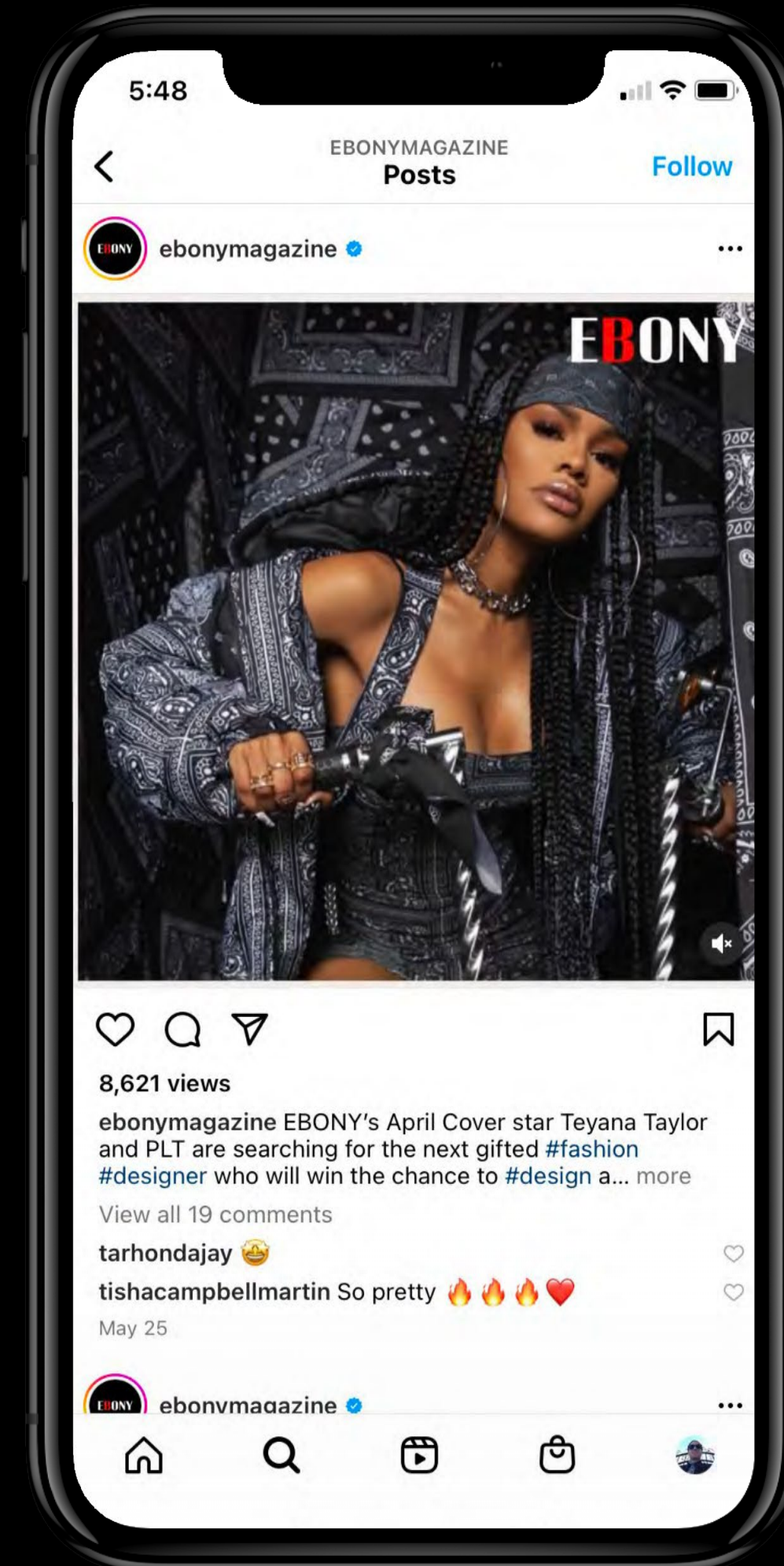
**Cadillac**

Event partnership around EBONY's Summer Soiree on Martha's Vineyard.



# GOING VIRAL

Through a mix of captivating imagery, alignment with Black icons and trailblazers and a finger on the pulse of pop culture, EBONY positions our brand partners at the heart of social media, driving massive engagement and awareness.









# MEDIA OFFERINGS

EBONY offers a wide variety of high-impact media offerings that help our clients achieve massive scale, engagement, awareness and sales.

## PRODUCTS INCLUDES

- Digital Covers
- ROS Display & High-Impact Media Units
- First Impressions & Homepage Takeovers
- Social Media
- Custom Content
- Email Marketing
- Pre-Roll

MOVING BLACK FORWARD

# EBONY



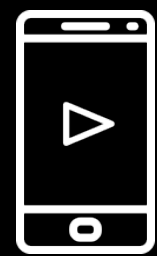
*Beauty and Brains*

MEET OUR 2022 HBCU STEM QUEENS



# ENGAGEMENT ECOSYSTEM

Promotion through a wide range of digital and physical channels provides massive engagement for brand partners



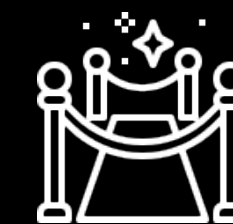
**EXCLUSIVE  
VIDEO**



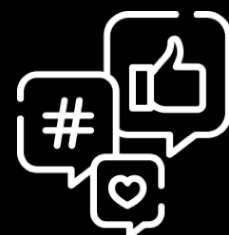
**CUSTOM  
EDITORIAL**



**HIGH-IMPACT  
MEDIA**



**EVENT  
ACTIVATION**



**EBONY  
SOCIAL**



**TALENT  
SOCIAL**



**PRODUCT  
DESIGN**



**PRESS**



# ADDITIONAL FRANCHISES



**HBCU  
Queens  
Competition**



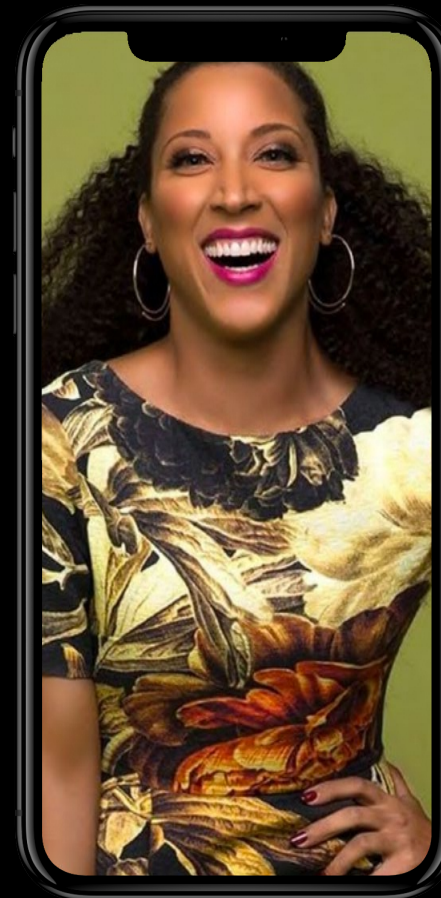
**Date with a Dish**



**Black on Black**



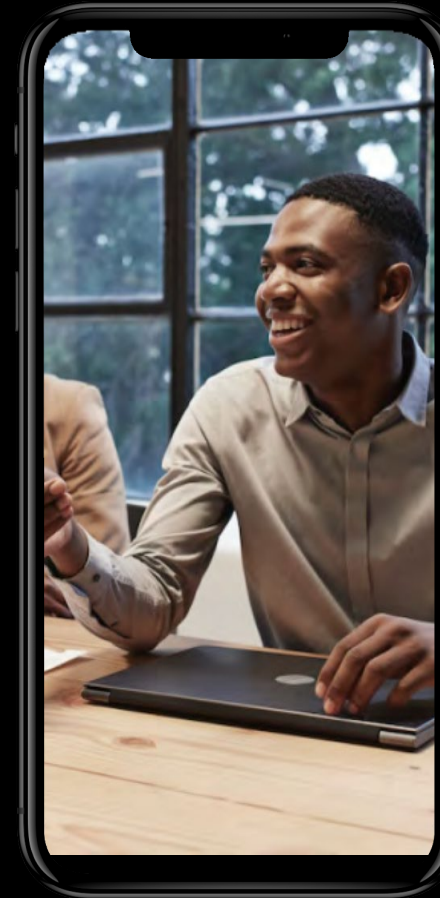
**EBONY Manifest**



**The Rundown**



**Beautiful  
Black Homes**



**The Black  
Connect**



**Coolest Black  
Family**



**THANK YOU**