

# 2025

## Overview & Media Opportunities



**BHM**  
**BLACK HEALTH**  
MATTERS.COM®

# VISION

To be the leading resource for health and wellness for Black Americans, creating a transformative impact that prioritizes well-being and fosters a world where every Black individual thrives.



# MISSION

To inspire meaningful change through purpose-driven health initiatives for Black Americans by bridging the gap for health equity in our community with evidence-based disease management and wellness resources.



# BHM Ecosystem



## Website

More than 3,000 pages speak to chronic conditions and wellness through evidence-based



## Content Curation

Build original written and video content about your initiative and share socially



## Community Engagement

Engaging community partnerships and stakeholders



## Educational Events

Live, Virtual and Hybrid experience



## Newsletters

National, Regional, Local delivered weekly & bi-weekly



## Social Media

Facebook, Instagram, TikTok and X/Twitter

**BHM**  
**BLACK HEALTH**  
**MATTERS.COM**

# BlackHealthMatters.com

with digital advertising opportunities

- Original health and wellness content, with new content published 20+ times per month on BlackHealthMatters.com.
- Health Conditions A to Z, beauty, wellness or condition specific content hubs and awareness month features available for sponsorship.
- New content featured in the weekly Black Health Matters newsletter and on social channels.
- Completely turn-key display advertising.
- Branded display ads run adjacent to endemic content engaging Black consumers and patients.

The screenshot displays the BlackHealthMatters.com website. At the top, there is a navigation bar with the BHM logo and a search bar. Below the navigation, there is a prominent banner for the '2024 Health Summit & Expo' with the tagline 'Where Health Meets Heritage'. The main content area features several article thumbnails, including 'Black Men Get Breast Cancer Tool', 'It's National Herpes Awareness Day', and 'DaBaby Launches "DaBaby Cares" to Support Mental Health'. A central section titled 'I Vote Because Black Health Matters' includes a video thumbnail of a woman holding a sign and a text block explaining the campaign's purpose. Below this, there are more article thumbnails such as 'Domestic Violence in the Black Community By the Numbers' and 'Where Does VP Kamala Harris Stand on Healthcare?'. The bottom of the page features two more article thumbnails: 'Official Black Health Matters Breast Cancer Screening Guide' and 'The Evolution of ADHD Screening Tools'.



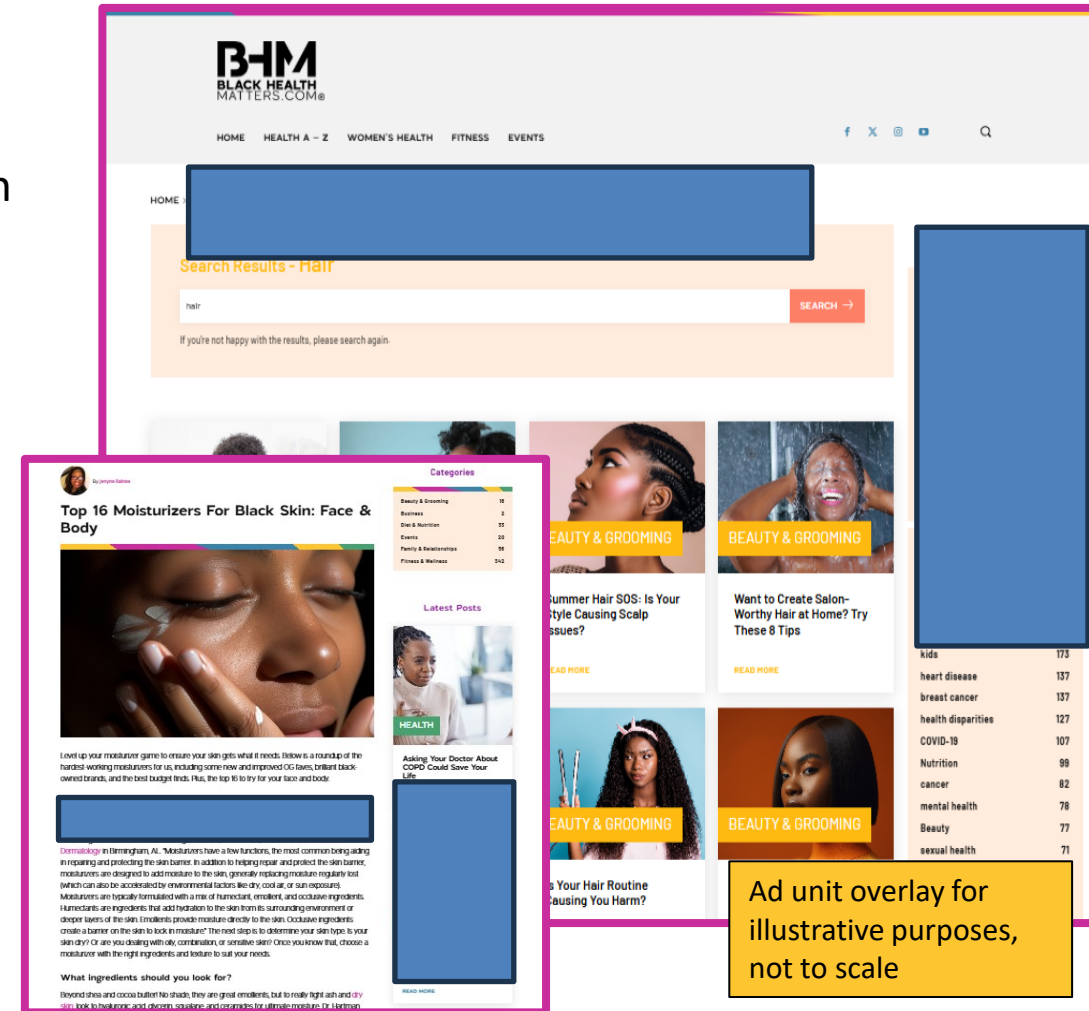
# BlackHealthMatters.com Sponsorship Opportunities



## Beauty & Wellness Content Hubs

New and existing original content on BlackHealthMatters.com with display ads running adjacent to condition specific articles.

- Articles (4-6) will be focused on client sponsored beauty, health condition or wellness topic.
- Each unique hub to include content specific to the topic as it relates to Black patients
- All content inspired by people of color managing the hair, skin or health issues and wanting to secure safe, trusted information.
- All content promoted socially and via BHM newsletters.
- Completely turn-key addressing practical and emotional challenges of managing the issue and seeking solutions.
- Branded display ads run adjacent to content.
- Minimum 2, average 3 ad units per page.
- Minimum six (6) month campaigns to build trust and engagement with the Black Community.

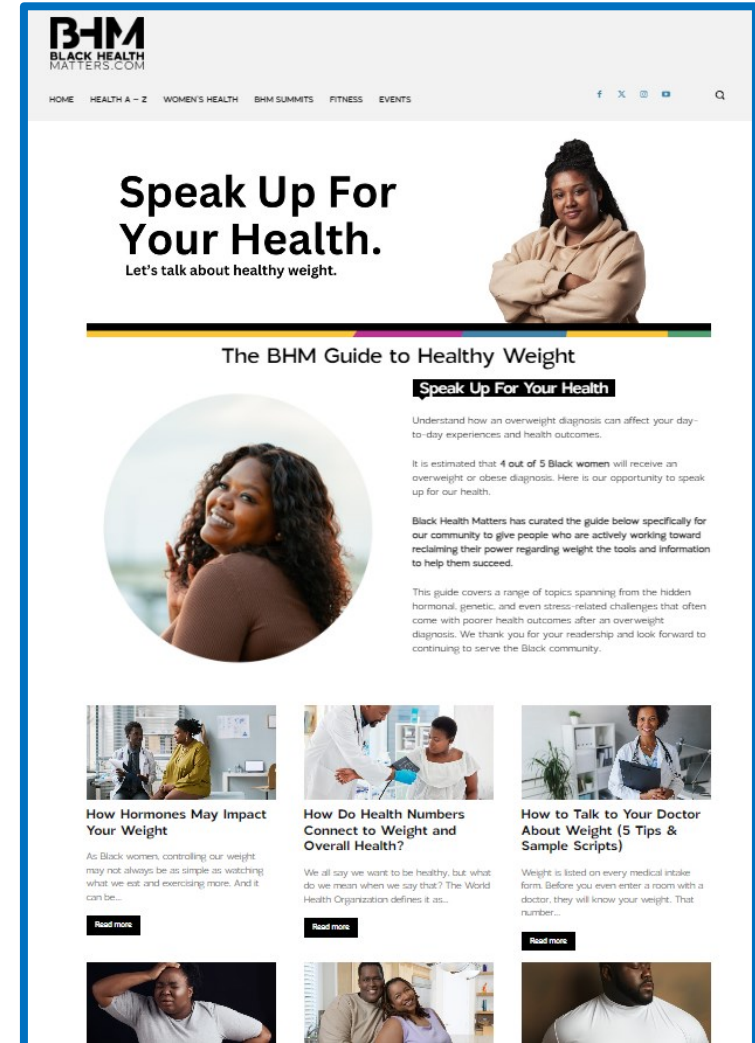


# BlackHealthMatters.com Sponsorship Opportunities



## Speak Up Content Hub

- Available by health condition or wellness topic including Arthritis, GI, Hair, Migraine, Respiratory, Skin etc.
- New, original BlackHealthMatters.com editorial content
- Articles (4-6) will be themed within BHM's "Speak Up!" umbrella with content and tools specific to the sponsored topic.
- Content designed to inspire patients to be the "CEO" of their health and partner with professionals for solutions.
- All content inspired by people of color navigating the agreed upon topic and published on [www.blackhealthmatters.com](http://www.blackhealthmatters.com).
- All content promoted socially and via BHM newsletters.
- Completely turn-key addressing practical and emotional challenges of condition.
- Articles or tools to specifically address speaking to experts, your doctor and/or working with specialists.
- Branded (or unbranded) display ads run adjacent to content.
- Requires minimum spend and time commitment.



# BlackHealthMatters.com Sponsorship Opportunities



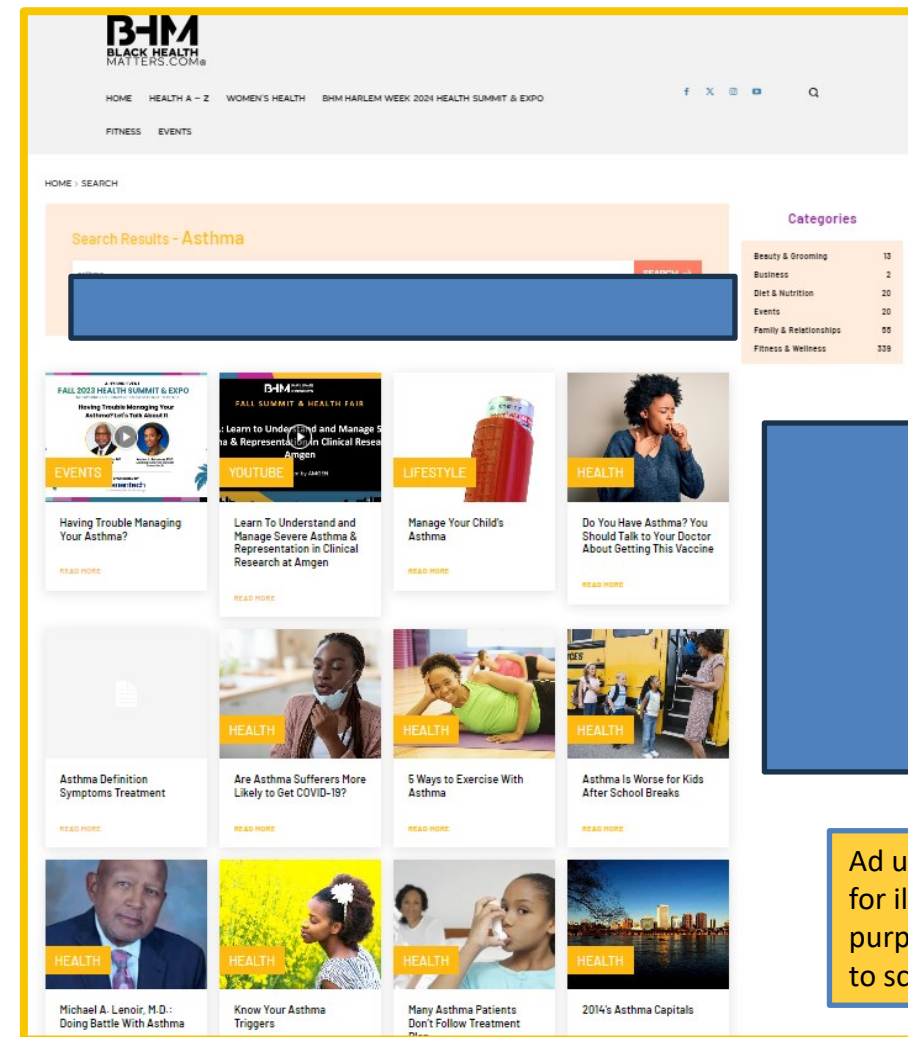
## “Umbrella” Content Hubs for topics such as “Pain” within a Broad Category

Content of interest to Black Adults managing conditions appropriate for sponsor offering a portfolio of treatments.

Umbrella hubs address commonalities of the issue while providing specific information on multiple conditions.

- Original (new and existing) content in each topic area.
- Custom landing page specific to the navigating difficult to diagnose or treat challenge or condition.
- Content on working with your doctor to secure the most effective treatment for your diagnosis.

Umbrella topics could include pain, respiratory, oncology, skin, etc.



Ad unit overlay for illustrative purposes, not to scale



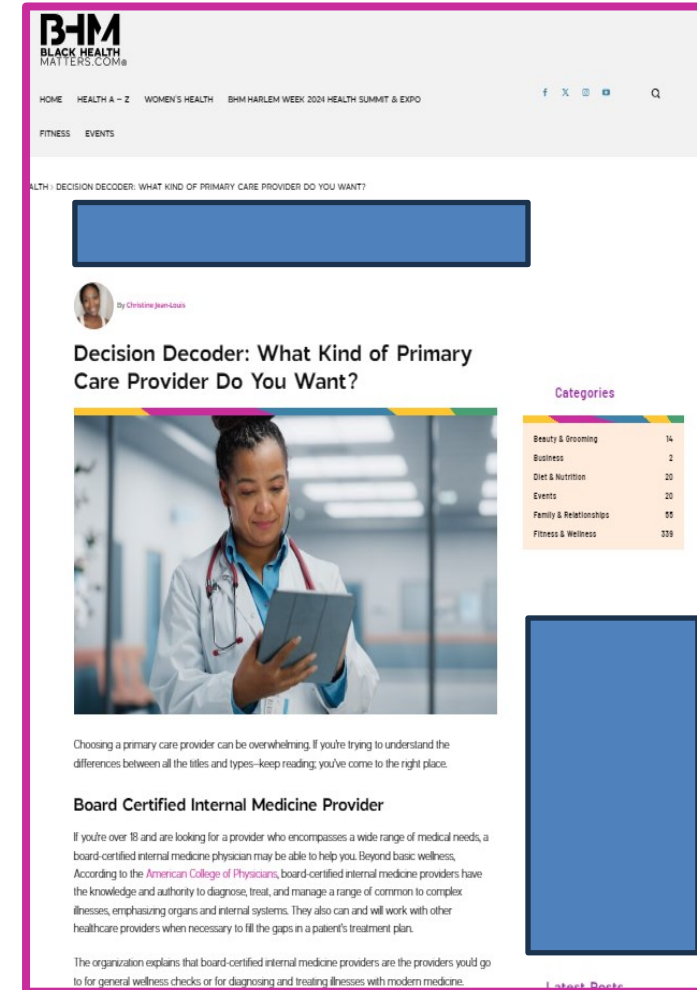
# BlackHealthMatters.com Sponsorship Opportunities



## Decision Decoder Content Hub

Original BlackHealthMatters.com sponsor inspired content

- Articles (1-3) will provide strategy, structure and details for navigating a specific health or wellness topic.
- All content inspired by people of color navigating the agreed upon topic and published on [www.blackhealthmatters.com](http://www.blackhealthmatters.com).
- All content promoted socially and via BHM newsletters.
- Completely turn-key addressing the step-by-step decision process and providing tools to ease decision making.
- Branded (or unbranded) display ads run adjacent to content.



Ad unit overlay for illustrative purposes, not to scale

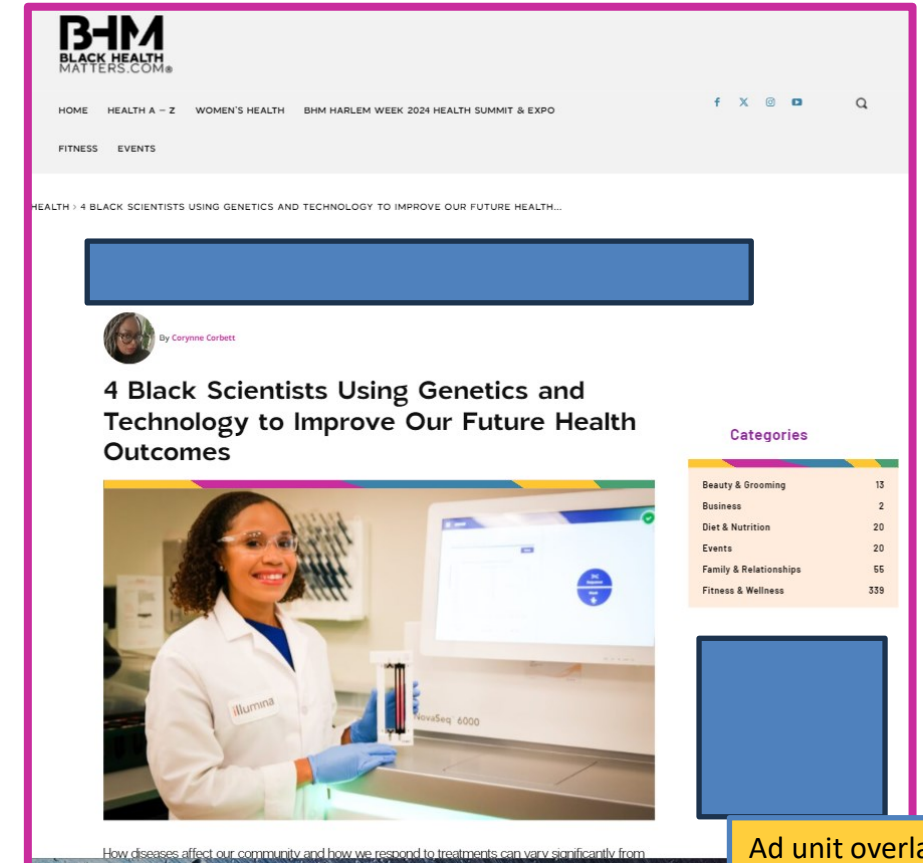
# BlackHealthMatters.com “AWARENESS” Sponsorship Opportunities



## Black History Month Content Hubs

February Black History Month content tied to health topics of interest and agreed upon in advance

- New, original BlackHealthMatters.com editorial content
- Articles (3-4) will be themed for a specific Black History Month health/wellness topic
- Topic to be finalized with partner/sponsor and published on [www.blackhealthmatters.com](http://www.blackhealthmatters.com).
- Possible topics include, but not limited to
  - Black Innovators in Health
  - Black Physicians Making a Difference (could be specific to innovations in sponsor category.)
  - Health Equity Heroes in the Black community
  - Black Health History Making Moments
- All content promoted socially and via BHM newsletters.
- Completely turn-key branded (or unbranded) display ads run adjacent to content.



Ad unit overlay for illustrative purposes, not to scale

# BlackHealthMatters.com “AWARENESS” Sponsorship Opportunities

*“Pride is more than a party; it is an act of resistance and a demonstration of our resilience”*

## Pride Month Content Hubs

June Pride Month content tied to health topics of interest and agreed upon in advance

- New, original BlackHealthMatters.com editorial content
- Articles (4-6) will be themed for a specific Black History Month health/wellness topic
- Topic to be finalized with partner/sponsor and published on [www.blackhealthmatters.com](http://www.blackhealthmatters.com).
- Possible topics include, but not limited to...
  - Breaking Down Health Barriers
  - Culturally Competent Physicians
  - Mental Health/Depression
  - Diversity in Clinical Trials
- All content promoted socially and via BHM newsletters.
- Completely turn-key branded (or unbranded) display ads run adjacent to content.

By Jaymie Kaitlin

### Rayceen Pendarvis On Why Advocating for the Black LGBTQIA+ Community is Critical in 2024

In honor of Pride Month and our LGBTQ+ brothers and sisters, we would like to shine the spotlight on one of the community's mightiest warriors. Rayceen Pendarvis is a leading voice and presence in Washington, DC's social and civil rights movements. She hails from the immortal house of Pendarvis, made famous in the groundbreaking documentary Paris is Burning. Aside from her community advocate role, she is an inspirational speaker, social media personality, freelance columnist, and wedding officiant.

The Turbaned Devil's honors are many, including awards from GMHC NYC, The DC Center for the LGBTQ+ Community, DC Councilmember Anita Bonds, DC Sisters of Perpetual Indulgence, Empowerment Liberation Cathedral Church, and the Community Church of Washington. A perennial favorite of *The Washington Blade*, the oldest LGBTQ+ newspaper in the United States, Rayceen has been a cover subject and regularly featured as a local hero, activist, and Omega (despite not being ordained or ministering in a traditional capacity). And if that isn't enough, she is hosting numerous LGBTQ+ Pride celebrations in DC.

The Empress of Pride shares her thoughts on the state of the black LGBTQ+ community, what we all need to consider this election season, and the importance of giving a damn:

**BHM: Tell us briefly how you became an activist in the LGBTQ+ and Black communities.**

Rayceen: Activism is in my DNA. Growing up with a mother who had a career as a social worker, I was always encouraged to help people and uplift my community. I was born in Freeman's Hospital, which was the Colored Hospital. I am not far removed from my ancestors, who lived their lives under oppression. The Cross and chains Bible on activists was born of a choice and more of a necessity. As

Categories

- Beauty & Grooming
- Business
- Diet & Nutrition
- Events
- Family & Relationships
- Fitness & Wellness

Latest Post

By Kaylira Boone

### LGBTQIA+ Young People Face Higher Mental Health Risks (Here's 6 Ways to Support Them)

A report released by the Centers for Disease Control and Prevention (CDC) in 2023 showed "more than half (52%) of LGBTQ+ students recently experienced poor mental health and, concerning, that more than 1 in 5 (22%) attempted suicide in the past year." These findings were consistent across race and ethnicity. The report found "high and worsening levels of persistent sadness or hopelessness across all racial and ethnic groups, and that reported suicide attempts increased among Black youth and White youth"

A 2023 study from the *Journal of the American Medical Association* confirmed that intersectionality also impacts these risks. It stated that "The combination of social identities, such as being Black and not having a college degree or being Latino and identifying as a sexual and gender minority individual, is associated with multiple layers of health-related disadvantage."

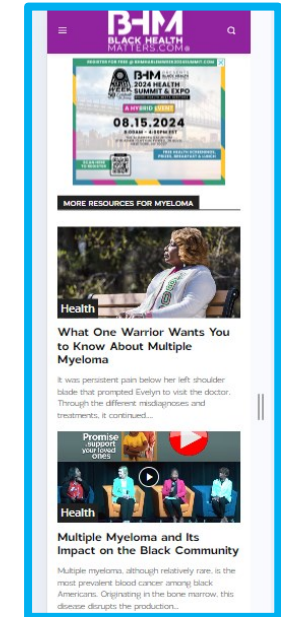
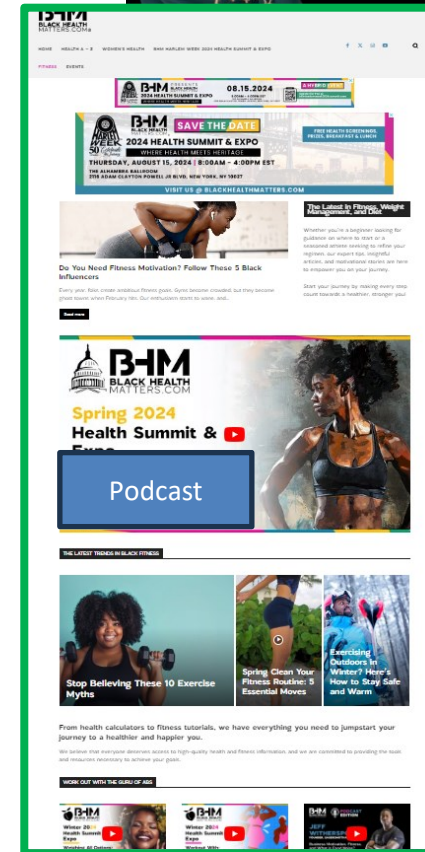
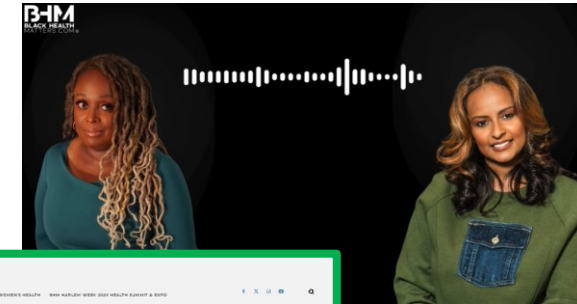
# BlackHealthMatters.com 2025 INNOVATION: Podcast inspired multimedia content hub



## Patient Interview Focused Content Hub

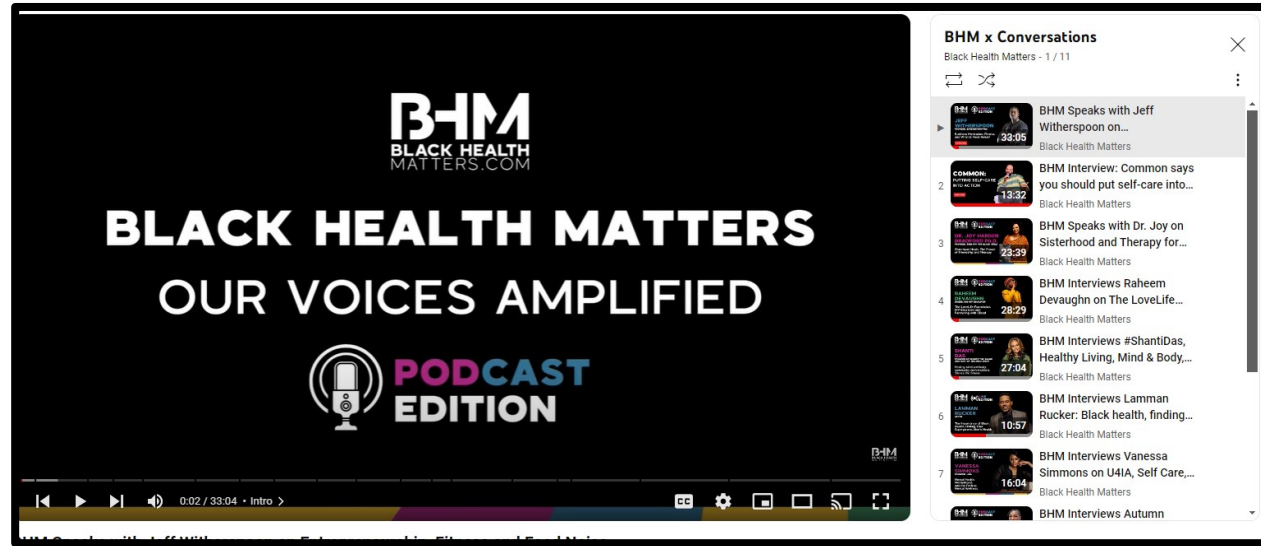
Black Health Matters podcast series features people managing health issues with Editor and advocate sharing their experience and representing other patients, with questions to a Black HCP. Audio, video and text clips of the interview inform hub features.

- Articles, audio and video clips (~6) will be themed per objectives.
- Topic to be finalized with partner/sponsor and published on [www.blackhealthmatters.com](http://www.blackhealthmatters.com).
- All content brand safe and available for pre-approval prior to ad adjacency.
- Promoted socially and via BHM newsletters.
- Completely turn-key for branded display ads running adjacent to content.



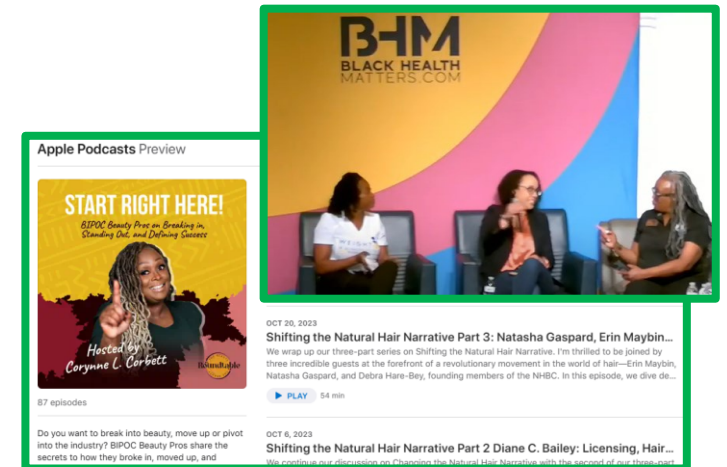
# Boosting confidence and inspiring action

- Black Health Matters podcast is currently in Beta with YouTube distribution without edits and post-production. Official launch scheduled for Q2 2025 with streaming across podcast platforms like Spotify, Apple, etc.
- Sponsor will have the ability to include the podcast on their branded or unbranded site.
- Performance metrics will be reported monthly to include engagements with each elements.
- DTC/Patient only opportunity



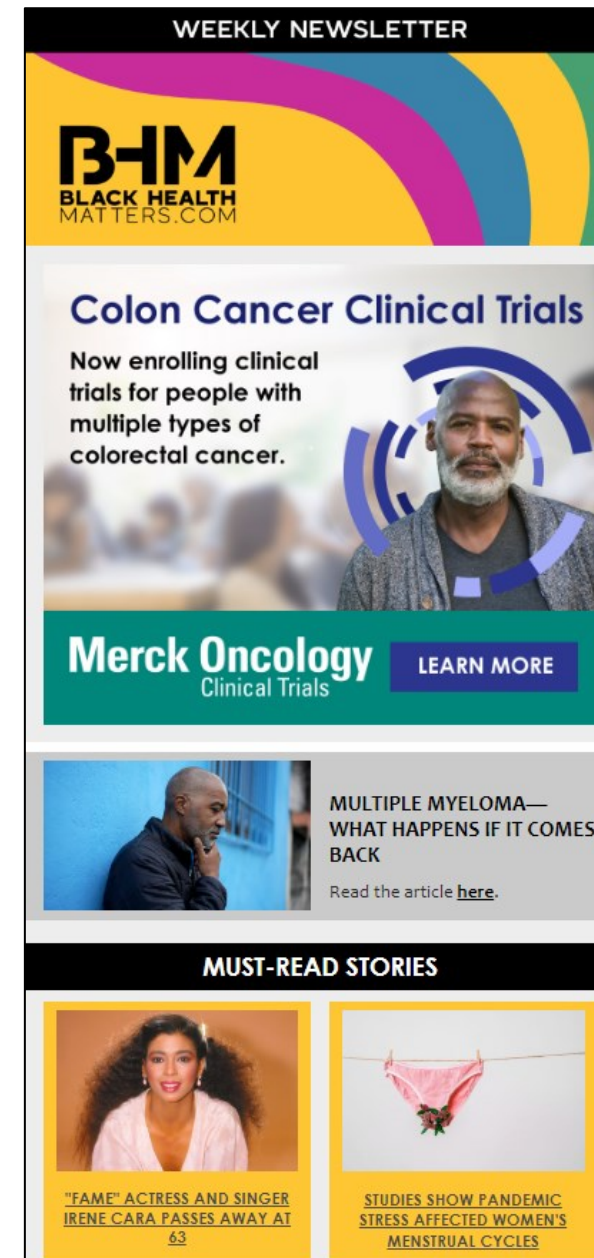
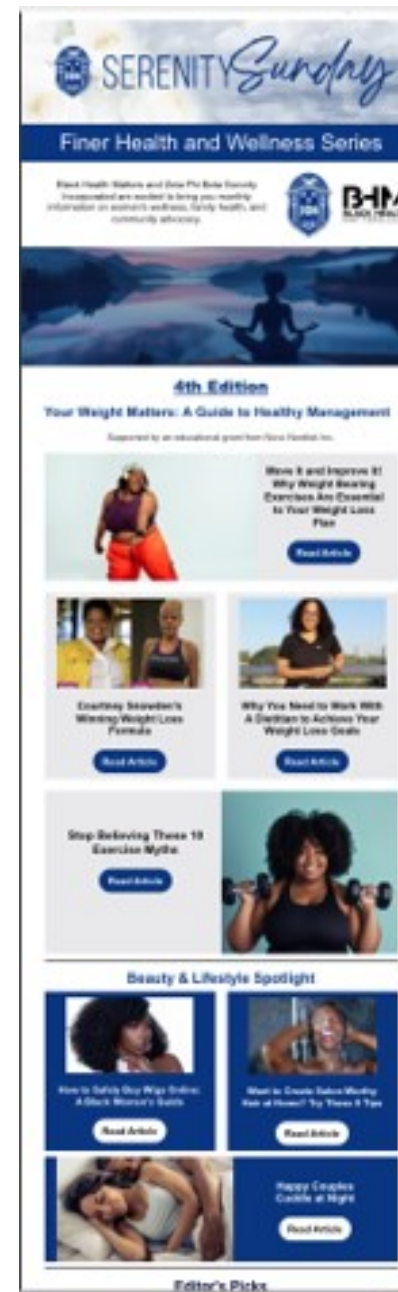
Marrying expertise in health content, with our team's experience in Podcasting and story-telling.

BlackHealthMatters.com editor Corynne Corbett leads the podcast series, capitalizing on previous podcast and public speaking experiences, including leading BHM event interviews with patients and HCPs across multiple therapeutic categories.



# BHM NEWSLETTERS

- Dedicated health information delivery platform
- 44,000+ subscribers (22% increase vs. 2023)
- Condition specific ad adjacency
- Exclusivity & condition specific content guaranteed
- Custom (Single Topic) newsletters available
- Additional audience available via monthly newsletters to partner organizations (Example provided Zeta Phi Beta monthly “Serenity Sunday” newsletter)



# BHM CUSTOM NEWSLETTERS

- Single Topic with original or sponsor provided content
- 44,000+ Subscribers (22% increase vs 2023)
- Multiple ad unit placements available
- Exclusivity & condition specific content guaranteed
- Additional audience available via partner organizations
- Condition specific mailings available in some therapeutic areas beginning Q2 2025

October 2024

## THE TRUTH ABOUT WEIGHT

Black Health Matters is working to increase education and awareness on obesity and heart disease risk factors.

**BHM**  
BLACK HEALTH MATTERS.COM

### TRUTH ABOUT WEIGHT™

Living with **OBESITY** can increase the risk of **HEART DISEASE**

Hear how

Queen Latifah, Novo Nordisk Spokesperson  
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#### Diet Sabotage: What You Don't Know Could Be Raising Your Risk Of Heart Disease And Other Health Issues

How to Break the Cycle of Stress Eating | What You Need to Know About Metabolic Syndrome | Are ' diet' Food and Drinks Causing You To Gain Weight?

#### Editor's Picks

Yo-Yo Dieting Could Be Bad for Women's Hearts | Metabolic Syndrome Risk Factors Rise as Menopause Approaches

### TRUTH ABOUT WEIGHT™

Living with **OBESITY** can increase the risk of **HEART DISEASE**

Hear how

Queen Latifah, Novo Nordisk Spokesperson  
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**BHM**  
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Learn more about prostate clinical trials and share this with the men in your life.

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Black Health Matters and Bristol Myers Squibb Present  
Prostate Cancer & You: Strategies for Better Outcomes

## PROSTATE CANCER & YOU!

### Prostate Disease in Black Men

Special Edition

#### What to do after Prostate Cancer Diagnosis?

You just received a prostate cancer diagnosis. You're likely confused, surprised, afraid and a little bit of other emotions. These feelings are normal. And you may know what you'd like to do, but after a prostate cancer diagnosis, particularly in Black men, who are often diagnosed at a younger age and with a more aggressive form of the disease, you don't have a lot of options.

LEARN MORE

#### Check This Out!

Prostate Cancer and Clinical Trials

## WHAT ARE THE TREATMENT OPTIONS?

Watch on YouTube

Video highlights information relating to prostate cancer and clinical trials. Learn about surgery and how genetics play a role as shared by Dr. Anthony Barnes, a leading urologist based in Atlanta, Georgia.

#### Straight Talk About Your Prostate

##### Speaking up & Checking In

Fragility and disease abound in the U.S. health care system, preventing minorities from obtaining the care they need. Like many diseases, cancer affects numerous populations in the U.S. However, Black men are more likely to die of prostate cancer compared to white men.

READ MORE

##### Aggressive Prostate Tumors Have a Weakness

A new generation of potent prostate cancer drugs has dramatically expanded survival for patients with advanced prostate cancer. But prostate tumors are finding new ways of resisting these currently approved treatments, creating a need for new treatment options.

READ MORE

#### WHAT ARE THE STATISTICS?

Watch on YouTube

An educational conversation about prostate cancer and how the disease affects Black men. Learn about the symptoms or non-symptoms of prostate cancer as shared by Thaddeus C. Bell, MD.

# CUSTOM NEWSLETTERS

These BHM Newsletters spoke to the Black community about Prostate health and the importance of early detection and diagnosis



## BHM Prostate Targeted Mailing list

## 100 Black Men of Charlotte

## Alpha Phi Alpha Fraternity Alpha South Chapter

## National Pan – Hellenic Council of Washington D.C.

This newsletter is specially curated for members of the BHM Prostate Targeted Mailing List.

**PROSTATE CANCER AND BLACK MEN**

**PROSTATE CANCER AND CAREGIVERS**

**UPCOMING EVENTS**

**PROSTATE SCREENING EVENT**

**ZERO**

**YOUR LIFE IS WORTH IT**

**Prostate Cancer Awareness Month**

**PROSTATE CANCER AND BLACK MEN**

**LET'S LEAD BY EXAMPLE!**

**PROSTATE CANCER AND CAREGIVERS**

**READ ABOUT THE FACTS**

**PROSTATE SCREENING EVENT**

**EVENT DETAILS**

**SCREENING GUIDELINES**

**PROSTATE CANCER RISK FACTORS**

**FIGHT PROSTATE CANCER WITH FOOD**

**ZERO**

**PROSTATE CANCER AWARENESS MONTH**

**PROSTATE CANCER AND BLACK MEN**

**PROSTATE CANCER AND CAREGIVERS**

**READ ABOUT THE FACTS**

**How One Man's Cancer Battle Inspired His Activism**

**PROSTATE CANCER RISK FACTORS**

**FIGHT PROSTATE CANCER WITH FOOD**

**Alpha Phi Alpha Fraternity, Inc. - Southern Region, All rights reserved.**

**YOUR LIFE IS WORTH IT**

**Prostate Cancer Awareness**

**PROSTATE CANCER AND BLACK MEN**

**PROSTATE CANCER AND CAREGIVERS**

**READ ABOUT THE FACTS**

**How One Man's Cancer Battle Inspired His Activism**

**PROSTATE CANCER RISK FACTORS**

**FIGHT PROSTATE CANCER WITH FOOD**



# Black Health Matters builds trust and reach via Social Media Channels

@BlackHealthMatters



Over 38,000 Followers and Growing.



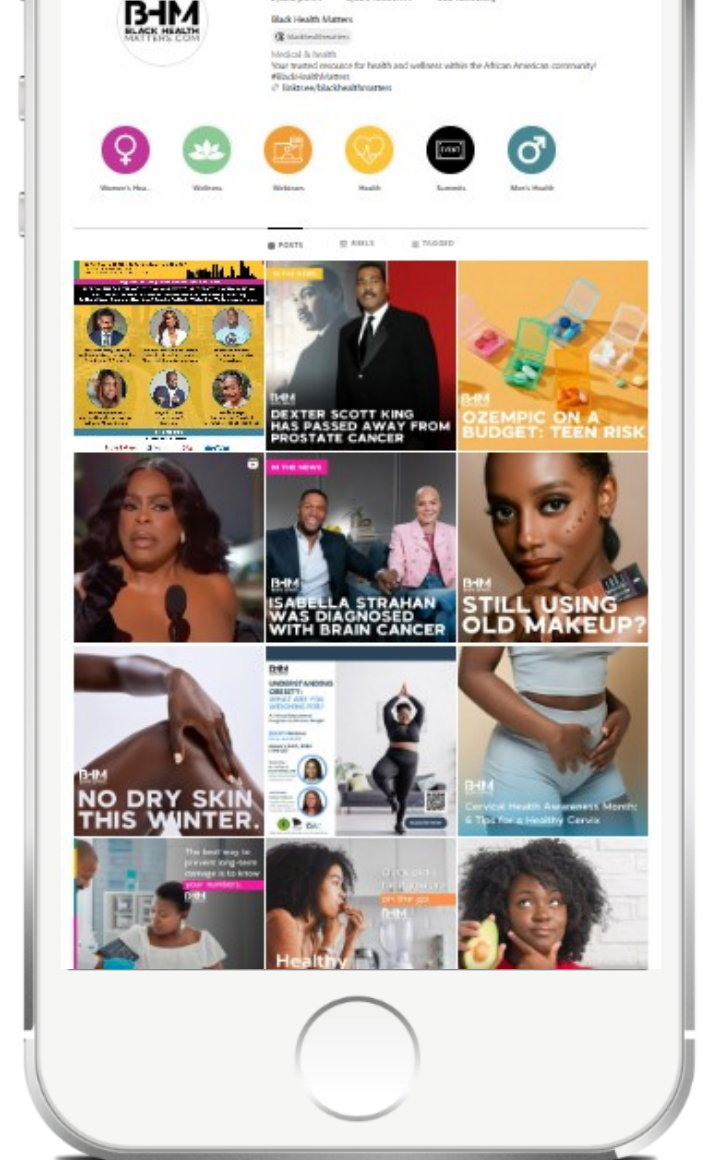
In 2023 #BlackHealthMatters social media pages received a combined **52 million impressions**.

We reached over **37 million unique users** within the community.

Our social media posts including image media have had an **84% increase in engagement on Facebook**.



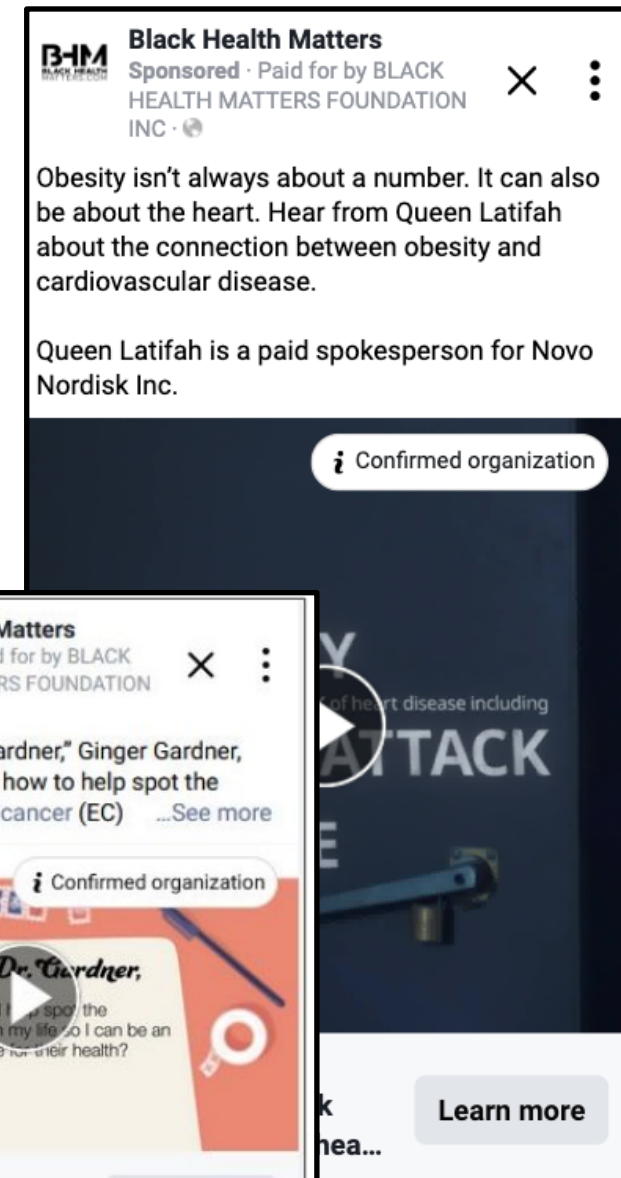
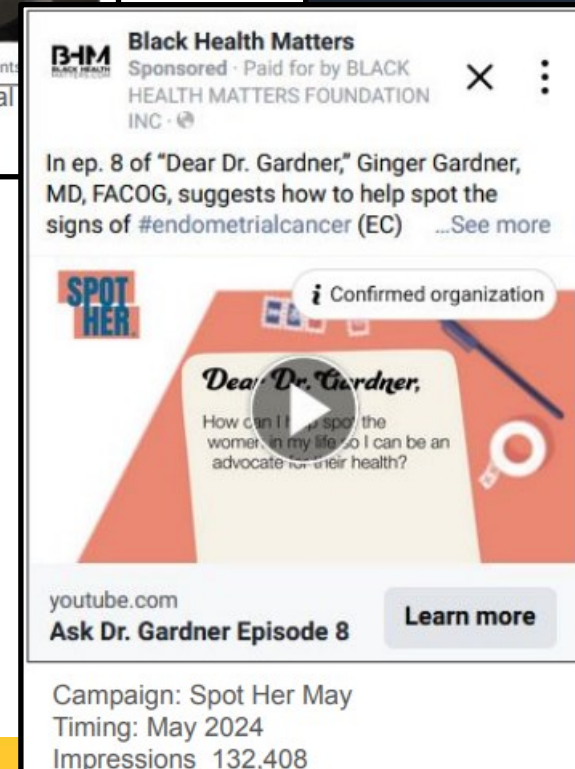
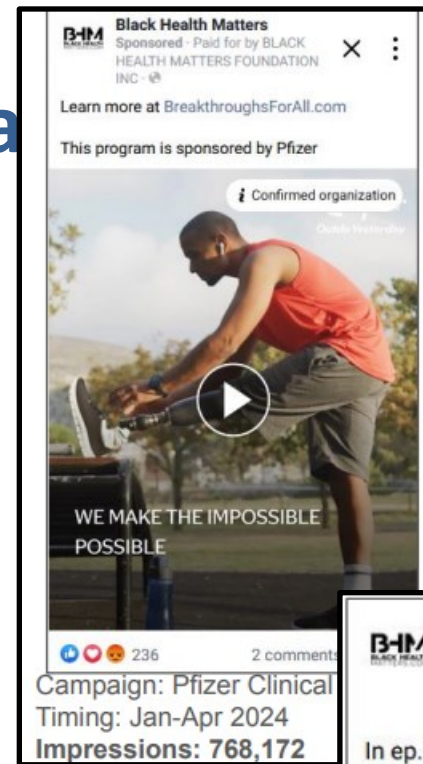
BHM regularly **crushes industry benchmarks**, outperforming the competition on impressions and post frequency.



# #BlackHealthMatters Social Media

## Sponsor provided or BHM developed Social Campaigns

- BHM gathers insights from Black Adults to identify barriers to interest/trial and potential stigma, apprehensions.
- BHM develops customize recruitment ads for social engagement generating interest and engagement.
- Social channels drive reach and impact to the Black audience on #BlackHealthMatters channels including Facebook, Instagram, LinkedIn, etc.
- BHM optimizes weekly and builds social schedules in partnership with appropriate partner organizations.
- Option to run sponsor provided assets included copy and visuals (ability to turn off comments.)



**Black Health Matters** builds on our 13+ year history of working in the Black community to deliver more valuable content and tools via digital. We mobilize fraternities, sororities, faith-based, and community organizations to build capacity for sustainable outreach and partner with them to extend reach and impact.

We uplift patients and communities by helping them declare their concerns are relevant — because **#BlackHealthMatters!**





Please reach out for customized information

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