

BMG BLAVITY
MEDIA
GROUP

A BLACK CORPORATION FOR THIS GENERATION

BLAVITY™

AFROTECH™

TRAVEL+NOIRE

home&texture

SHADOW AND ACT

2INinety

BLAVITY 360




BLAVITY MEDIA GROUP REPRESENTS THE RISING NEW MAJORITY

47% of Gen Alpha
babies being born
are multicultural.

Source: [United States Census Bureau](#)



A photograph of three young Black women in a clothing store. They are smiling and looking at each other. The woman on the left is wearing a green jacket, the woman in the middle is wearing a green jacket over a pink and black striped shirt, and the woman on the right is wearing a teal shirt with a rainbow-colored stripe. The background shows shelves with clothes and a mirror.

We Influence The Purchase Power



The African American population has historically held an extremely powerful position in the retail marketplace, as they have been known to drive trends across food, beauty, media, and more. Their influence will continue to grow as their buying power does – which is projected to reach \$1.8T by 2024.



NielsenIQ



MEDIA ENGAGEMENT AMONG BLACK CONSUMERS

52%

of African-Americans reported they regularly received news through “social networking sites,” compared to 40% of whites and 33% of hispanics.

Source: [Federal Communications Commission](#)

We Are The Voice

“

Our mission is to cultivate an inclusive economy by innovating products and services that make it easier for brands to connect with Black and multicultural consumers, while empowering content creators to share their stories globally.

”

Morgan DeBaun
CEO & CoFounder

A photograph of three people sitting at a table outdoors. On the left, a man with a beard and a black hat looks towards the center. In the middle, a man with glasses and a red floral shirt smiles. On the right, a woman with curly hair looks towards the center. The background is a red building with the text 'TIGER'S CLUB HOUSE' and a Coca-Cola logo. The title 'WHAT IS THE VALUE OF BLAVITY' is overlaid on the image in white and orange text.

WHAT IS THE VALUE OF BLAVITY

Blavity connects brands with Black consumers, fostering diversity in hiring and supporting Black and female-owned businesses. We contribute to the community by showcasing Black culture through transformative experiences, both online and offline, enhancing the lives and happiness of Black individuals.

THE LARGEST DIGITAL BLACK PUBLISHER

BLAVITY

Founded

21 NINETY

Launch

AFROTECH™

First Black Tech
Conference 500
Attendees

**SHADOW
AND ACT
TRAVEL+NOIRE**

Both Joined
Blavity Media
Group

SUMMIT 21

First
Conference

**BLACK TECH
GREEN MONEY**

BLAVITY

Launch

AFROTECH™

15K Virtual
Conference
Attendees

BLAVITY 360

Launch

AFROTECH™

25K Conference
Attendees



Joined Blavity
Media Group

**home
& texture**

Launch

**21Ninety
TRAVEL+NOIRE**

Rebrands

BMG BLAVITY
MEDIA
GROUP

First Party
Data Launch



Festival
Launch

2014

2024

BMG BLAVITY
MEDIA
GROUP

AUDIENCE

Blavity represents the new majority. We're the largest digital platform and publisher serving the most authentic voice to the black Millennials and Gen Z audience.



8

BRANDS

58M

**SOCIAL MEDIA
FOLLOWERS**

17M

**MONTHLY
VISITORS**

32M

**MONTHLY PAGE
VIEWS**

30+

EVENTS

OUR BRANDS

BLAVITY™



SHADOW AND ACT
POWERED BY BLAVITY™

TRAVEL✦NOIRE

home
& texture

21Ninety

AFROTECH™

BLAVITY 360°

BLAVITY™

At the forefront of online representation, Blavity is the leading voice for Black news and culture, elevating and showcasing the diverse voices from across the African diaspora.

6.9M

MONTHLY VISITORS

11.4M

MONTHLY PAGE VIEWS

2.5M

SOCIAL MEDIA FOLLOWERS

48/52

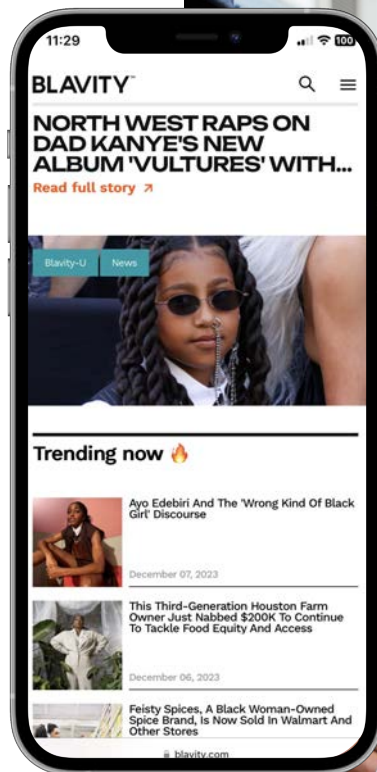
% FEMALE/MALE

25-44

CORE AGE RANGE

274K

NEWSLETTER SUBSCRIBERS



Sources: CIQ 11.23 , GA, Mailchimp 11.23



A party with a purpose. On a quest to transform your social experience through events that entertain, connect, and empower our communities, Blavity House Party transcends traditional events and concerts. This isn't another party, Blavity House Party is an incubator for connections, building culture, and celebration.

4

MAJOR EVENTS
PLANNED FOR 2024

15K+

ATTENDEES IN 2023

58/42

% FEMALE/MALE

25-34

CORE AGE RANGE

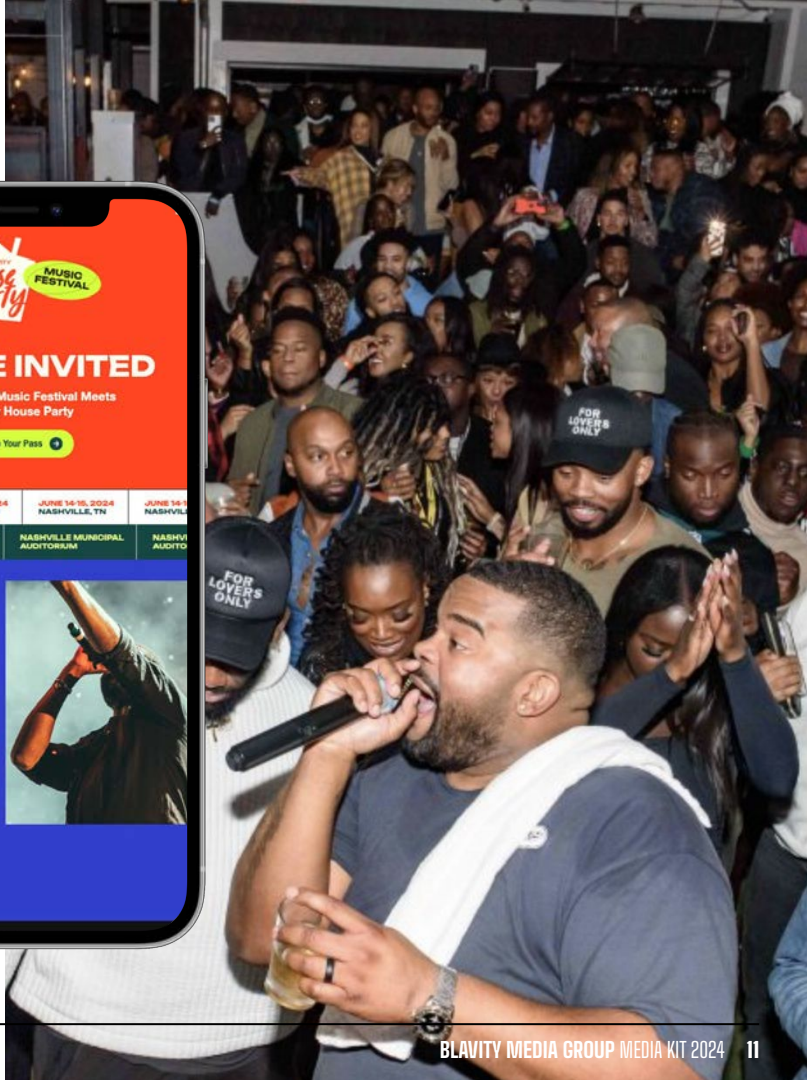
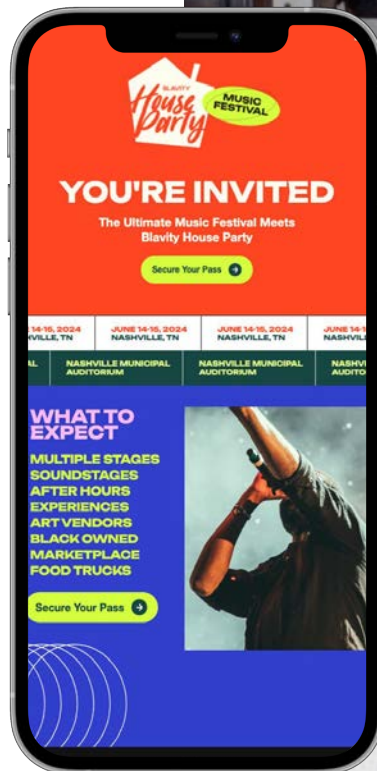
75K+

MEDIAN HOUSEHOLD
INCOME

6/2024

1ST EVER BLAVITY
HOUSE PARTY
MUSIC FESTIVAL

Sources: CIQ 11.23 , Comscore 11.23



SHADOW AND ACT

POWERED BY **BLAVITY**

With thorough coverage of breaking entertainment news, insightful commentary, and critical analysis of Black film, TV, and music, Shadow & Act, powered by Blavity, serves a pulse for everything Black entertainment. This offers partners a valuable opportunity to enhance brand awareness and establish meaningful connections among Black entertainment enthusiasts.

262K

NEWSLETTER
SUBSCRIBERS

345K

MONTHLY PAGE
VIEWS

700K

SOCIAL MEDIA
FOLLOWERS

67/33

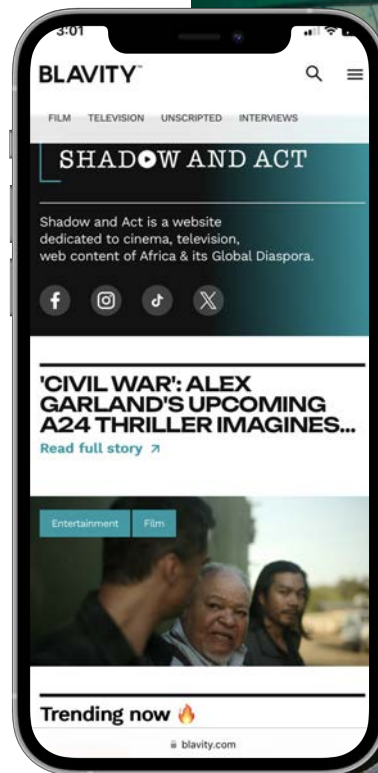
% FEMALE/MALE

35-54

CORE AGE RANGE

Sources: CIQ 11.23 , GA, Mailchimp 11.23

BMG BLAVITY
MEDIA
GROUP



TRAVEL+NOIRE

Ignite the wanderlust in travelers and travel enthusiasts by collaborating with Travel Noire, the #1 travel and inspiration source for Black consumers. Through a partnership with Travel Noire, brands have the opportunity to captivate our highly engaged travel enthusiast audience, fostering awareness, deepening affinity, and enhancing engagement.

339x

INDEX AGAINST
BLACK TRAVELERS

1M

MONTHLY PAGE
VIEWS

1.4M

SOCIAL MEDIA
FOLLOWERS

76/24

% FEMALE/MALE

25-44

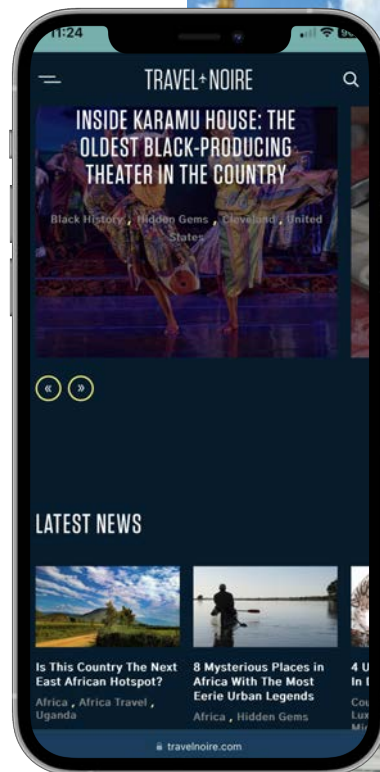
CORE AGE RANGE

75K

MEDIAN HOUSEHOLD
INCOME

Sources: CIQ 11.23 , GA4 11.23, Comscore

BMG BLAVITY
MEDIA
GROUP



home&texture

Unleash your DIY creativity with Home & Texture, a go-to platform for decor, DIY projects, and trends from carefully selected emerging designers and brands. Partnering with Home & Texture provides brands with an opportunity to connect with the fastest group of home buyers, Black Millennials.

5

ENGAGING
SERIES

140K

SOCIAL MEDIA
FOLLOWERS

92/8

% FEMALE/MALE

125K

NEWSLETTER
SUBSCRIBERS

35-44

CORE AGE RANGE

125K+

MEDIAN HOUSEHOLD
INCOME



Sources: CIQ 11.23 , GA4 11.23, Comscore 11.23, 2023 Pew Research

AFROTECH™

Designed with Black entrepreneurs, innovators, and technology-driven companies in mind, AFROTECH is the go to source to connect and inspire Black professionals both in person and online allowing brands that to reach change-makers in a thriving and inclusive environment.

1.2M

MONTHLY VISITORS

1M

SOCIAL MEDIA FOLLOWERS

64/36

% FEMALE/MALE

25-44

CORE AGE RANGE

AFROTECH™ Conference 2023

1.8B+

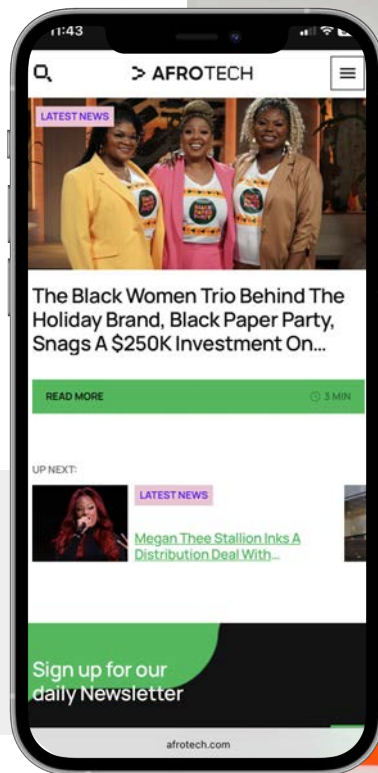
PRESS IMPRESSIONS

35K

CITY-WIDE PARTICIPANTS

160+

ENTERPRISES



Sources: CIQ 11.23 , GA4 11.23, Internal Data

21Ninety

Elevate your brand's growth strategy by partnering with 21Ninety, the leading platform uniting multicultural millennial women in their journey toward self-improvement. Connect with a motivated community dedicated to learning new habits and achieving their best selves.

405x

INDEX BLACK WOMEN
WELLNESS

9

ENGAGING
TENTPOLES

612K

SOCIAL MEDIA
FOLLOWERS

77/23

% FEMALE/MALE

35-44

CORE AGE RANGE

90K

MEDIAN HOUSEHOLD
INCOME



**21NINETY
AWARDS**

**80+ WINNERS
21 CATEGORIES**

Sources: CIQ 11.23 , GA4 11.23, Comscore 11.23

BLAVITY 360°

TORQUE
REPORT

Automotive

LEVEL

Lifestyle

MommiNation

Family/Lifestyle

FASHION
BOMB *daily*

Fashion/Entainment

 BLACKLOVE.COM

Family/Lifestyle

KOLOR
BRANDS

Fashion

Brown Mamas

Family/Finance

HIP-HOPVIBE.COM

Music/Entertainment

thyblackman

Men's Lifestyle

Orchids + Sweet Tea

Food

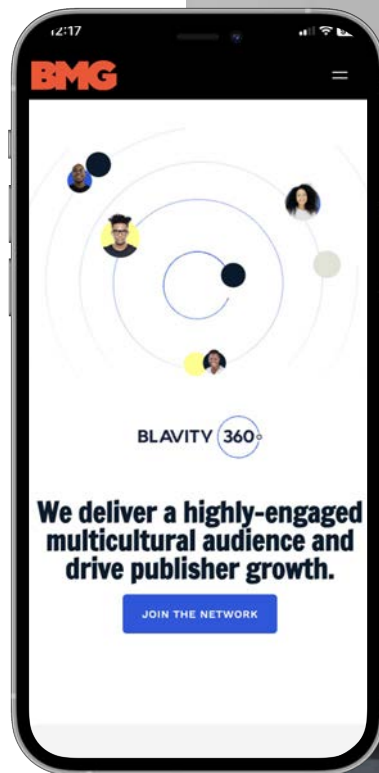
BLAVITY 360°

Where publishers and marketers intersect, you'll find Blavity360°—a network that empowers us to reach audiences at scale. B360 extends its reach across multiple platforms, ensuring that your message reaches a vast and diverse audience. This enhances brand visibility and aligns seamlessly with campaign goals.

8M
MONTHLY
VISITORS

15M
MONTHLY
PAGE VIEWS

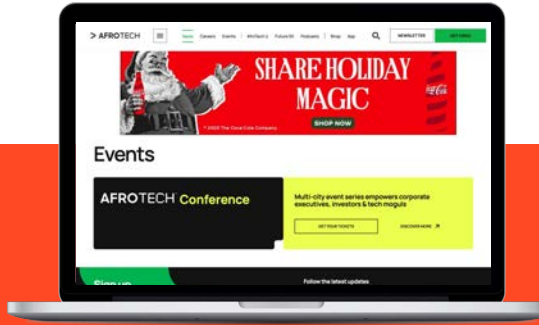
56M+
SOCIAL MEDIA
FOLLOWERS



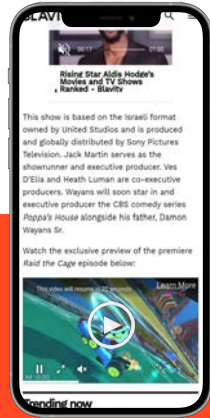
A group of diverse professionals are gathered around a table in a meeting room. In the foreground, a woman with curly hair and a man are looking intently at a laptop screen. Other people are visible in the background, some looking towards the camera and others towards the laptop. The room has bookshelves and modern lighting.

HOW TO WORK WITH US

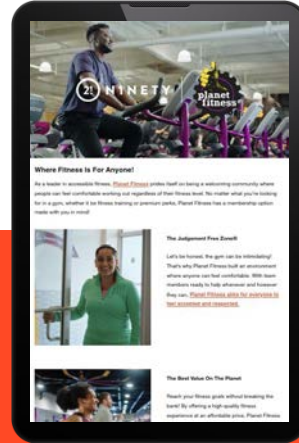
CAPABILITIES



High-Impact Display



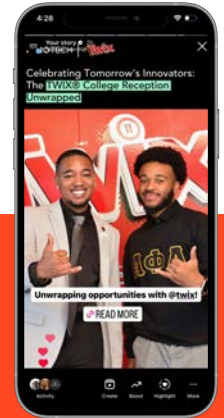
High Impact Video



Newsletters



Sponsorships / Tentpoles



Events



BLAVITY HOUSE PARTY MUSIC FESTIVAL

We're on a mission to revolutionize your social experience with a festival that entertains, connects, and empowers communities nationwide.

Q2 will mark the inaugural Blavity House Party Music Festival, a two-day extravaganza that will feature musical experience of performances, multiple stages and all of your favorite genres. We will also highlight black-owned small businesses, arts, and creatives throughout the weekend.

Nashville, TN

JUNE 14TH & 15TH, 2024

Est. 10K attendees per day



AFROTECH™ CONFERENCE

CONSUMER MARKETING ACTIVATIONS

AFROTECH, the premier community for Black tech, serves as a catalyst for brands to connect in person with a large black professional consumer audience. It's the ultimate destination for brands to engage and connect directly with this powerful community of future leaders.

AFROTECH CONFERENCE 2023

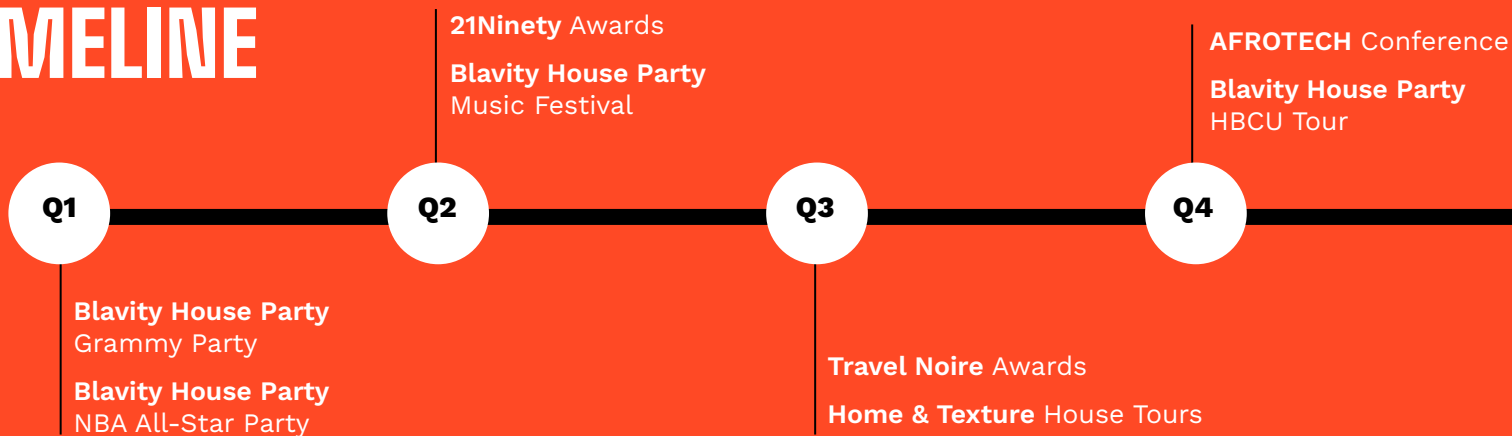
1.8B+ PRESS IMPRESSIONS
35K CITY-WIDE PARTICIPANTS
160+ ENTERPRISES

AFROTECH CONFERENCE 2024

HOUSTON TX 11/13/24-11/16/24



TENTPOLE TIMELINE



ALWAYS-ON TENTPOLES

BLAVITY 

diy/why not

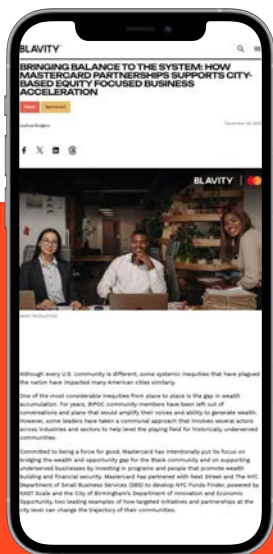
Off The
SHELVES

CITY GUIDES

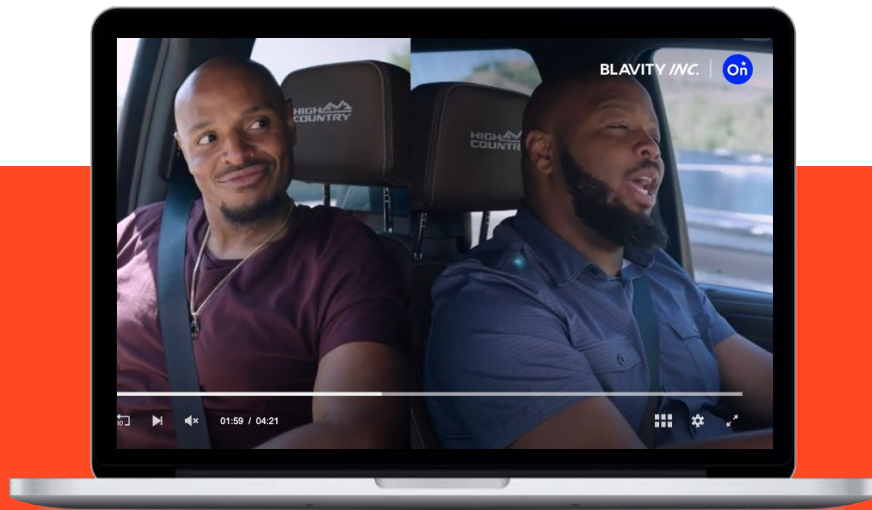
*21Ninety***MOM**

BRANDED CONTENT

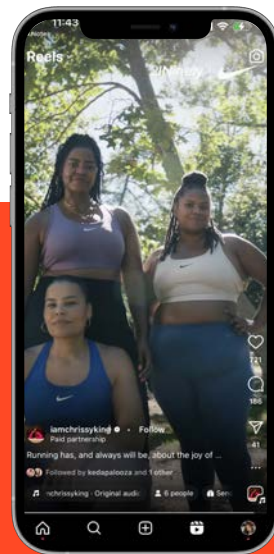
59% of Black viewers are more likely to buy from brands that feature someone from their identity group in contents.



Editorials



Video



Creators



Social

Source: Nielsen: Black DIS Report October 2022

BRANDED CONTENT INSIGHTS

BMG's branded content has been proven to generate double-digit and significant increases in:

+15%
FAMILIARITY

+20%
BRAND AFFINITY

+12%
PURCHASE INTENT

+19%
RECOMMENDATION INTENT

Case Study

CHURNED IN CULTURE x BEN & JERRY'S**Client Goals**

Ben & Jerry's chose to partner with Blavity Inc and Tastemade to help promote some of their signature flavors during the summer to a young, African-American audience by aligning their core social justice values to increase brand interest and consideration.

Our Approach

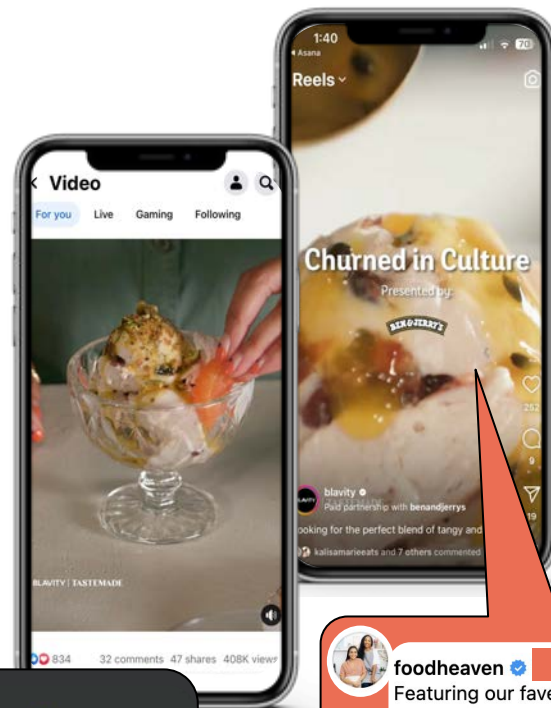
Blavity Inc activated our custom content partnership with Tastemade to develop two social media food videos called "Churned in Culture" that went beyond the standard recipe or food review creative template. The content featured conversations between African American food influencer, Kalisa Marie, and culinary community activists, while creating unique, non-dairy frozen treats that consumers could make at home with the help of a Ben & Jerry's pint.

Our Results

The final videos were featured across Tastemade and Blavity social channels for extended reach, and our audience fully leaned into the content with strong social media performance nearly 3x our internal benchmarks!

- 4.25M impressions generated across social media platforms
- Exceeding KPIs with an average 0.36% click-through rate and overall 0.48% engagement rate¹

¹Engagements = clicks, likes, comments, saves, and shares



CLIENT PARTNERS



slack



HBO



intuit

NETFLIX



Google

ebay

SHOWTIME

BET★



VISA



amazon

STARZ

V O L V O



Meta

SEPHORA

Square

Microsoft

LEXUS

Walmart



American Airlines

AstraZeneca



Coca-Cola



MARS WRIGLEY

SheaMoisture

airbnb





THANK YOU

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