

# Black Cultural Events



*BlackCulturalEvents.com*  
*Digital Media Kit*

# Site Overview

Black Cultural Events is your gateway to the rich cultural life of Black Southern California. We provide event and directory listings of restaurants, museums, art centers, theaters and landmarks for African Americans in Southern California. We also offer news and content relevant to the local black community. Our site gives advertisers the opportunity to reach a prized and economically influential demographic.



**Black Cultural Events**

Los Angeles

Art  
Film  
Music  
Dance  
Theater

Festivals  
Museums  
Restaurants  
Book Signings

## BlackCulturalEvents.com Features:

- Free Event Listings
- Directory Listings
- Community News
- User profiles
- Event Reviews
- Social Media Connections



**Black Cultural Events**

Have something coming up?

**Submit Your Event Today**

# About Our Audience

The Black Cultural Events audience, which consists primarily of African American professionals, tends to be:

- Sophisticated
- Affluent
- Highly Educated

Black Cultural Events



## User Profile (projected)

Gender	Age	Education	Household Income
Female 55%	35-40: 50%	Bachelors: 70%	\$100+: 55%
Male 45%	18-34: 20%	Masters: 30%	\$50K-\$100K: 35%
	55+: 10%	Doctorate: 10%	<\$50K: 10%
	<18: 10%		

## Key Stats

Website Users	Social Media Reach	Newsletter Subscribers	Website Page Views
55,000+	4,600+	20,000+	600,000+

# Advertising Opportunities

## Editorial Calendar

The Black Cultural Events newsletter is sent to subscribers every Thursday to provide a preview of upcoming events. Our editorial calendar gives insight into the major annual events for Black Southern California and opportunities for advertising around those tent pole events. **The deadline for all newsletter promos is every Monday at 12 noon.** [Contact us to choose your advertising opportunity.](#)

Month	Events
January	ML King Holiday Parades and Festivals
February	Pan African Film Festival Black College Expo Black History Month
March	Women's History Month
April	KJLH Women's Health Forum Jazz Appreciation Month LA Times Festival of Books
May	St. Elmo's Village Festival UCLA Reggae Festival
June	Junteenth Festival Playboy Jazz Festival

# Advertising Opportunities

## Editorial Calendar (cont.)

Month	Events
July	LA Soul Music Festival Harold & Belles Crawfish Boil Jazz at LACMA
August	Leimert Park Book Festival Long Beach Jazz Fest Black Business Month
September	African Marketplace Watts Towers Day of the Drum and Jazz Festival Annual Black Family Conference - Awaken the Greatness Foundation Pan African Global Trade and Investment Conference
October	Taste of Crenshaw National Gumbo Day
November	Thanksgiving
December	Lula Washington Kwanzaa Debbie Allen Chocolate Nutcracker

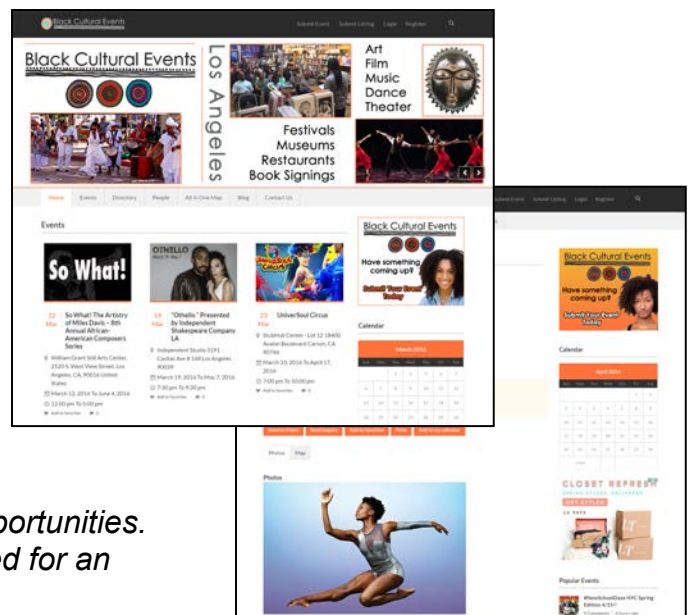
# Advertising Opportunities

## Banner Ad Opportunities

Ad Unit	Dimensions	Formats
Homepage/Rotator	1920x600	JPG, GIF, PNG
Home/Leaderboard	728x90	JPG, GIF, PNG
Home/Med. Rectangle	300x250, 300x600	JPG, GIF, PNG
Interior /Med. Rectangle	300x250	JPG, GIF, PNG

## Additional Advertising Opportunities:

- Website Banners
- Sponsored Content
- Newsletter Promotion
- Newsletter Banners
- Video Promo
- Video Sponsorship
- Social Media Boost



Contact us for rates on all Advertising Opportunities.  
Graphic design assistance can be provided for an additional charge.

# Advertising Opportunities

*Thank You*

*BlackCulturalEvents.com*  
*Digital Media Kit*

*For more information or details on custom  
advertising opportunities, contact us at  
[mediaexecutive@blackculturalevents.com](mailto:mediaexecutive@blackculturalevents.com)*