

# 2024 CONTENT SPONSORSHIPS & SPONSORED EDITORIAL TENTPOLES

A photograph of three young Black women laughing joyfully outdoors. The woman on the left is wearing a black tank top and a colorful patterned skirt. The woman in the middle is wearing a blue denim top and has her head tilted back. The woman on the right is wearing a floral patterned top and blue jeans. The background is a blurred outdoor setting with greenery.

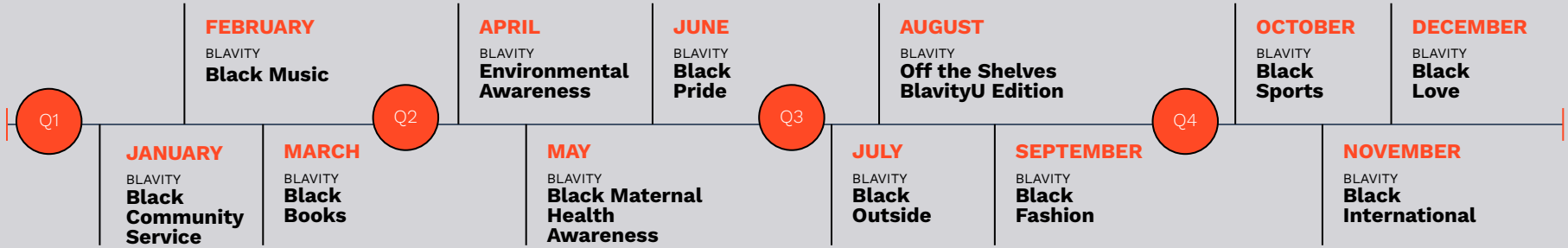
# CONNECTING BRANDS WITH **THE** **NEW MAJORITY**

open

A man with glasses and a watch is talking on a smartphone while sitting at a desk with a laptop. The background is a wall of stacked wooden blocks. The text 'MONTHLY CONTENT' is in white and 'THEME SPONSORSHIPS' is in orange.

# MONTHLY CONTENT THEME SPONSORSHIPS

# 2024 MONTHLY CONTENT THEME SPONSORSHIPS



# BLAVITY

Q1

## BLACK COMMUNITY SERVICE – JANUARY

We'll begin the year by celebrating black excellence and achievements through community service and empowerment initiatives. Categories include tributes to black Greek organizations with January anniversaries, profiles of impactful black non-profits, and engaging listicles for connecting with key demographics.

## BLACK MUSIC – FEBRUARY

During the exciting award season, we're highlighting the achievements and impact of black music professionals, both in the spotlight and behind the scenes. Stay tuned for weekly Blavity playlists and exclusive coverage of the Grammy Awards through Blavity House Party: Grammy's Edition.

## BLACK BOOKS – MARCH

Blavity Books is a new tentpole initiative set to create space for emerging black writers and novelists. We will be hosting a Blavity Book club via social and leading people to discover new authors and their works on the site.

### MONTHLY EXCLUSIVE SPONSORSHIP INCLUDES

- Synced Ads
- Paid + Organic Social Promotion
- Sponsored Content (“Brought to you by”)



# BLAVITY

Q2

## ENVIRONMENTAL AWARENESS – APRIL

Many of us are interested in living a sustainable life and helping save our planet, but how do we work collectively to accomplish such an ambitious goal? During this tentpole month we will be creating targeted guides for how our community can take action in their daily lives to be more green.

## BLACK MATERNAL HEALTH AWARENESS – MAY

In honor of Mother's Day 2024 (May 12th), we're celebrating the vital role of black mothers with the theme 'Black Moms Do It All.' Join us for heartwarming stories, and candid discussions about the daily challenges faced by black mothers, including the urgent matter of the Black Maternal Health Crisis.

## BLACK PRIDE – JUNE

"Authentically You" In celebration of Pride Month, we'll feature real stories submitted by our audience via questionnaire and social media. Join us in sharing comedic, uplifting, and enlightening experiences. Sponsoring this content aligns your brand with humility and authenticity in the eyes of our audience.

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# BLAVITY

Q3

## BLACK OUTSIDE – JULY

As summer begins, we'll celebrate the diverse black experience, focusing on cherished summer traditions and moments. Join us for curated summer essentials, activity guides, and historical features, providing your brand the opportunity to be seamlessly integrated into engaging editorial content.

## OFF THE SHELVES BACK TO SCHOOL EDITION – AUGUST

As back-to-school season nears, our August 'Off the Shelves' edition focuses on helping Gen Z navigate the new school year. Expect informative listicles covering how to choose majors, navigating social environments, and more.

## BLACK FASHION – SEPTEMBER

We'll celebrate Fashion Weeks worldwide— from New York to Paris, Milan, and beyond. It's our moment to spotlight tastemakers and the artistic essence of fashion and design. Dive into the stories of Black stylists, models, photographers, and more—an opportunity for brands to showcase products to our fashion and beauty enthusiasts.

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- Sponsored Content (“Brought to you by”)



# BLAVITY

Q4

## BLACK SPORTS – OCTOBER

We'll highlight rising stars and engage in discussions on college and professional sports. Seize the opportunity to showcase your brand during the NFL, NBA, NHL seasons, MLB's World Series, and college sports kick-off. Partnering with Blavity Sports connects your brand directly with our dedicated community of sports fans.

## BLACK INTERNATIONAL – NOVEMBER

We will be going on a journey through international Black communities throughout the world and what they look like in 2023— from Afrobeats going worldwide to the lens of Black immigrants in light of the pandemic's racial reckoning.

## BLACK LOVE – DECEMBER

In December we're focusing on the theme of black love, and the time of year affectionately known as 'cuffing season.' Your brand's placement with 21Ninety will be aligned with relationship content, offering a prime opportunity to be at the heart of discussions about love and the holiday season.

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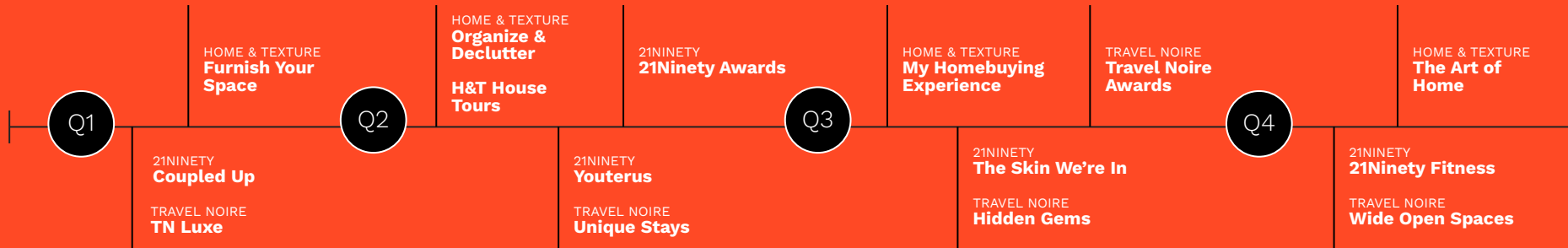




A woman with curly hair and glasses is smiling while working on a laptop in a cafe. She is wearing a black top and a watch. A white coffee cup is on the table next to her. The background is a blurred cafe interior with large windows.

# 2024 QUARTERLY CONTENT THEMES & TENTPOLES

# 2024 QUARTERLY CONTENT THEMES & TENTPOLE SPONSORSHIPS

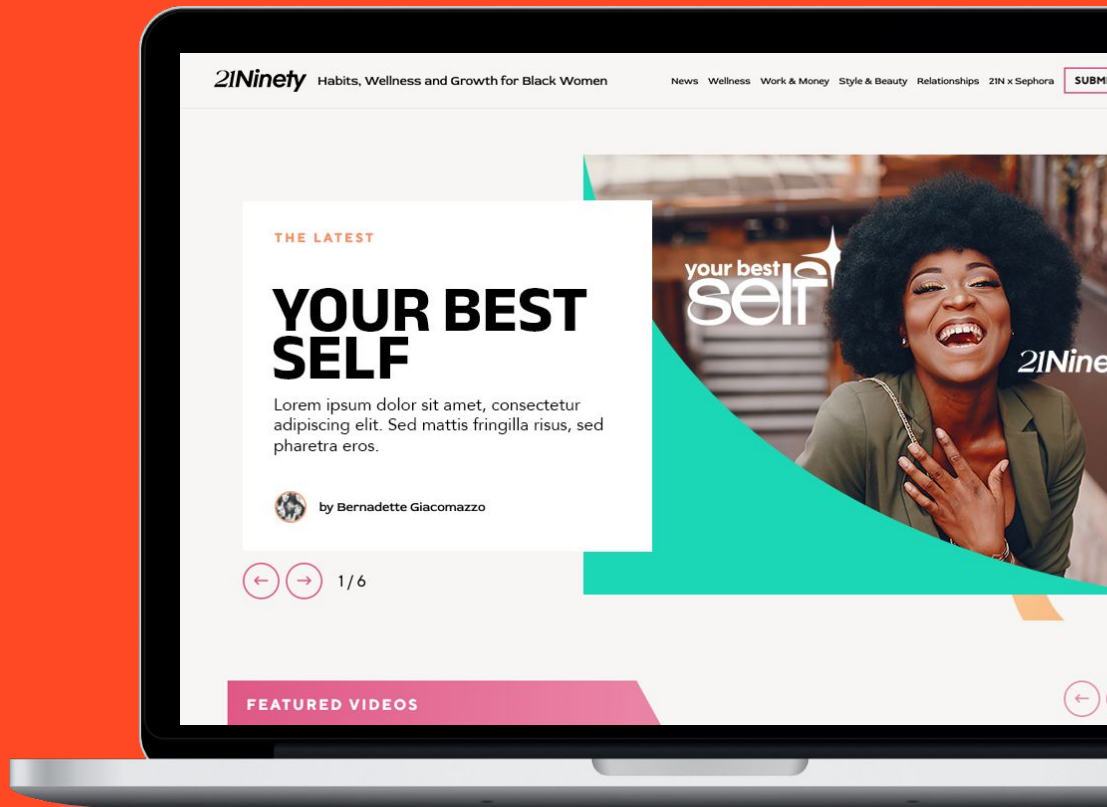


## QUARTER 1 FURNISH YOUR SPACE

**The Content:** The start of the year heralds the arrival of new home furnishings and appliances, alongside irresistible 'everything must-go' bargains. Our content series will unveil a curated selection of high-value items, including sofas, mattresses, and essential kitchen appliances like refrigerators and microwaves. This presents a prime opportunity for brands in the lifestyle and home goods industries to find their ideal placement.

### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES

- Synced Ads
- Paid + Organic Social Promotion
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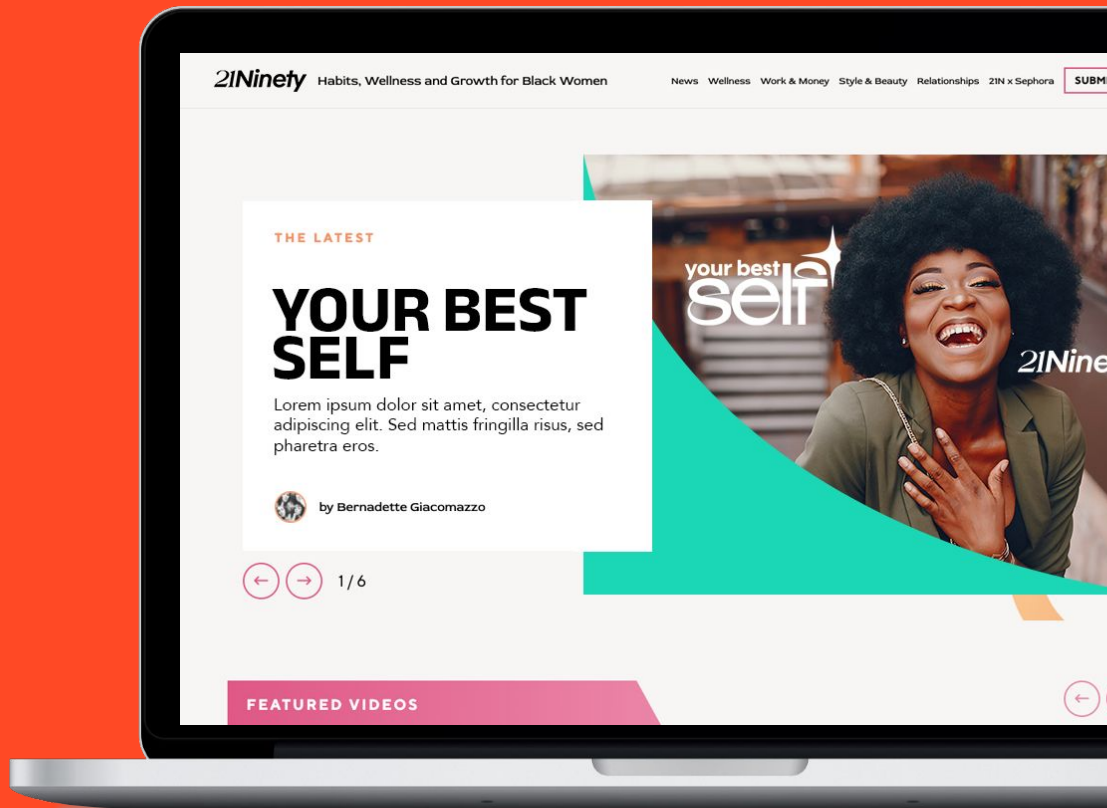


## QUARTER 2 ORGANIZE & DECLUTTER

**The Content:** We'll encourage our audiences to love the space they're in by freeing it of clutter and chaos. We'll provide hacks, tips, and organizing products that fuel order and tidier spaces. The premise is that the spring season is a perfect time to declutter and recenter your home. This theme will be driven by various forms of engaging branded digital and social content.

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- Sponsored Content ("Brought to you by")



## QUARTER 3\*

### MY HOME BUYING EXPERIENCE

**The Content:** Amid the summer home-buying season, we'll assist Millennial and Gen Z buyers with savings tips and rent-vs-buy insights. A golden opportunity for financial, DIY, home furnishing, and lifestyle brands.

#### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES

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\*SUBJECT TO CHANGE

## QUARTER 4\* THE ART OF HOME

**The Content:** In 'The Art of Home,' we'll showcase artisan creations, heritage-linked paintings, and captivating statement pieces that infuse homes with rich cultural essence. With National Arts & Humanities Month in October and Art Basel approaching in December, we aim to spotlight black artwork tailored for home spaces.

### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES

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the art of  
home

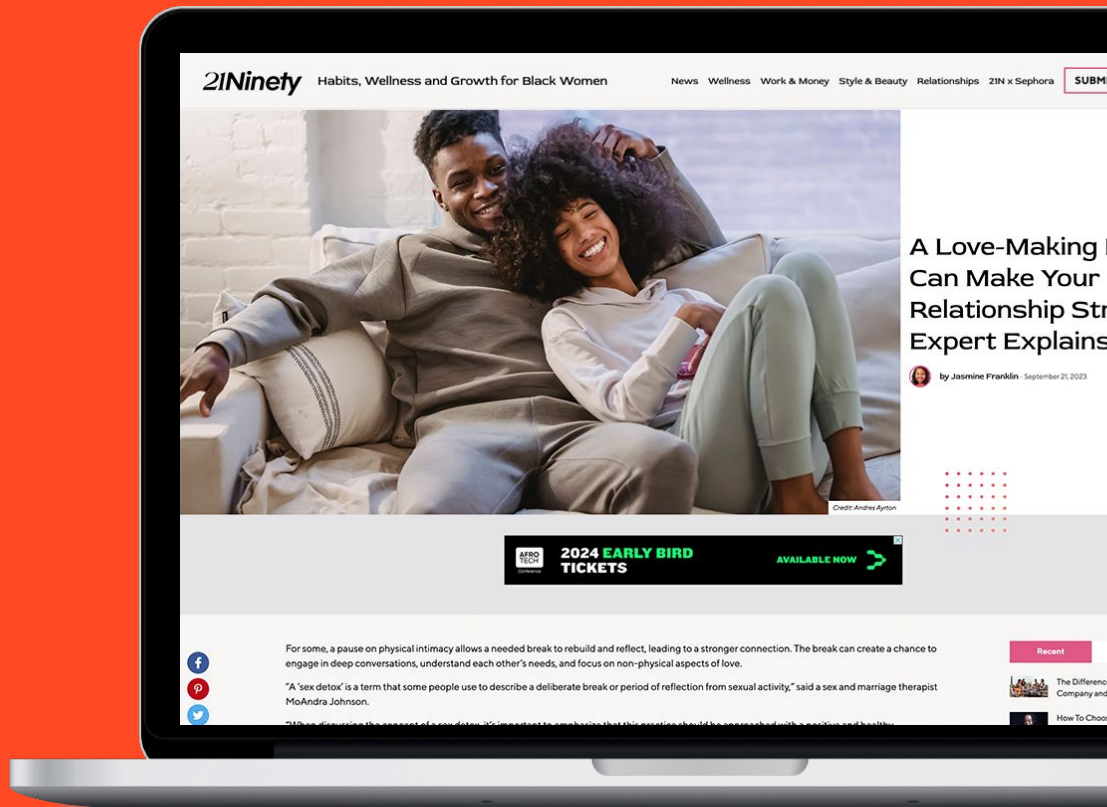
\*SUBJECT TO CHANGE

## QUARTER 1 COUPLED UP

**The Content:** Our audience is unapologetic about their desires when it comes to relationships, and this topic has consistently sparked some of our most engaging content over the years. This theme will delve into subjects like partnerships, love languages, and intimacy, which should resonate strongly at this time, given that February is Valentine's Day, and Black Marriage Day falls in March.

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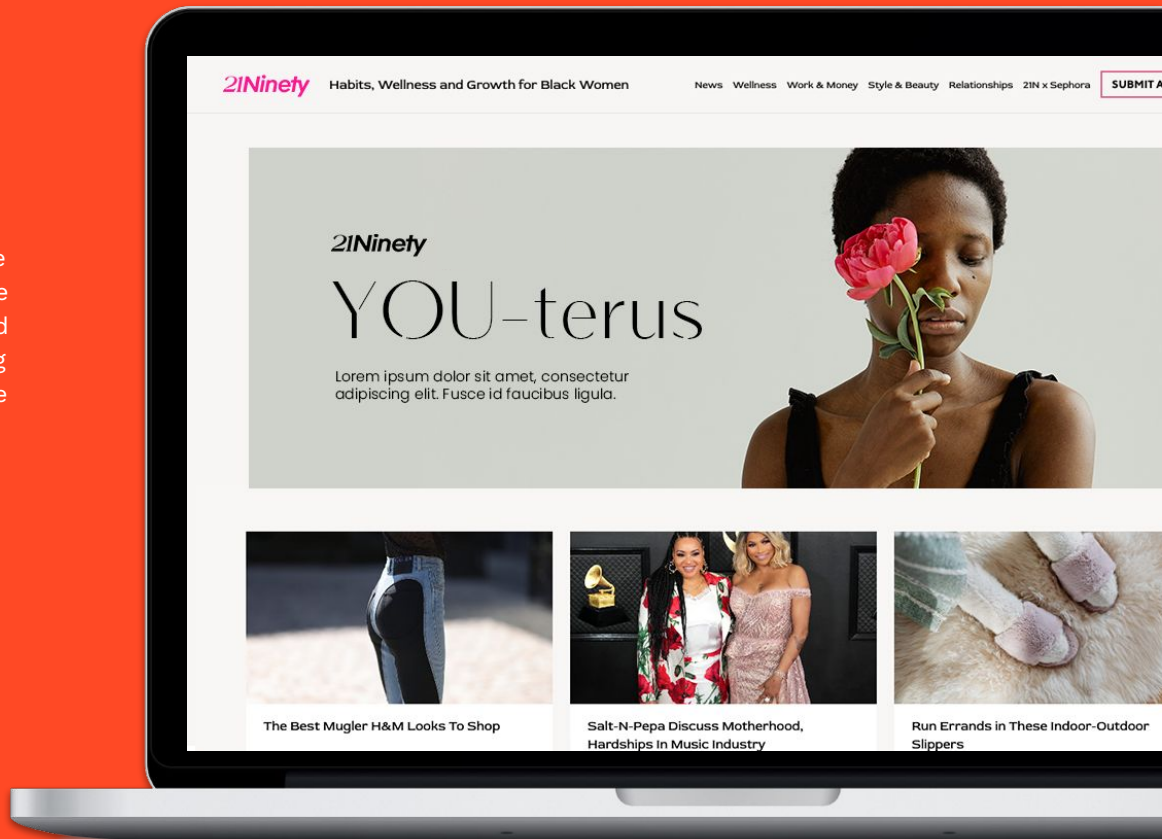


## QUARTER 2 YOUTERUS

**The Content:** A significant number of Black women in the Gen Z and Millennial demographics contend with uterine health issues, including fibroids, endometriosis, and fertility struggles. This initiative is dedicated to raising awareness about these issues and providing valuable insights from Black obstetricians and gynecologists.

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- Sponsored Content (“Brought to you by”)





## QUARTER 3' THE SKIN WE'RE IN

**The Content:** From skincare regimens to makeup trends and essential insights, 'The Skin We're In' will honor the radiance of our diverse complexions. As an example of the content within this series, we have 'A Beat Face,' a clever double entendre referring to a fully made-up face accompanied by the hottest beats in today's music scene. We'll harness the power of social videos featuring influencers conducting 'before and after' makeup tutorials set to the rhythmic tunes of emerging Black musicians.

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## QUARTER 4\* 21NINETY FITNESS

**The Content:** Deliver enlightening and shop-worthy content that motivates our audiences to reach their best physical selves through fitness and dietary decisions. Audiences can explore topics like the most recent exercise trends and must-have workout gear via content developed in this series.

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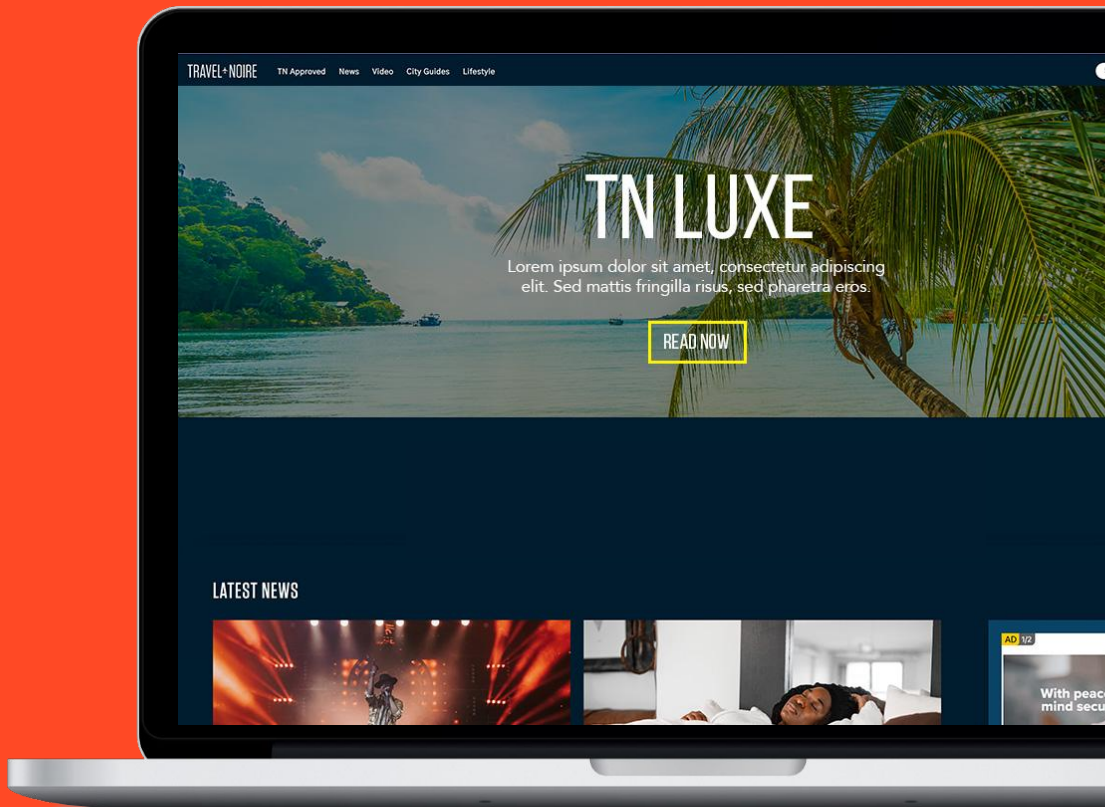
\*SUBJECT TO CHANGE

## QUARTER 1 TN LUXE

**The Content:** Evoke the spirit of wanderlust in the hearts of Black travelers and adventure seekers by sponsoring TravelNoire's *TN LUXE*, the premier source for meticulously curated travel adventures. Engage with this audience as they hunt for tailor-made travel plans, transformative journeys, and content that ignites their passion for exploration. This grants your brand entry to a captivated community, allowing you to align your products or services with the ethos of discovery.

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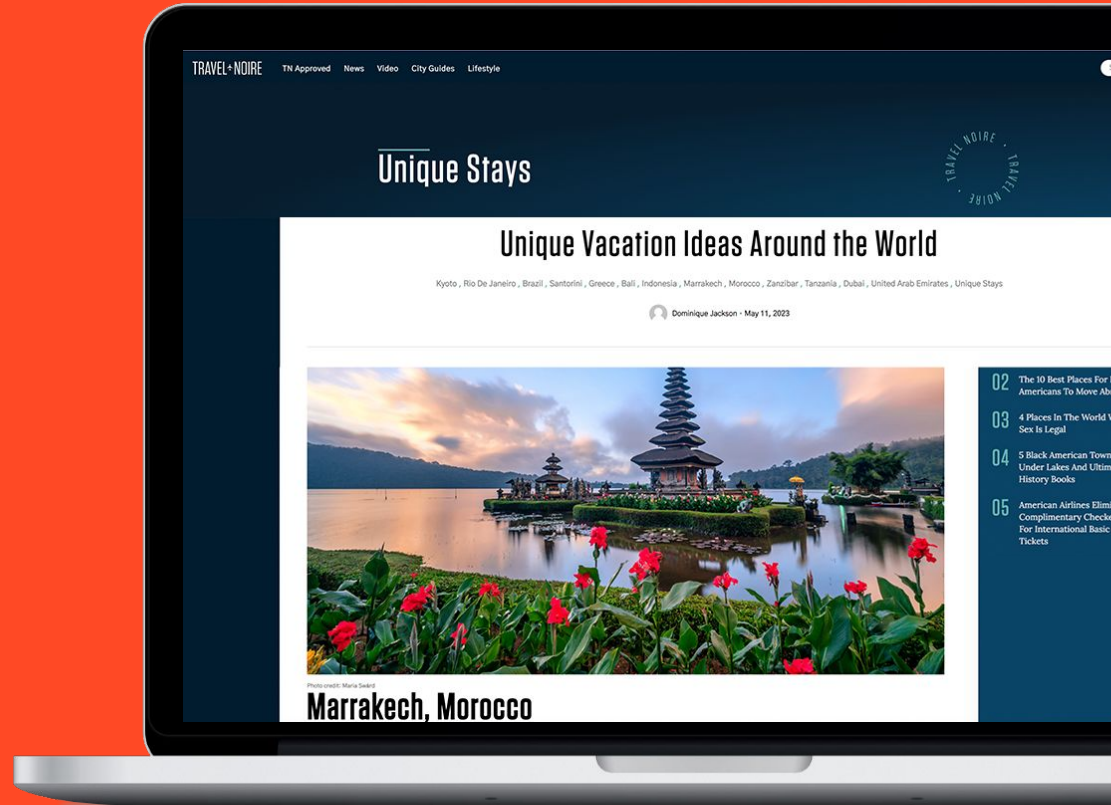


## QUARTER 2 UNIQUE STAYS

**The Content:** From cozy tiny homes to luxurious yachts, unconventional yurts, and even ice-cool igloos, o . It's worth mentioning that 'unique stays' ranks as a top SEO search term on Google. This presents a fantastic chance for brands in the auto, active, camping and outdoor sectors.

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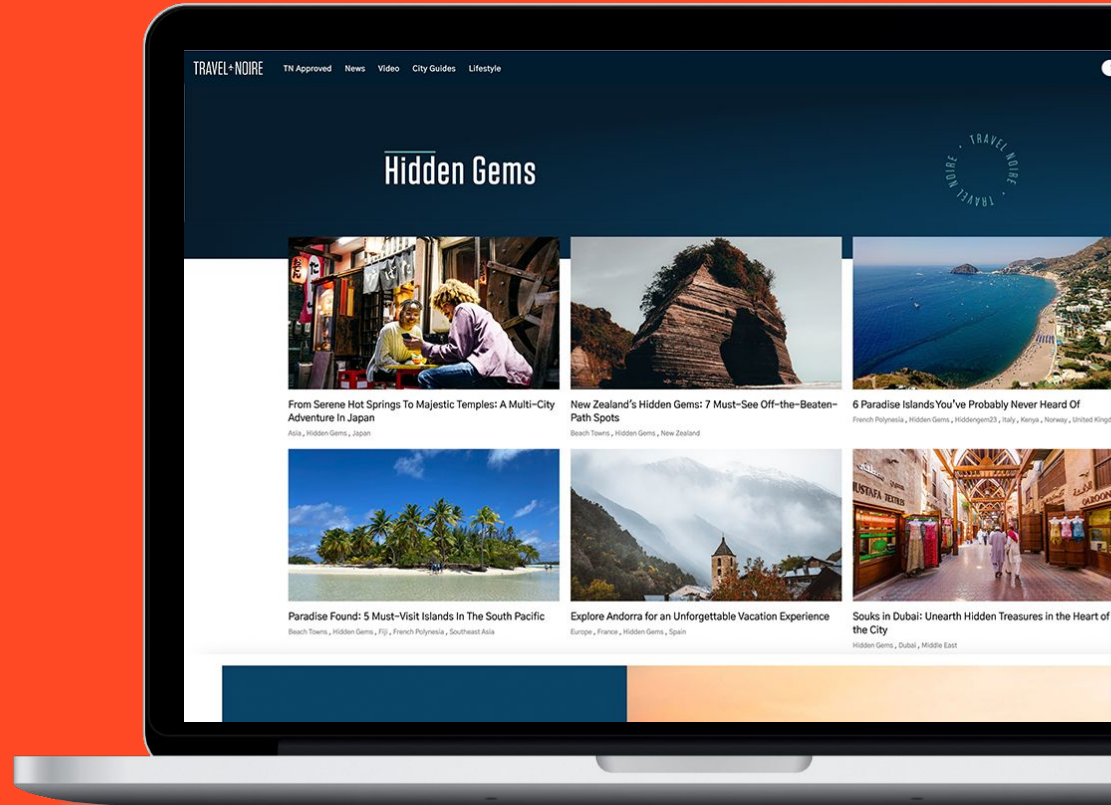


## QUARTER 3' HIDDEN GEMS

**The Content:** In this series, we'll uncover and celebrate lesser-known travel destinations and secondary markets where Black travelers can fully embrace their true selves in a safe and welcoming environment, creating unforgettable travel memories.

### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES

- Synced Ads
- Paid + Organic Social Promotion
- Sponsored Content (“Brought to you by”)



## QUARTER 4\* WIDE OPEN SPACES

**The Content:** Discover the great outdoors with Travel Noire's 'Wide Open Spaces.' It's not just about the stunning scenery and fresh air; it's about the thrill of exploration and the excitement of new experiences. This partnership opportunity offers our brands the chance to connect with our audience on a deeper level, making your brand an integral part of their outdoor adventures, and cultivating enthusiastic brand advocates in the process.

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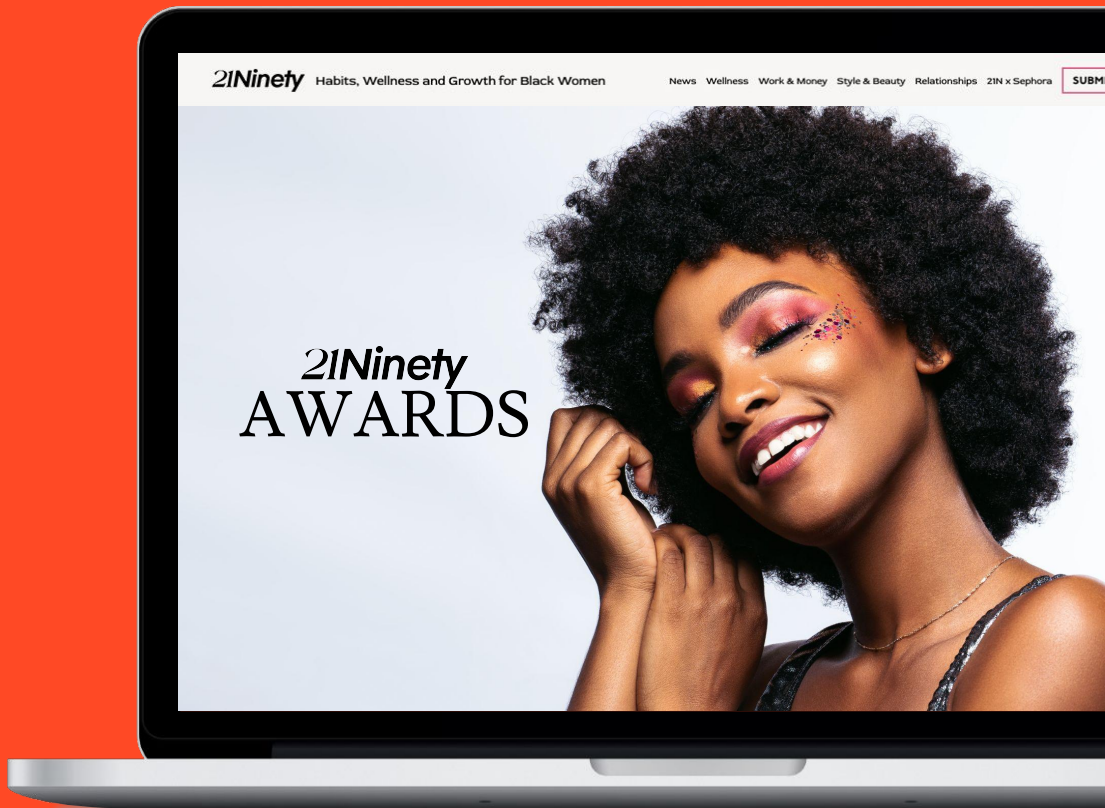
JUNE

## 21NINETY AWARDS

**The Content:** Align your brand with beauty excellence by sponsoring the 21Ninety Awards. We're shining a spotlight on products revered by our team, ranging from essential makeup to vital hair and body products. Endorsed by 21Ninety's staff, these items boast over 80 winners in 21 categories, showcasing a harmonious blend of quality, convenience, and a touch of luxury.

### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES

- Synced Ads
- Paid + Organic Social Promotion
- Sponsored Content (“Brought to you by”)
- Logos placement & branding on landing page



## JULY TRAVEL NOIRE AWARDS

**The Content:** Experience the highly anticipated Travel Noire Awards, where Black game-changers redefine travel and unveil limitless possibilities. Tap in for a virtual celebration of breathtaking landscapes, cultural hotspots, and visionary Black businesses shaping the future of travel – and join us as we honor the trailblazers who are breaking barriers and making their mark on the travel world.

### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES

- Synced Ads
- Paid + Organic Social Promotion
- Sponsored Content (“Brought to you by”)
- Logos placement & branding on landing page





## Q2 & Q3 HOUSE TOURS

**The Content:** Position your product or service alongside the concept of excellence in interior design. Experience House Tours, a captivating exploration of the most exquisite and sophisticated homes that magnify the allure of Black and multicultural design.

### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES


- Synced Ads
- Paid + Organic Social Promotion
- Sponsored Content (“Brought to you by”)
- Logos placement & branding on landing page





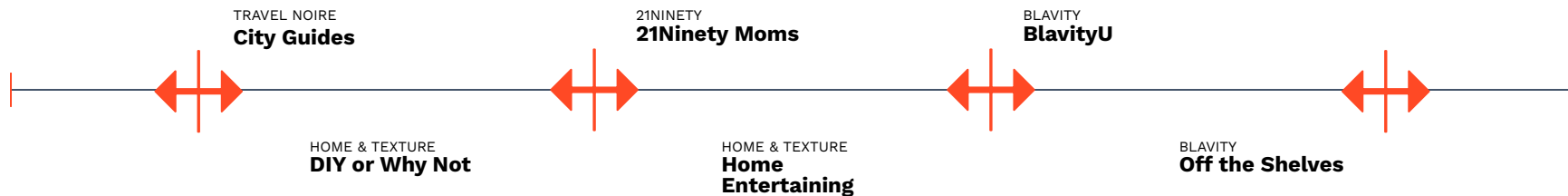
# 2024 ALWAYS-ON SPONSORSHIPS

# FIND YOUR TRIBE ON BMG

A photograph of two Black women sitting on a green sofa in a modern living room. The woman on the right is sitting on the sofa, wearing a grey blazer and blue jeans, looking at a laptop. The woman on the left is sitting on the floor, wearing a grey hoodie and blue jeans, looking at a notebook and a red pen. A large green plant is on the left side of the sofa. The background is a white wall with a large window.

Our Always-On Tentpoles offer the flexibility to align with your roadmap, showcasing your brand where our audience is engaged with their passion content. Whether it's DIY projects, conversations on balancing life as a Mom or planning the next adventures—Blavity Media Group Tentpoles enable brands to connect with resonant content and engage their target audiences.

# 2024 ALWAYS-ON SPONSORSHIPS



# TRAVEL+NOIRE

## ALWAYS-ON CITY GUIDES

**The Content:** Our Travel Noire Guides have been reimaged in a way that helps augment Black and multicultural vacationers' experience to top and inspiring destinations by going beyond commercial tourism. These guides promote being immersed in a region or culture, while feeling at ease being our authentic selves. Elevate your brand's visibility by strategically sponsoring this section, positioning yourself at the forefront during the pivotal phases of trip planning and booking.

### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES

- Synced Ads
- Paid + Organic Social Promotion
- Sponsored Content (“Brought to you by”)
- Logos placement & branding on landing page

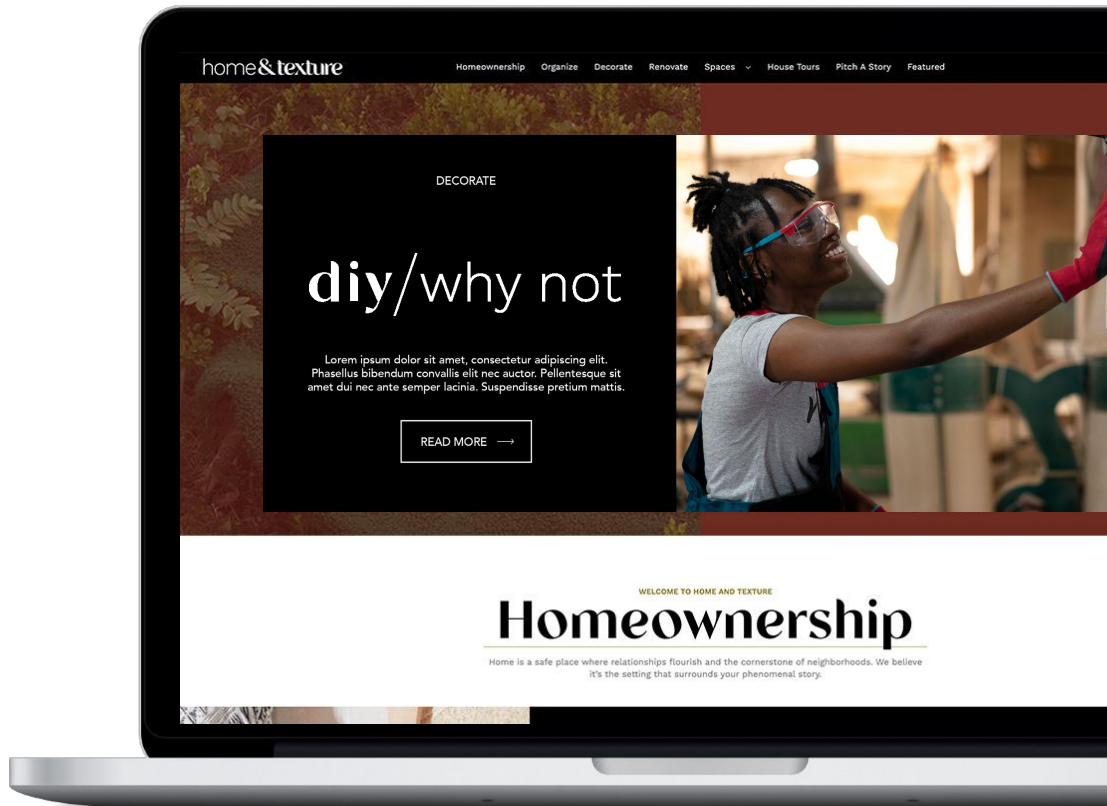


## ALWAYS-ON DIY OR WHY NOT

**The Content:** Discover opportunities rather than mere projects with Travel Noire's 'Why or Why Not' DIY guide. Acting as the ultimate resource for all things home improvement, we'll let you know when to enlist professional help or embark on your own DIY journey. Count on 'Why or Why Not' to be your trusted companion in every home-related undertaking. This opens a valuable door for brands in lifestyle, home improvement, home furnishings, or home appliances, to showcase their offerings.

### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES

- Synced Ads
- Paid + Organic Social Promotion
- Sponsored Content ("Brought to you by")
- Logos placement & branding on landing page



# home&texture

## ALWAYS-ON (AFTER MARCH LAUNCH) HOME ENTERTAINING

**The Content:** Looking for new house warming recipes or ideas for putting on your next dinner soirée? Home Entertaining & Recipes is the perfect hub for those looking to host and entertain in their homes. Sponsoring this content gives brands visibility among a thriving Black audience that cherishes the joys of friends, family and homemaking.

### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES

- Synced Ads
- Paid + Organic Social Promotion
- Sponsored Content (“Brought to you by”)
- Logos placement & branding on landing page



# 21Ninety

## ALWAYS-ON (AFTER APRIL LAUNCH) 21NINETY MOMS

**The Content:** Balancing the demands of 'Mom Life' while working and creating cherished family moments on your off days can be a tough juggling act. 21Ninety's 'Moms' is your go-to destination, addressing everything from carving out me-time to quality family-time and everything in between. It's a central hub for candid discussions that delve into the challenges of Black motherhood, providing the perfect opportunity for brands to connect with an audience receptive to their message.

### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES

- Synced Ads
- Paid + Organic Social Promotion
- Sponsored Content (“Brought to you by”)
- Logos placement & branding on landing page





# BLAVITY

## ALWAYS-ON OFF THE SHELVES

**The Content:** Introducing Off the Shelves, Blavity Media Group's dynamic social impact shopping program. We're dedicated to fostering economic growth in the Black community by showcasing Black small businesses and partnering with retailers that prioritize the Black shopper. Sponsoring this content is more than just support—it's a meaningful way for brands to align with our mission, connect with the community, and initiate relationships with a fresh audience.

### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES

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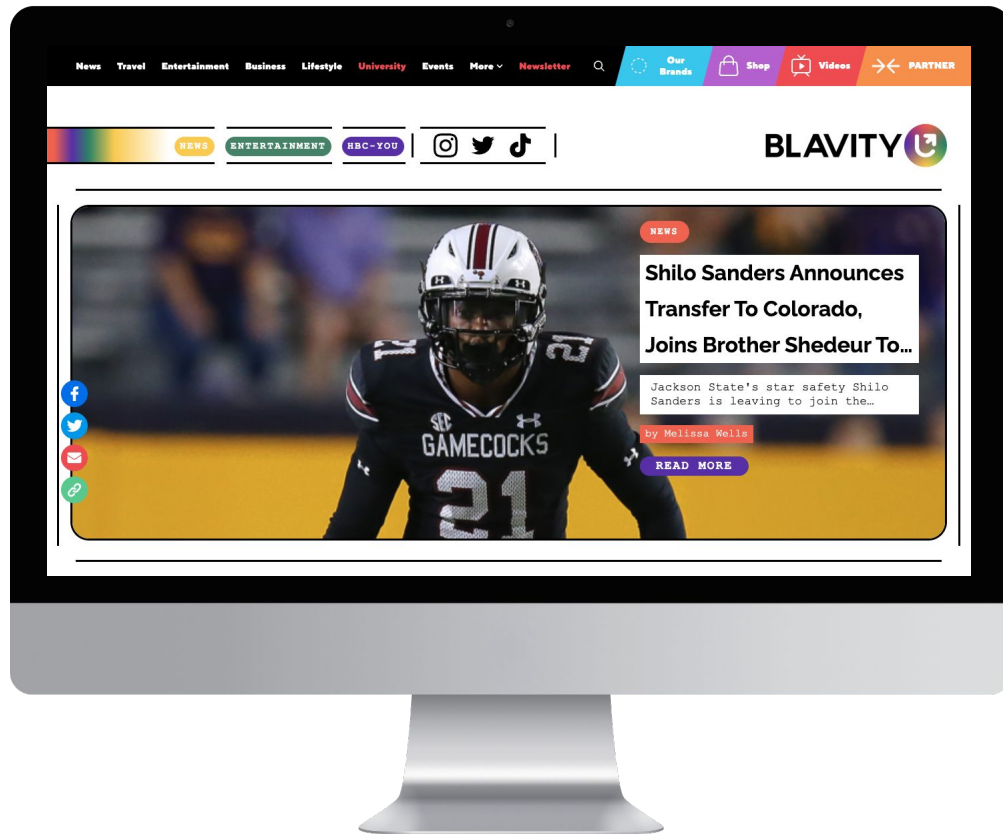
# BLAVITY

## ALWAYS-ON BLAVITY U

**The Content:** Blavity U champions the voices of Black Gen Z, fostering self-expression for student writers, photographers, creators, and innovators. This content hub is located on Blavity.com, spotlighting carefully curated content from our campus ambassadors. They explore facets of HBCU life, entertainment, sports, news, and social media trends. A sponsorship with BlavityU reflects a brand's dedication to uplifting the voices of Black students and supporting a community-driven platform.

### 3-MONTH EXCLUSIVE SPONSORSHIP INCLUDES

- (6) Sponsored Editorials
- Synced Ads
- Paid + Organic Social Promotion
- Sponsored Content (“Brought to you by”)
- Logos placement & branding on landing page



**BMG** BLAVITY  
MEDIA  
GROUP

**THANK  
YOU**

BLAVITY

BLAVITY 360

TRAVEL+NOIRE

21Ninety

home&texture