

getting back to healthy
black relationships

2012 MEDIA KIT

DYNAMIC WEBSITE

An ONLINE lifestyle magazine designed to create relationship focused dialog.

PRINT AND DIGITAL MAGAZINE

The best new and recycled content from our site is cycled into our semi-annual print publication. BLF Mag is also available in digital format.

SOCIAL EVENTS & FORUMS

Events that allow face to face interactions among community members to foster connections.

EDUCATION & COACHING

Offering solutions that bring about change including workshops, seminars, retreats, and conferences.

blackLOVEforum

...A CATALYST FOR POSITIVE CHANGE IN BLACK RELATIONSHIPS

Relationships in the Black Community are in serious crisis. There is a grave breakdown in our connections and communication. It is within our power to 'pump the brakes' of discord and bring this train safely to a halt. Then start on a new journey that will lead us to a destination of wholesome, healthy relationships.

In the vein of Hill Harper's book *The Conversation*, our focus here is creating dialog and solutions around relational issues between black men and women. What are the barriers that separate us from one another and ultimately how these obstacles are impeding the black family in today.

about

Relationships in the Black community are in serious crisis. There is a grave breakdown in our connections and communication. It is within our power to 'pump the brakes' of discord and bring this train safely to a halt. We invite you to start a new journey with us, that will lead us to a destination of wholesome, healthy and financially sound relationships.

Black Love Forum is a key influencer in the movement to restore healthy relationships in the Black Community.

Our organization is dedicated to being a change agent through our:

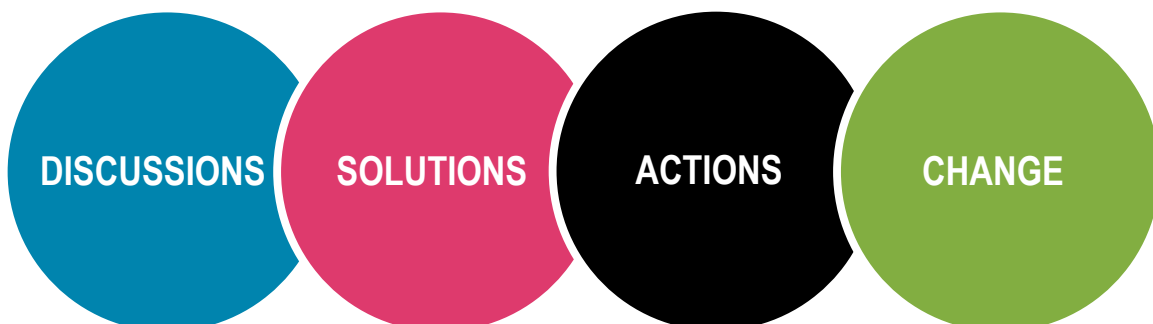
- Website & Online Community (BlackLoveForum.com)
- Events & Discussions
- Education & Coaching

OUR MISSION:

To invoke an atmosphere of change in the movement to restore black relationships to a place of honor, harmony and prosperity. To be a conduit for creating healthy relationships and improved personal connections through education, mentoring and events.

OUR PHILOSOPHY:

We relish dialog between the sexes. It is both informative and liberating and the first step in the movement for change. Black Love Forum is lobbying to be an agent for that change through Discussions, Solutions, Actions and Change.



BLF PORTAL

This portion of the site is a robust information portal. The dynamic data consists of blogs, news feeds, and shared content designed to promote conversations. Readers will be able to ask advice, make comments, contact bloggers and submit requests or suggestions. Submissions may also be featured on the site.



bloggers & experts

The website has 25 active bloggers and posts an average of 14-18 entries weekly. Posted 6 days per week (no Sunday entries)

BLF focuses on 13 categories that heavily affect relationships in the African-American community.

1. Relationship Challenges
2. Black Love Success Stories
3. For Black Men
4. For Black Women
5. Singles & Dating
6. For Couples
7. Sex & Romance
8. Break-ups & Divorce
9. Humor
10. Finances
11. Communication
12. Health & Fitness
13. Blended Families
14. Lifestyle (Travel, Fashion, Entertainment)
15. Personal Growth
16. Inspiration



audience

TARGET AUDIENCE:

- African Americans and other Black cultures within the USA
- Men & Women Ages 24-55
- Status: Married, Single, Divorced
- Household Income: 50k+
- Education Level: Some College

READERS:

- Ages 35-44 (54%)
- Female: 76% Male: 21%
- 1,200 Facebook fans
- 2,800 Twitter followers
- Monthly Unique Visitors: **10k**
- Monthly Site Visits: **20k**

(All stats are from the last 90 days)

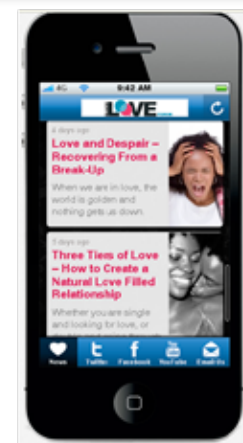
SOCIAL MEDIA CHANNELS:

Our fans connect with us via:

- BLF Community
- Facebook
- Twitter
- MeetUp
- You Tube
- Newsletter
- RSS Feed

MOBILE ACCESS:

- Mobile Website
- Android App
- iPhone App (coming soon)



web advertising

| ABOVE THE FOLD | | |
|-----------------------------------|-----------|---------------------------------|
| AD SIZE | ONE MONTH | THREE MONTHS |
| 1. LEADER BOARD 728 X 90 | \$75 | \$205 |
| 2. SQUARE SIDEBAR 300 X 250 | \$60 | \$160 |
| 3. RECTANGLE SIDEBAR 300 X 150 | \$50 | \$130 |
| 4. SECTION DIVIDER 650 X 125 | \$45 | \$115 |
| BELOW THE FOLD | | |
| 5. SECTION DIVIDER 650 X 125 | \$35 | \$85 |
| 6. RECTANGLE SIDEBAR 300 X 150 | \$25 | \$65 |
| 7. SQUARE SIDEBAR 300 X 250 | \$20 | \$50 |
| AD TYPE | COST | SOCIAL MEDIA |
| SPONSORED POST | \$100 | Facebook Twitter |
| SPONSORED VIDEO POST | \$150 | Facebook Twitter You Tube |
| ADVERTORIAL | \$75 | Facebook Twitter |

SEE PAGE 7 FOR AD MAP

ad placement

ABOVE THE FOLD

728 X 90 1

BLACK LOVE FORUM

getting back to healthy black love BLF

HOME COUPLES SINGLES SEX MEN & WOMEN CHALLENGES PERSONAL CARE & LIFESTYLE NEWS & EVENTS

Featured Posts

2 300 X 250

3 300 X 125

4 650 X 125

Detailed description: This screenshot shows the top portion of the Black Love Forum website. At the top, a blue banner contains the text '728 X 90' and a large number '1'. Below this is the forum's logo and navigation menu. A 'Featured Posts' section is visible, with a blue box containing '2 300 X 250' and another blue box containing '3 300 X 125'. At the bottom of this section, a red box contains '4 650 X 125'.

BELOW THE FOLD

650 X 125 5

6 300 X 125

7 300 X 250

Founder's Blog

Recent Posts

Detailed description: This screenshot shows the lower portion of the Black Love Forum website. A red banner at the top contains '650 X 125' and a large number '5'. Below this is the 'Founder's Blog' section with three article thumbnails. A 'Recent Posts' section follows with three more article thumbnails. To the right, a 'Black Love Forum on Twitter' widget is visible. Further down, a red banner contains '6 300 X 125'. Below that is a 'BLF TV' video player. At the bottom, a red banner contains '7 300 X 250'.

GRAPHIC DESIGN AND RESIZING
FEES ARE NOT INCLUDED
IN AD PRICING

contact

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