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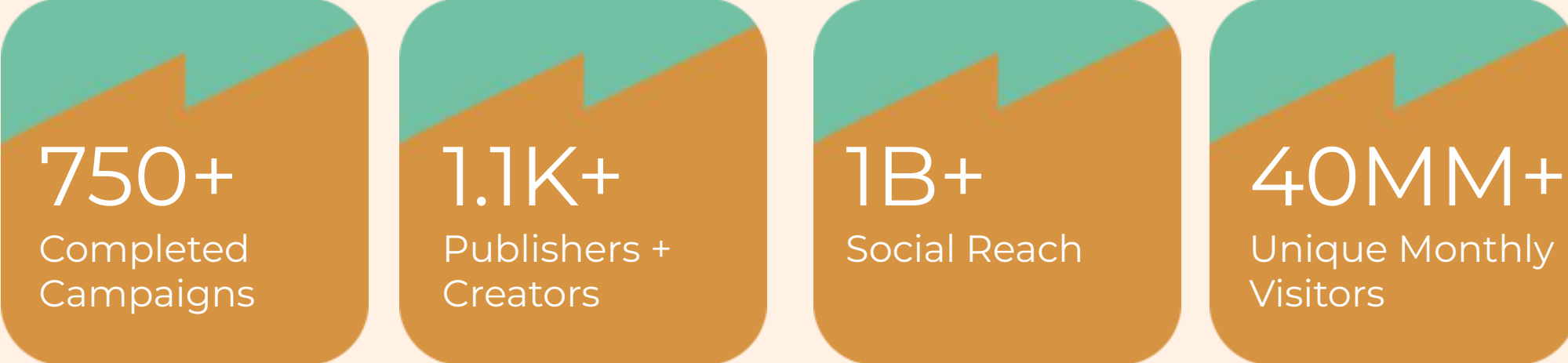
**Media Kit 2023**





# Multiculturalism is the Method to our Magic

For the last decade, Mirror Digital has mastered connecting content, clients, and consumers to an in-demand network of **Multicultural and LGBTQ+ publishers and Creators**. We do this through digital media solutions and activations that generate revenue, increase consumer engagement, and center (rather than appropriate) culture.





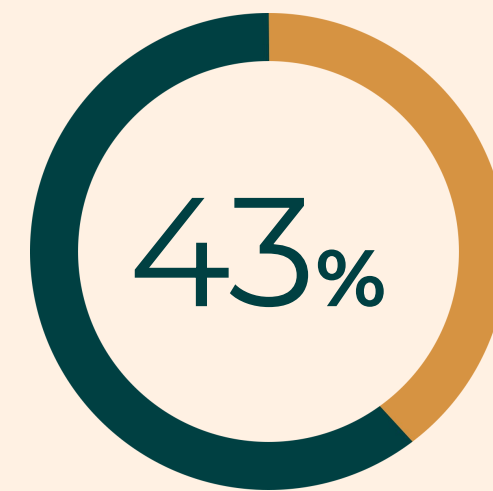
# The Multicultural Market Opportunity

Latinx, Black, AAPI communities have the third largest global economy. That's over **\$5.2 trillion at stake**—and it's rising.

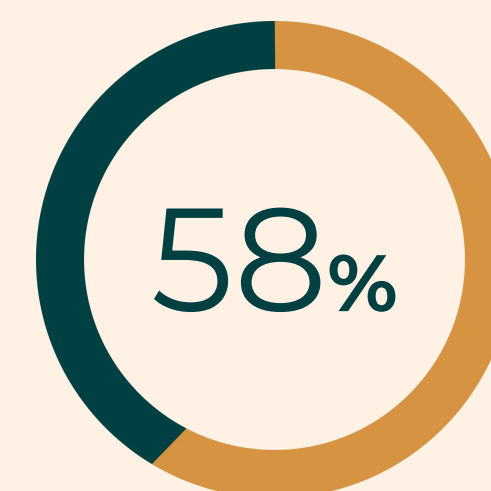
United States	\$20,049
China	\$13,040
<b>U.S. Multicultural Buying Power</b>	<b>\$5,247</b>
Japan	\$4,970
Germany	\$4,000
United Kingdom	\$2,830
France	\$2,780
India	\$2,720
Italy	\$2,070



Here's the impact of our communities:



Of the U.S. Population



Multicultural Population Increase since 2000.



Of Every Dollar Spent

\* Sources: Selig Center, Multicultural Economy Report 2021, World Bank, 2020 GDP , U.S.. Census



# We Are a Trusted Partner

The next-generation brands that choose Mirror Digital are future-proofing their business by making an investment in the new America.

Authentic connection to culture can't be bought – but it can be earned.







# Our Media Platforms

Partner with our  
**Publisher Network**

Align your brand with trusted voices within our multicultural and diverse publisher network through digital media platforms, social media promotion, IRL events, cultural tentpoles and more.

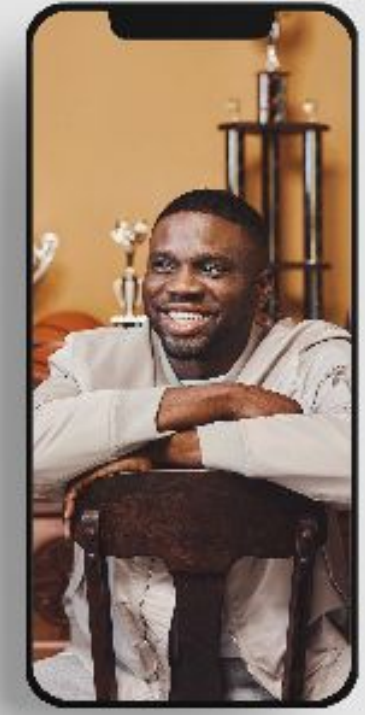
Collaborate with our  
**Creator Network**

Grow your organic connection through Creators with authentic reach and cultural muscle for the engagement and reach your brand deserves.

Participate in our  
**Programmatic Marketplace**

Access a targeted digital marketplace featuring both contextually targeted and data targeted inventory opportunities..





# Our Media Methodology

Tap into a  
**Cultural Mood**

**Access** members of our communities who already positively engage with your brand.

Be a part of a  
**Cultural Moment**

**Join** in creating new relevance for your brand-and drive engagement around our curated tent poles or a cultural moment.

Become a  
**Culture Maker**

**Lead** by investing in consistent, holistic collaboration with Mirror Digital Creators, our digital solutions, and live activations.



# Our Products + Services

Advertising through Mirror Digital is more than purchasing banner ads or throwing a product into the hands of a Creator. Working with Mirror Digital is a strategic and authentic access point to America's diverse cultures.

ACCESS	JOIN	LEAD
Tap Into a Cultural Mood	Be a Part of a Cultural Moment	Become a Culture Maker
Paid Social Media	Custom Branded Content Creation	360 Custom Campaigns
Pre-Recorded Podcast Placements	Custom Podcast Placements	Brand Studies
Pre-Roll (OLV) + OTT + CTV	Custom Rich Media Creation	Evergreen Digital Solutions
Premium Audience & Creator Network	Event Amplification	Franchisable Custom Content
Programmatic Delivery	Native Editorial	Strategic Insights
Standard + Rich Media Ad Placements	Social Media Promotion	Virtual Events



# Cultural Tent Poles


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Lunar New Year

Black History Month

Women's History Month

Cesar Chavez Day



Q1

Emancipation Day

World Day of Diversity

AAPI Heritage Month


Small Business Week

Eid-al-Fitr

LGBTQ+ Pride

Juneteenth

Black Music Appreciation Month



Q2

Minority Mental Health Month

Black Business Month


The Haji

Women's Equality Day

Black Women's Equal Pay Day

Hispanic Heritage Month

Black Book Month



Q3

Diwali

Indigenous People Day


Transgender Day of Remembrance

Native American Heritage Month

Latina's Equal Pay Day

Day of the Dead

Kwanzaa



Q4



# Celebrating 10+ years of cultural connection.

Mirror Digital is the leading diverse-owned and targeted digital publishing network for Latinx, Black, AAPI, and LGBTQ+ Creators. Founded by Sheila Marmon in 2012, we are a next generation digital ecosystem of human-centered media experts, cultural tastemakers, and marketing mavericks who bridge forward-thinking Fortune 500 brands with our communities to inspire action and deliver results.







“At Mirror Digital, we believe in the power of diverse voices.”

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“Our vision is to be a change agent in creating a world that is inspired by human connection and provides access, opportunity, and fair-value for diverse stories, innovations, and ideas.”

**Sheila Marmon**  
Founder/CEO



# Let's Connect.



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