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PRINT-ONLINE-VIDEO-DIGITAL-SOCIAL MEDIA



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## NEW YORK MWBE JOURNAL.COM

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BLACK HISPANIC ASIAN MWBE BUSINESSES

UNPARALLELED ACCESS TO 20 MILLION  
BLACK HISPANIC ASIAN MWBE BUSINESSES



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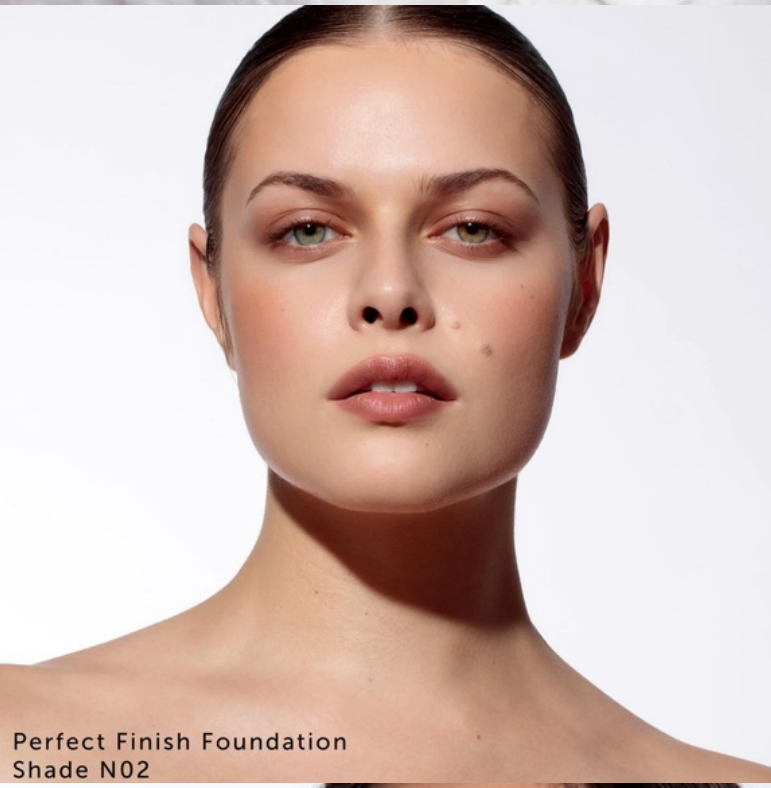
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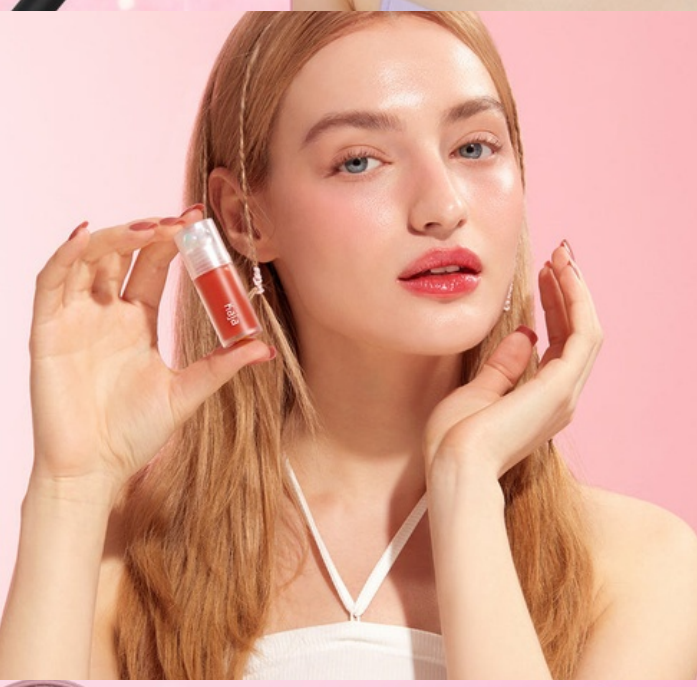
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# THE OPPORTUNITY

REACH 10 MILLION BLACK HISPANIC ASIAN MWBE BUSINESSES



**ACCESS**  
**VISIBILITY**  
**RECORD**  
**AUDIENCE**

**ACCESS**

Unparalleled access to 20 million Black Hispanic Asian MWBE Businesses.

**VISIBILITY**

Social media Multi-channel platform maximizing Fortune 1000 brand visibility.

**RECORD**

Proven track record across print, digital, video, and social media.

**AUDIENCE**

A nationwide audience of engaged entrepreneurs and business owners across all 50 states.



## OUR MISSION

Empowering and uplifting Black Hispanic Asian MWBE Businesses through free advertising while creating strategic partnerships with major corporations seeking authentic community connections.

# EMPOWER

Support Diverse Business Growth

# CONNECT

Bridge corporate-community relationships

## AUDIENCE REACH & DEMOGRAPHICS

**100K+**

ACTIVE SUBSCRIBERS

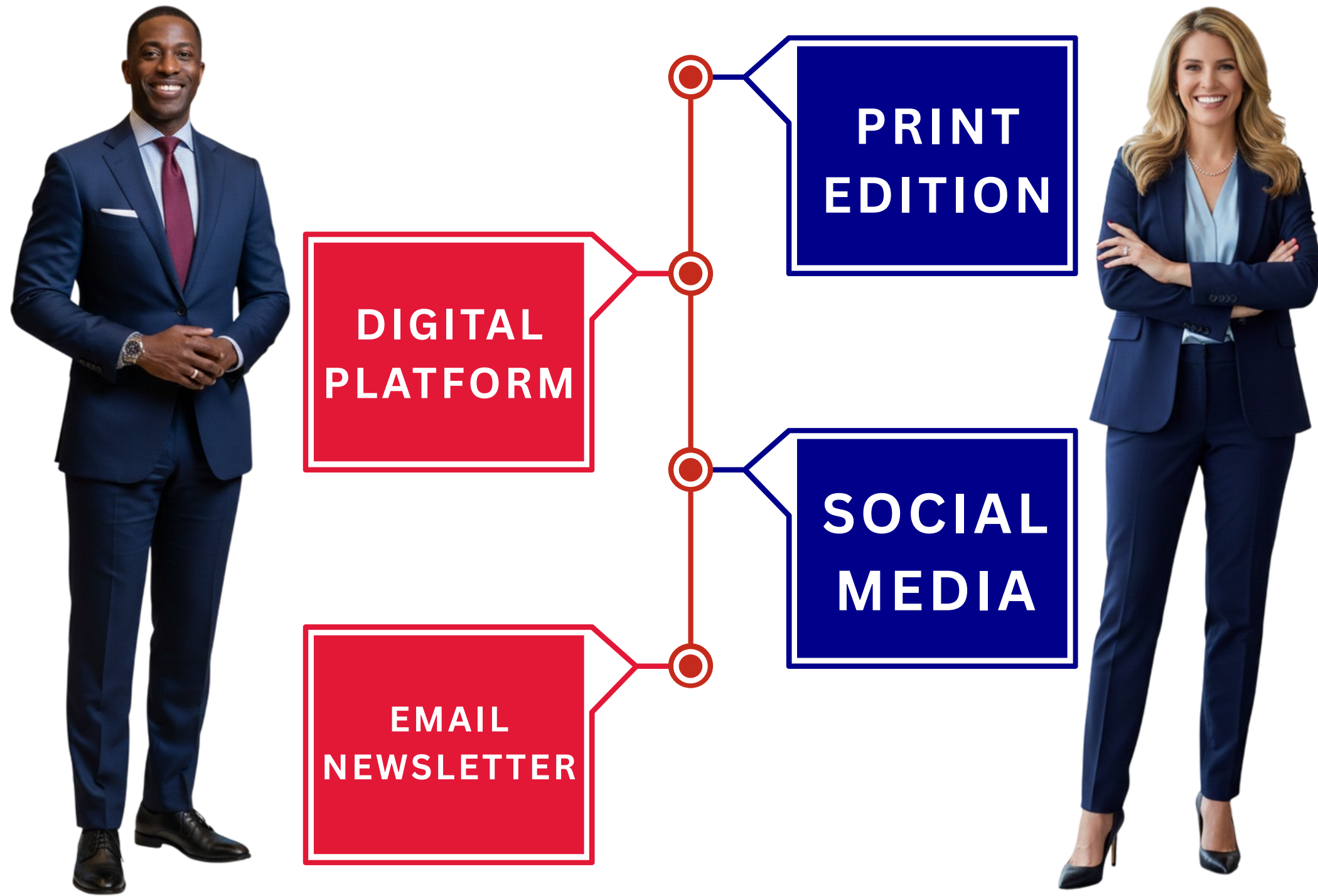
**67%**

BLACK-OWNED

**33%**

HISPANIC-OWNED

## MULTI-CHANNEL DISTRIBUTION



### PRINT EDITION

120,000+ monthly circulation across NYC metro.

### DIGITAL PLATFORM

MWBE FREE ADS.COM with 45,000+ monthly visitors.

### SOCIAL MEDIA

Strategic presence across Facebook, Instagram, LinkedIn.

### EMAIL NEWSLETTER

65,000+ engaged email subscribers.

# WHY PARTNER



DIRECT ACCESS TO HIGH-INTENT  
ENTREPRENEURS

AUTHENTIC INCLUSIVE ALIGNMENT

MULTI CHANNEL ROI

MISSION-DRIVEN CREDIBILITY

## MWBE FREE ADS USA.COM

## TRUSTED BY INDUSTRY LEADERS



## PREMIUM ADVERTISING PACKAGES

# PRINT EDITION

120,000+ monthly circulation across NYC metro.

## CUSTOM DESIGN SUPPORT INCLUDED

<b>STARTER</b>	Print + Digital banner + Email
<b>GROWTH</b>	All above + social media(3 months)
<b>PREMIUM</b>	Comprehensive multi-channel + dedicated account management
<b>CUSTOM</b>	For specific campaign objectives

# ADVERTISING SUCCESS METRICS

**EMPOWERING DIVERSE  
BUSINESSES**  
**BUILDING STRONGER  
COMMUNITIES**



**AVERAGE ROI** **4.2X**



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**FREE ADVERTISING**

**BLACK HISPANIC ASIAN MWBE BUSINESSES**

**PRINT-ONLINE-VIDEO-DIGITAL-SOCIAL MEDIA**



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New York City Comptroller



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New York State Comptroller



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**Shanel Thomas-Henry**  
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Chairman- Small Business Committee

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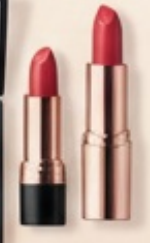
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# FREE ADVERTISING

BLACK HISPANIC ASIAN MWBE BUSINESSES

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careers  
businesses  
neighborhoods

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SHOP BLACK LIVE





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SHOP  
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CITY

