2020 MEDIA KIT
PanaGenius is a modern media company building and operating the most impactful, admired and authoritative digital media brands for smart, curious, and enterprising global black audiences. We inform, connect and empower these audiences through technology, content and events, while speaking to them authoritatively about their lifestyle and helping brands make meaningful connections.
OUR AUDIENCE IN FOCUS

WHO THEY ARE
- Foreign-Born Blacks
- First and Second Generation African and Caribbean Immigrants
- African-Americans

WHY THEY MATTER
- Growing in size and influence faster than non Hispanic whites due to immigration, high educational attainment, digital acumen, entrepreneurship and business success.

WHAT THEY VALUE
- Culture & Identity
- Education
- Business Success
- Entrepreneurship
- Financial Security
- Social Impact

INSIGHTS

EDUCATION
- Over 90% of our audience have a bachelor’s degree
- Over 50% have a graduate degree or higher

INCOME:
- They make $30,000 more than the average American

EMPLOYMENT
- Over 88% are employed
- 55% hold a managerial position or higher

ENTREPRENEURSHIP
- 35% are entrepreneurs
- 15% of business owners reported more than $1 Million in annual revenue
AUDIENCE PROFILE

Thierry Katano
Entrepreneur
Age: 38

- Started his first business after college
- Now owns a successful Cyber Security firm in Washington DC
- Employs more than 150 people
- Averages $100 million in annual revenue
- Thierry is an immigrant; family immigrated from Tanzania to the U.S when he was 11
- Lifestyle: Thierry is a homeowner, owns two luxury cars, vacations at least twice a year with wife and kids
- Values: Family, intergenerational wealth, cultural identity and values

Nancy Monroe (ESQ.)
Senior Corporate Counsel
Age: 44

- Serves as a Senior Corporate Counsel for a Fortune 50 company in New Jersey
- Lives with husband and 2 children
- Nancy is from Jamaica; Husband is from Nigeria
- Lifestyle: Sits on the board of 3 Foundations; Husband is an Orthopaedic Surgeon; Owns several rental properties in the New Jersey area
- Values: Hard work, education and success; Investing in the future

Bismark Tadada
Chief Financial Officer
Age: 33

- Serves as Chief Financial Officer at a Venture Capital Firm in New York
- Originally from Benin; Came to the U.S. on an international scholarship
- Lifestyle: Lives in a condo in Manhattan, enjoys the latest technology, loves adventure and meeting new people
- Values: Success, wants to impact his community; Hopes to build a family someday
# How We Reach and Engage Them

## Digital

<table>
<thead>
<tr>
<th>Platform</th>
<th>Reach</th>
<th>Social</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face2faceafrica.com</td>
<td>5MM Pageviews</td>
<td>600K Fans/Followers</td>
</tr>
<tr>
<td></td>
<td>90MM Impressions</td>
<td>150MM Impressions</td>
</tr>
<tr>
<td></td>
<td>3MM Unique Visitors</td>
<td>100K Newsletter Subscribers</td>
</tr>
</tbody>
</table>

## User Profile

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Gender</th>
<th>Bachelor's Degree</th>
<th>Media Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>45%</td>
<td>Male</td>
<td>90%</td>
<td>32</td>
</tr>
<tr>
<td>55%</td>
<td>Female</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Face2faceafrica.com is a premier international news platform reaching an engaged audience of more than 2 million monthly users and providing them with the latest in politics, business, culture, technology, history, and more.

Nsuri.com is the ultimate destination for global black lifestyle news.
PanaGenius produces world-class local and national events that connect and inform thousands of attendees and reach millions of audiences online. Our events provide excellent opportunities for brands to engage with these audiences via meaningful, culturally-relevant activation and program integration. Partners enjoy year-round visibility through ongoing online exposure and promotions, digital campaigns, and the opportunity to showcase products via gift bags, pourings and samplings, giveaways and more.
30 Black Stars is an intimate conference and awards gala that highlight and celebrate the impact of high-achieving African, African-American, and Caribbean business and professional leaders in the United States.
Some Past Speakers

- Congresswoman Sheila Jackson Lee - Houston Congressional District
- Nana Konadu Agyeman Rawlings - Former First Lady of Ghana
- Jessica Good - MD & Southeast Market Assurance Leader, PwC
- Duane L. Hughes - MD, JP Morgan

Attendee Profile

300 Attendees

Education

- Bachelor's Degree: 99%
- Masters Degree: 55%

Gender

- 40% Males
- 60% Females

Position Distribution

<table>
<thead>
<tr>
<th>Position</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Level Executives</td>
<td>40%</td>
</tr>
<tr>
<td>Mid-level Managers</td>
<td>35%</td>
</tr>
<tr>
<td>Entrepreneurs/Private Sector</td>
<td>15%</td>
</tr>
<tr>
<td>General Professionals</td>
<td>10%</td>
</tr>
</tbody>
</table>

Average HHI

~ $130k

Audience Reach

60M Average Media & PR Impressions
The Pan-African Weekend is a prestigious celebration of black culture and excellence that connects, empowers and celebrates the Black diaspora community.

SCHEDULE

**IAAPA Expo**

The IAAPA Expo is a business, career and networking event for black professionals. The event provides career tools and resources, showcases local businesses, connects employers to talent, and much more. Some of the activities include industry breakout sessions, guest speakers, vendor exhibition, recruiting and networking.

**FACE List Awards**

The FACE List Awards Gala is a prestigious celebration of black achievement that recognizes influential personalities making an impact globally. The extravagant red carpet affair includes a pre-networking event, live performances, award presentations, and much more.

**Ankara Brunch**

The Jazz Brunch is the closing event to the Pan-African Weekend and provides the opportunity for intimate networking. Guests enjoy a live band, musical performances, food, and cocktails.
Some Past Honorees and Speakers

- Rev. Al Sharpton - Civil Rights Activist, Talk Show Host, & Politician
- Dr. Mo Ibrahim - International business financier and founder of the Mo Ibrahim Foundation
- Angelique Kidjo - Grammy Award-winning Musician
- Alek Wek - International Fashion icon and Humanitarian
- Serge Ibaka - Professional Basketball Player, Toronto Raptors
- Rosa Whitaker - Founder & CEO, The Whitaker Group
- Mimi Alemayehou - MD, Black Rhino Group
- Wyclef Jean - Grammy award-winning Musician and Humanitarian

Demographic Snapshot

- Education: College Degree or Higher
- Socially Active
- Consistent Consumer
- Passion for Leadership and Positively Impacting World
- Growing Market Influence
- Discerning Taste
- Entering & Progressive

Attendee Profile

- 1,500 Attendees
- 45% Male, 55% Female
- Employed: 93%
- Average HHI: $110k
- Bachelor’s Degree: 95%
- Advanced Degree: 54%

Audience Reach

- 45M Average Media & PR Impressions
- Top States of Origin:
  - Tri-States (NY/NJ/CT)
  - DMV (D.C./Maryland/Virginia)
  - Texas (Dallas/Houston)
  - Georgia (Atlanta)
Attracting nearly 500 attendees, the Pan-African Women Forum is a leading networking business conference for women of color. The forum creates a platform for ambitious and talented professional young women to network, gain professional development and hear the journeys and success stories of trailblazing women in various industries.
Some Past Speakers

- Dr. Gina Paige - Co-founder & President, African Ancestry, Inc.
- Mary Spio - Founder, CEEK Virtual Reality Inc.
- Sophie Chandauka - Global COO - Shared Services and Banking Operations, Morgan Stanley
- Chinwe Esimai - Managing Director & Chief Anti-Bribery Officer, Citi
- Rexy Rolle - Vice President of Operations & General Counsel, Western Air Bahamas
- Dr. Wendy O. Osefo - Professor and Political Commentator
- Lucy Quist - Managing Director, Airtel Ghana
- Abrima Erwiah - Co-founder, Studio 189

Attendee Profile

- 400 Attendees
- 10% Male
- 90% Female

Education

- Bachelor's Degree 95%
- Advanced Degree 45%

Employed

- 93%

Top States of Origin

- Tri-States (NY/NJ/CT)
- DMV (D.C./Maryland/Virginia)
- Texas (Dallas/Houston)
- Georgia (Atlanta)

Average HHI

- $88k
FACETalk is a national empowerment series that engages influential personalities in an intimate dialogue about their journey, black culture and politics, and how they are creating a legacy-shift.
Past Speaker

- Masai Ujiri
  President, Toronto Raptors

Attendee Profile

250 Attendees

Education
- Bachelor’s Degree: 99%

Employed: 93%

Gender
- Female: 54%

Event Reach

- Event Page Views: 15k
- Media & PR Impressions: 15M
- Live FB Stream Views: 1k
Benefits vary depending on sponsorship level

- Speaking Opportunities at Events
- Product Display/Sampling
- Onsite Activation Opportunities
- Opportunity for Brand and Program Integration
- Awards Customization Opportunities
- Hospitality (tickets to events and access to VIPs)
- Database Marketing (access to event-generated database for direct mailing)
- Brand ID on Marketing Materials
- Brand ID in Press Releases
- Onsite Brand Exposure
- Digital Marketing Campaign
- Exclusive Social Media Campaign
- Magazine Advertisement
- Other Customized Benefits as Agreed Upon

<table>
<thead>
<tr>
<th>EVENT</th>
<th>PRESENTING</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SUPPORTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pan-African Weekend</td>
<td>$125,000</td>
<td>$80,000</td>
<td>$40,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>Women's Forum</td>
<td>$60,000</td>
<td>$40,000</td>
<td>$25,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>30 Black Stars Conference &amp; Awards</td>
<td>$125,000</td>
<td>$80,000</td>
<td>$40,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>FACETalk</td>
<td>CUSTOM</td>
<td>CUSTOM</td>
<td>CUSTOM</td>
<td>CUSTOM</td>
</tr>
</tbody>
</table>
OUR DIGITAL SOLUTIONS

We collaborate with Brands to create unique experiences across our platforms to engage audiences

• Branded Content
• Native Advertising
• Sponsored Content
• Video  +More
This is a high-end print and digital magazine that profiles global black achievers and success stories emerging from the African Diaspora community.

**DISTRIBUTION**

- 5,000 Printed
- 2.5K copies distributed across F2FA events
- 1K via online sales
- 1.5K copies via corporate events and Partners
- 5K Digital downloads

**READERSHIP 50,000+**

**AD SPECS**

<table>
<thead>
<tr>
<th>W/H</th>
<th>SIZE</th>
<th>POSITIONING</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.5” x 11”</td>
<td>Full Page</td>
<td>Back Cover</td>
<td>$6,000</td>
</tr>
<tr>
<td>8.5” x 11”</td>
<td>Full Page</td>
<td>Premium*</td>
<td>$3,500</td>
</tr>
<tr>
<td>8.5” x 11”</td>
<td>Full Page</td>
<td>Standard</td>
<td>$2,500</td>
</tr>
<tr>
<td>17” x 11”</td>
<td>Double Page (Spread)</td>
<td>Premium*</td>
<td>$5,000</td>
</tr>
<tr>
<td>17” x 11”</td>
<td>Double Page (Spread)</td>
<td>Standard</td>
<td>$3,500</td>
</tr>
</tbody>
</table>

*Premium Positioning: Inside Back and Front Cover (4 pages available)*
CONTACT INFO

Akinwole Garrett
Head of Sales and Business Development
Phone: 215.850.6795
Email: agarrett@PanaGenius.com