

EBONY

**2025
PARTNERSHIP
OPPORTUNITIES**

EBONY is more than a platform – it's a movement. It's a declaration that our stories matter, our lives matter, our dreams matter.

EBONY

**REACH
&
DEMO**

DIGITAL. SOCIAL. EXPERIENTIAL. GLOBAL.

20M

Monthly Reach

34

Median Age

56/44

Female/Male Ratio

DIGITAL STATISTICS

SOCIAL MEDIA AUDIENCE

1.3M
INSTAGRAM

1.3M
FACEBOOK

438K
TWITTER/X

49K
LINKEDIN

16K
YOUTUBE

525K
EMAIL SUBSCRIBERS

**QUARTERLY
EVENTS
&
CULTURAL
MOMENTS**

Q1

Black History Month
Women's History Month
TV & Film

Q2

HBCU
Sensory Soirée
Maternal Mental Health Month
Juneteenth
Black Music Month
Pride Month

Q3

Black Business Month
Back To School
Fashion Week
Beauty & Grooming Awards
Hispanic Heritage Month

Q4

HBCU
EBONY Power 100
Sports
Holiday
Arts

OUR BRAND STORY

For generations, EBONY's mission has been to break barriers and elevate the richness of the Black experience, presenting the world through a distinctly Black perspective. Celebrating the excellence, dynamism, and inherent worth of Black culture.

With a renewed focus on "Moving Black Forward," we underscore the significance of Black expression in shaping and advancing cultural narratives. EBONY empowers, inspires, and elevates the voices and stories that define Black identity. We harness the power of Black expression to foster pride and unity.

Rooted in a rich heritage, EBONY is a kaleidoscope of Black culture – reflective, colorful, and ever-evolving. We're the lens that brings diverse perspectives into focus, showcasing the depth and vibrancy of Black life through authentic, impactful storytelling.

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

EBONY

Q1

JANUARY - MARCH
2025

EBONY

BLACK HISTORY MONTH

EBONY

A woman in a blue dress is the central focus, holding a martini glass. She is surrounded by other people in a social setting, with colorful lights and a festive atmosphere. The background is slightly blurred, emphasizing the woman and her drink.

BLACK HISTORY SENSORY SOIRÉE

IRL Event

EBONY

EBONY'S Black History Sensory Soirée is a consumer-facing IRL event that will celebrate the collective impact of Black People and Black culture in America.

Join EBONY as an industry partner to develop bespoke content and experiences to further your brand's campaign goals. Complete with culturally in-tuned art exhibits, thoughtful conversation, music performances, engaging workshops, and custom food and drinks, EBONY's Black History Sensory Soirée will entice the senses as we celebrate the beauty of Blackness starting this February and continuing digitally throughout the year.

EBONY will utilize a 360° approach, amplifying key subject matter, important figures, and partner messaging to resonate with our audience; giving brand partners numerous avenues for engagement and visibility.

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Activation Sponsorships
- Food & Beverage Sponsorships
- Spirits Sponsorship
- Entertainment Sponsorships
- OOH Sponsorships

EDUCATOR RESOURCE HUB

Video & Editorial Content

Introducing the EBONY Educator Digital Resource Hub! An evergreen platform to empower educators with a comprehensive library of educational resources featuring curated lesson plans, archives, scholarly EBONY articles, and engaging tools that celebrate and teach Black history, culture, and achievement.

To kick off and promote this hub, EBONY will partner with an education organization for an in-person event bringing together educators and community leaders for panel discussions, and workshops showcasing the hub's resources. Attendees will gain firsthand experience with the tools available while networking with other educators.

Cultural moments throughout the year will provide brand partners opportunities to leverage custom hub sponsorships for new content or new resource rollouts.

OPPORTUNITIES INCLUDE:

- Digital Hub Sponsorship
- Custom Content Sponsorship
- Editorial Sponsorship
- OOH Sponsorships

EBONY



FUTURE VOICES

Video & Editorial Content

Future Voices is a social-first custom video series that seeks to shine a national light on the under-told stories of Black individuals or entities actively impacting the world or their communities in a progressive and positive manner.

This four-part video series will launch weekly during Black History Month and features a diverse group of Black voices shepherding a better future.

Future Voices provides Brand Partners with numerous opportunities for alignment and customization.

OPPORTUNITIES INCLUDE:

- Series Sponsorships
- Episodic Sponsorships

EBONY

WOMEN'S HISTORY MONTH

EBONY

GEN-Z BRUNCH SERIES

IRL Event

EBONY is launching a new brunch series featuring popular Gen Zers. In each episode, our 4 leads will take on a different brunch destination, hosting up to 150 EBONY audience members for fun and thematic conversations and vibes.

Brand sponsors have an opportunity to show up in real life to put products in hands as well as leverage the voices and platforms of our influencers to drive digital engagement with custom digital content; further amplify your brand's campaign goals through recaps, editorials, and sweepstakes.

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Activation Sponsorships
- Panel Sponsorships
- Spirits Sponsorship
- Entertainment Sponsorships

EBONY

EBONY QUEENS

Video & Editorial Content

EBONY Queens is a new customizable EBONY franchise that celebrates and amplifies the noteworthy stories of Black women and their unique experiences across the diaspora.

Brand partners can join forces with us to create custom digital content and series that touch on anything from the evolution of Black women's hairstyles to the uphill journey for Black women creatives and executives in the entertainment industry.

We see, celebrate, and salute our Queens everywhere they show up. Your brand's campaign goals can be thoughtfully integrated into this effort.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Episodic Sponsorship
- Editorial Sponsorship
- Digital Cover Experience Sponsorship

EBONY

TELEVISION & FILM

EBONY

NEW & NEXT UP

Rising Stars and Creatives
Video & Editorial Content

New & Next Up: Rising Stars and Creatives is EBONY's audience's chance to get an up-close glimpse into the personal lives and careers of industries newest rising stars, whether it's getting ready for their directorial debut or their first red carpet premiere, our celebrity-led video series New & Next Up is exclusively capturing their "firsts".

Weaved with candid interview questions that will keep our audience entertained for a binge-worthy series, this opportunity will allow EBONY to organically show up during the biggest moments in culture. This offers our audience a steady drumbeat of new & relevant content to explore while also developing a growing talent database to repurpose for larger brand initiatives like EBONY Power 100.

During the awards season, we'll commemorate the New & Next Up rising stars and creatives as we invite them to host their industry peers, friends & partners for an unforgettable evening celebrating a year of career-shifting firsts.

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Activation Sponsorships
- Panel Sponsorship
- Food & Beverage Sponsorships
- Spirits Sponsorship
- Entertainment Sponsorships

EBONY

Q2

APRIL - JUNE
2025

EBONY

HBCU

EBONY



**EBONY
HBCU
YARD
FEST**

IRL Event

The 2025 EBONY HBCU Yard Fest, is EBONY's bi-annual college campus takeover. We're showing up and stomping the yard at Howard University with games, competitions, music performances, special guests, and giveaways to enrich the college campus experience with this special pop-up event.

This semester is all about creating a Black Arts Festival like only Howard + EBONY can! An expected 6K+ students will have the opportunity to compete in the EBONY talent show for gifts and cash prizes, win scholarship awards, view top level performing and fine arts by students and alumni, and so much more!

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Custom Activations
- Panel Sponsorships
- In-Kind Sponsorships
- Entertainment Sponsorships

EBONY

HBCU EXCELLENCE

Video Content

HBCU Excellence is a Custom Video Series that profiles and celebrates iconic Black HBCU graduates who have made considerable societal contributions.

We meet up with graduates on the quads of their alma mater as they reflect on their first days, pledging, and the richness of a unique HBCU classroom experience.

Brand Partners have the opportunity to champion education at Historically Black Colleges and Universities and amplify the success stories that have emerged from these campuses.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Episodic Sponsorship

EBONY

SENSORY SOIREE

EBONY

SENSORY SOIREE

IRL Event



EBONY

To give residents of Detroit a taste of what Louisville has to offer, EBONY + Louisville Tourism will collaborate on a special Sensory Soiree for their second year. There are so many different things to see, do, and experience. What better way to experience a city than to use all five senses?

Sound | The event will kick off with a bugle, “First Call,” providing an authentic taste of Derby. Following the sounds of the event's start, we'll showcase Louisville's diverse musical heritage, and the soiree will feature a live performance by local musicians from a jazz, bluegrass, or folk band.

Smell | We'll implement a Scent Station, where guests will be guided through making a new perfume or cologne that captures the aromas of Louisville.

Taste | Guests will be offered food and bourbon flight stations to experience Kentucky-inspired foods paired with the perfect bourbon.

Touch | For our photo activation, we'll provide a variety of jockey silks that guests can touch and try on. This immersive experience lets guests feel the silks' smooth, lightweight fabric and take fun, memorable photos.

Sight | We're bringing Louisville's art scene to the soiree this year by displaying artwork from one of the city's prominent Black artists.

OPPORTUNITIES INCLUDE:

- Activations Sponsorship
- Sweepstakes Sponsorship
- Food & Beverage Sponsorships
- Spirits Sponsorships

MATERNAL MENTAL HEALTH MONTH

EBONY



STRONG BEGINNINGS

IRL Event

It is our mission to educate, uncover resources, and develop support for Black women. EBONY is dedicated to bringing awareness to the disparities Black women face during pregnancy and empowering them during their post-partum journey.

The best way to share information, resources, and services for the community is to meet them where they are. EBONY will assemble a team of doctors, nurses, mental health professionals, and community service providers to facilitate a Black Maternal Wellness event.

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Activation Sponsorships
- Panel Sponsorships
- Food & Beverage Sponsorship

EBONY

JUNETEENTH

EBONY



FREEDOM IN FLAVOR

Video Content

Freedom in Flavor is a vibrant and flavorful video series that explores and celebrates African Americans' rich and diverse culinary heritage intricately linked to the history and spirit of Juneteenth.

This series electable expedition through time, honors the fusion of African, American, and various culinary influences, offers a taste of recipes steeped in tradition, and narrates with love and pride.

The series celebrates Juneteenth by showcasing African American culture's diverse and rich culinary traditions, inspiring connection and exploration while highlighting the fusion of different culinary arts that define it.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Episodic Sponsorship

EBONY

BLACK MUSIC MONTH

EBONY



**NEW
&
NEXT
UP**

Black Music Makers
IRL Event

EBONY

In celebration of Black Music Month, EBONY highlights the influence, range, and expression of black sound with its latest franchise, New & Next Up: Black Music Makers.

Prepare for an unforgettable afternoon in Los Angeles as EBONY celebrates the induction of a new class of Black musical stars. These individuals have had breakout performances and are significantly contributing to Black music and the entertainment industry.

The event will take place around Juneteenth, Black Music Month, and will feature a brunch where the rising stars will be celebrated. The event will spotlight freedom of Black expression and be accompanied by digital content, including a branded social-first video package, custom editorial articles, and candid interviews showcasing the bright futures ahead of these talented Black musicians.

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Activation Sponsorships
- Panel Sponsorship
- Food & Beverage Sponsorships
- Spirits Sponsorship
- Entertainment Sponsorships
- OOH Sponsorships

THE MUSIC I MAKE

Video Content

The Music I Make is a custom video series that showcases the talent of emerging Black artists, musicians, and DJs.

The series takes a behind-the-scenes look into what goes into making the music, their inspirations, and integrates moments from a special in-studio performance.

Brand Partners are invited to join us as we celebrate Black Music Month and these rising artists on the verge of stardom.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Episodic Sponsorship

EBONY

PRIDE MONTH

EBONY



LGBTQIA+ PIONEERS

Video Content

LGBTQIA+ Pioneers is a design-driven series of custom vignettes that proudly celebrate the instrumental figures who played significant roles in the advancement and progress of Black people and their sexual identity.

Brand Partners can show solidarity and allyship with the queer community in their partnership with EBONY to create this edutaining content.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Episodic Sponsorship

EBONY

Q3

**JULY - SEPTEMBER
2025**

EBONY

BLACK BUSINESS MONTH

EBONY



**NEW
&
NEXT
UP**

Black Entrepreneurs
IRL Event

EBONY

In honor of Black Business Month, EBONY is dedicated to showcasing the impact, perseverance, and hard work of Black startups through its latest in-real-life franchise, **New & Next Up: Black Entrepreneurs**.

Join us for an unforgettable afternoon in New York, where EBONY will bring together entrepreneurs from various industries to connect, exchange insights, and foster collaborations.

This event, scheduled for August, will include a cocktail hour with substantial hors d'oeuvres, a panel discussion, and speed networking. Get ready for a spotlight on the promising individuals and businesses of **New & Next Up**, accompanied by engaging digital content such as a branded social-first video package, exclusive editorial pieces, and insightful interviews highlighting the bright paths ahead for these talented innovators.

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Activation Sponsorships
- Panel Sponsorship
- Food & Beverage Sponsorships
- Spirits Sponsorship
- Entertainment Sponsorships
- OOH Sponsorships

SOCIAL STARDOM

Video Content

Social Stardom is a video series featuring mega-successful social influencers who rose to fame and fortune utilizing platforms like Instagram, TikTok, Snapchat, and the like to launch their careers.

The series will discuss how their journeys began, and are going, and give helpful tips to rising content creators to shepherd them along their entrepreneurial paths.

Brand Partners will join us as champions of Black financial wellness in providing valuable information to both EBONY and the talent's social following and fanbase.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Episodic Sponsorship

EBONY



MORE THAN MONEY

Editorial Content

More than Money is an editorial series that profiles individuals who have achieved notable success, though money is not the driving force of their ambitions...making a difference is!

This series will roll out weekly during Black Business Month, showcasing to our audience how big stars are paying it forward by leveraging their platforms and using their influence for good to better the lives of others.

Brand Partners can join forces with EBONY to amplify how they too are invested in making a difference.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Editorial Sponsorship

EBONY

BACK TO SCHOOL

EBONY

EDUCATOR RESOURCE HUB

Video & Editorial Content

Introducing the EBONY Educator Digital Resource Hub! An evergreen platform to empower educators with a comprehensive library of educational resources featuring curated lesson plans, archives, scholarly EBONY articles, and engaging tools that celebrate and teach Black history, culture, and achievement.

To kick off and promote this hub, EBONY will partner with an education organization for an in-person event, bringing together educators and community leaders for panel discussions, and workshops showcasing the hub's resources. Attendees will gain firsthand experience with the tools available while networking with other educators.

Cultural moments throughout the year will provide brand partners opportunities to leverage custom hub sponsorships for new content or new resource rollouts.

OPPORTUNITIES INCLUDE:

- Digital Hub Sponsorship
- Custom Content Sponsorship
- Editorial Sponsorship
- OOH Sponsorships

EBONY

A woman in a white shirt is pointing at a chalkboard. The chalkboard has several mathematical equations written on it, including $2x^2 + 3x - 5$, $7x^2 - 4x + 6$, $3x^2 + 2x - 1$, and $5x^2 - 3x + 8$.

THE EDUCATION GAP

Video Content &
Grassroot Giveaways

The Education Gap is a 3-part series that leads up to a virtual panel discussion that brings educators, parents, and students to the table to discuss today's challenges facing the education system.

Panelists will discuss topics such as education data and statistics, real-life experiences, and widespread challenges that lead to children not reaching their full potential while exploring solutions to bridge the widening education gap.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Virtual Panel Sponsorship

EBONY

IN-SCHOOL FASHION

Video Content

In-School Fashion is an influencer-led social-first series. Our resident fashion influencer will give fashion-forward tips for all ages and grades, covering everything from what to wear and what you dare not wear this school season.

This fun, vibrant series will engage students and parents as they prepare to shop for this year's academic ensembles.

Brands can customize this content to their most prized demographics to ensure measurable reach and engagement.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Episodic Sponsorship

EBONY

GIVE BACK TO SCHOOL

Video Content &
Grassroots Giveaways

Give Back to School is an initiative to partner with brands and talent who are committed to giving back to those who have given their own priceless time, effort, and money towards their students' scholastic success.

Schools and teachers will be given money, supplies, and recognition where it is needed!

These fruitful, awe-inspiring moments will be captured on video with supporting editorials to further emphasize the power of giving to our schools.

OPPORTUNITIES INCLUDE:

- Episodic Sponsorships
- Donor Sponsorships
- In-Kind Sponsorships

EBONY

FASHION WEEK

EBONY



**BLACK
FASHION
FAIR:
THREADS
OF
LEGACY**

IRL Event

EBONY

EBONY will partner with Black Fashion Fair for a one-day celebration of Black fashion and community, set in the historically rich area of Oak Bluffs on Martha's Vineyard. The event will feature a blend of high-profile networking, fashion showcases, and community engagement, with a portion of proceeds supporting participating Black designers.

The day opens to the public with a retail pop-up; a unique and exclusive shopping experience allows attendees to engage directly with the designers and purchase limited-edition items.

The day transitions into a vibrant networking mixer for 150 invitation-only guests and will include custom interactive booths from brand sponsors.

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Activation Sponsorships
- Panel Sponsorship
- Food & Beverage Sponsorships
- Spirits Sponsorship
- Entertainment Sponsorships

BEAUTY & GROOMING AWARDS

IRL EVENT

The Beauty & Grooming Awards recognizes the best personal care buys of the year with this quintessential guide to the premier hair, skin, makeup, and grooming products for women and men of color.

Each partnership package offers tailored benefits allowing brands to align with the Beauty & Grooming Awards and gain extensive exposure through digital advertising, engaging video content, impactful social media promotions, and valuable influencer collaborations.

OPPORTUNITIES INCLUDE:

- Co-Branded Hub Sponsorships
- IRL Event Sponsorships
- Custom Video Sponsorships
- Custom Editorial Sponsorships

EBONY

HISPANIC HERITAGE MONTH

HISPANIC HOMAGE

IRL Event

Hispanic Homage is an editorial series that celebrates Afro-Latino stars, and unveils the rich backgrounds of those contributing to popular culture by delving into their one-of-a-kind narrative, (via Cuba, Guatemala, Puerto Rico, etc.) and how they have been intertwined with their African-American experience.

The series explores how their unique histories impacted their climb to fulfillment.

OPPORTUNITIES INCLUDE:

- Digital Cover Experience Sponsorship
- Video Series Sponsorship
- Editorial Series Sponsorship

EBONY

Q4

**OCTOBER - DECEMBER
2025**

EBONY

HBCU

EBONY

A woman with dark hair, wearing a large hoop earring and an orange sweatshirt with "FLORIDA A&M" and a large "F" logo, stands with her arms crossed. The background is slightly blurred.

EBONY HBCU YARD FEST

IRL Event

The Fall 2025 EBONY HBCU Yard Fest, is EBONY's bi-annual college campus takeover. We're showing up and stomping the yard at Florida A&M with games, competitions, music performances, special guests, and giveaways to enrich the college campus experience with this special pop-up event. An expected 6K+ students will have the opportunity to compete in the EBONY talent show for gifts and cash prizes.

We are inviting a variety of brand partners who are committed to supporting HBCUs and their students to build custom college-centric activations for the best HBCU day festival ever!

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Custom Activations
- Panel Sponsorships
- In-Kind Sponsorships
- Entertainment Sponsorships

EBONY

HBCU EXCELLENCE

Video Content

HBCU Excellence is a Custom Video Series that profiles and celebrates iconic Black HBCU graduates who have made considerable societal contributions.

We meet up with graduates on the quads of their alma mater as they reflect on their first days, pledging, and the richness of a unique HBCU classroom experience.

Brand Partners have the opportunity to champion education at Historically Black Colleges and Universities and amplify the success stories that have emerged from these campuses.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Episodic Sponsorship

EBONY

EBONY POWER 100

EBONY

EBONY POWER SUMMIT

Video Content

NEW BLACK FUTURES

Afrofuturism lies at the intersection of culture, technology, speculative fiction, socioeconomics, and racist politics.

— Tim Fielder

The new technologies in the post-World War II Atomic Age propelled Americans into a brave new future radically different from the past. With the rise of these new technologies, the concepts of Afrofuturism developed as an intellectual platform to critique and confront racism and provide an identity for Black creatives and intellectuals envisioning new futures for African Americans outside the realities of racism and segregated life. African Americans navigated this new technological world in the fields of science and medicine, while utilizing art, literature, music, and film as mouthpieces for profuturist expression.

THE SOUNDS OF BLACK FUTURES (audio only)
Sun Ra, ambassador from the intergalactic realm of the planet of space
is what Black people are. I want to see a future that is Black, not white.
I am. I'm actually a pleasure suit to get by your attention.
approximately 30 minutes long

EBONY

The EBONY Power 100 Summit is a prestigious 200-person ticketed event dedicated to recognizing and celebrating the transformative achievements of outstanding individuals across diverse fields. This one-day experience will bring together influential figures from the EBONY Power 100 list—including artists, community leaders, business innovators, celebrities, and influencers—to engage in inspiring conversations and forge meaningful connections.

Held in vibrant Los Angeles, the space will be designed to facilitate both large-scale discussions and intimate networking opportunities, with elegant decor and cutting-edge technology.

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Category Sponsorships
- Activation Sponsorships
- In-Kind Sponsorships
- Entertainment Sponsorships



EBONY POWER 100

IRL Event

Since its inception, EBONY Power 100 has been known as “The Most Influential Black Americans List.” Now, coupled with renewed vision and EBONY’s promise to Move Black Forward, we are committed to taking this iconic cultural staple to new heights.

Our annual campaign expands upon our mission to celebrate and amplify achievements across the Black Diaspora that strengthen and enrich our global community. We honor and celebrate the power players in our community, helping to Move Black Forward with their contributions to the culture. EBONY

Through an extended campaign, Brand Partners have an opportunity to reach new and existing audiences with an expansive PR campaign across digital platforms.

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Category Sponsorships
- Custom Activations
- In-Kind Sponsorships
- Entertainment Sponsorships

EBONY

SPORTS



**NEW
&
NEXT
UP**

Black Athletics
IRL Event

In the Black community, athletes drive culture forward. EBONY is dedicated to showcasing the leadership and hard work of Black athletes and coaches through its latest in-real-life franchise, New & Next Up: Black Athletics.

Join us for an unforgettable afternoon in Los Angeles, where EBONY will bring together athletes and coaches from various sports to connect, exchange insights, and foster new relationships.

This event, scheduled for Q4, will include a cocktail hour with substantial hors d'oeuvres, a fireside chat, and a masterclass. Get ready to spotlight New & Next Up Athletic Professionals, accompanied by engaging digital content such as a branded social-first video package, exclusive editorial pieces, and insightful interviews highlighting the bright paths ahead for these talented individuals.

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Custom Activations
- In-Kind Sponsorships

EBONY

HOLIDAY

EBONY



EBONY'S GUIDE TO THE HOLIDAYS

Editorial Content

EBONY's Holiday Gift Hub is your one-stop destination for festive inspiration and joyful giving!

A curated list of handpicked gifts is made available through our easy-to-navigate guides, which includes fun and informative video product reviews, editorials designed to make holiday shopping a breeze, and highlights of some of our favorite Black-owned products and gifts.

Brand Partners are invited to join us in spreading holiday cheer with gifts that resonate with warmth, elegance, and cultural pride.

OPPORTUNITIES INCLUDE:

- Custom Video Sponsorship Editorial Sponsorships
- Advertorial Sponsorships

EBONY

ART

EBONY



**EBONY
FWD
@
ART
BASEL**
IRL Event

EBONY FWD @ Art Basel is a present-day celebration acknowledging past and present forms, figures, and depictions pivotal to Black expression through an artful future-forward lens.

This one-day interactive experience will allow attendees to enjoy custom exhibits of fine art while meeting and mingling with other guests. They will also enjoy curated discussion programming to ensure the evening remains endlessly engaging. Audiences will have the ability to intimately connect with the emerging leaders of the next generation of artists.

OPPORTUNITIES INCLUDE:

- Event Sponsorships
- Activation Sponsorships
- Food & Beverage Sponsorships
- Spirits Sponsorship
- Entertainment Sponsorships

EBONY

ALWAYS ON

EBONY

DIGITAL COVER EXPERIENCE

Editorial/Video/IRL



For nearly 80 years, EBONY has celebrated the most iconic leaders, legends, and rising stars within the culture and the Black community through its legendary covers. Now, the EBONY Cover Experience is in an all-digital format, offering a dynamic, multi-platform feature that goes beyond the traditional cover.

This digital experience includes two styles of digital covers: talent-led, featuring portraits of the featured individual, or conceptual, focusing on a theme or narrative that represents a cultural movement or idea. Each cover is brought to life through in-depth interviews, multiple articles, exclusive behind-the-scenes video content, and engaging social posts across all EBONY channels.

To elevate the moment further, sponsors of the EBONY Cover Experience have the opportunity to host an exclusive Cover Launch Party with EBONY. This celebratory event will gather friends of EBONY, for an evening of cultural celebration. The EBONY Cover Experience is more than just a feature—it's a fully immersive journey into the lives, moments and stories of Black excellence.

OPPORTUNITIES INCLUDE:

- Digital Cover Experience Sponsorship
- IRL Launch Party Sponsorship

EBONY

BEAUTIFUL BLACK HOMES

Video Content

Beautiful Black Homes is a multimedia lifestyle series that highlights the spectacular homes of Black celebrities, interior designers, and tastemakers.

In each episode, talent invites viewers into their homes, provides an intimate tour and shares the inspiration behind their design choices, home entertaining tips, and favorite decorative accents.

Video will be supported by an editorial feature and a photo gallery of the homes. A list of home furnishings and artwork inspired by the subject's décor will also be available online.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Episodic Sponsorship

EBONY

DATE WITH A DISH

Video Content

Date With A Dish is a fun and light-hearted series with celebrities, musicians, actors, creators, public figures, and more who will show EBONY their favorite Black-owned restaurants, recipes, and dishes that hit home every time.

Each episode will take place in the restaurant we are profiling and will include an interview with gamification moments that will create a laid-back conversation style, allowing viewers to get to know the guests more intimately.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Episodic Sponsorship

EBONY

WANDERLUST

Video Content

Wanderlust is EBONY's newest social-first travel series that focuses on connecting our growing audiences with the most exciting global and cultural experiences.

From moments at this year's Fete de la Musique in Paris to the latest from Lagos Fashion Week, EBONY brings our audience everything native and new across entertainment, wellness, community, culinary, and hospitality.

With the help of top Black travel influencers, Wanderlust will provide our audience with expert advice, travel guides, destination information, and inspiration for their upcoming travels.

OPPORTUNITIES INCLUDE:

- Series Sponsorship
- Episodic Sponsorship

The EBONY logo is located in the bottom left corner of the page. It features the word "EBONY" in a bold, sans-serif font. The letter "E" is red, while the letters "BONY" are black.



KINFOLK

Editorial Content

Kinfolk celebrates Gen Z and Millennial Black families that work and play together. By creating their unique tribe, they have reimagined the possibilities for parenting and partnership.

Each month, we profile one tastemaking family, highlight the breadth and beauty of Black families and the people raising a generation of free Black children with lives full of love and joy.

OPPORTUNITIES INCLUDE:

- Editorial Sponsorship

EBONY

A top-down view of a desk with various tech items: a laptop keyboard on the left, a mouse at the top, a smartphone with a patterned case in the center, a pair of wireless earbuds in a red case below it, and a grey mousepad at the bottom. The background is a solid black color.

PLUGGED

Editorial Content

Plugged is a guide to the latest in today's hottest gadgets, technology tips, and more. Each month, we tap Black creatives, designers, filmmakers, influencers, illustrators, musicians, and more to share the tech essentials and tools that fuel their lives.

A shoppable gallery accompanies each interview.

OPPORTUNITIES INCLUDE:

- Editorial Sponsorship

EBONY

A man and a woman are sitting on a white sofa, meditating. The man is on the left, wearing a colorful patterned shirt and light-colored pants, with his hands in a prayer position. The woman is on the right, wearing a black top and pants, also with her hands in a prayer position. The background is a bright, airy room with a white sofa and a large window.

HEALTH & HARMONY

Editorial Content

Health & Harmony inspires readers to live a healthy, balanced lifestyle with tips on exercise, nutrition, gear, and more! Each month, we tap Black trainers and fitness experts to offer fresh fitness tutorials that readers can do independently to live a healthy harmonious lifestyle.

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