



MEDIA KIT
BLACK GOSPEL PROMO, INC.

BLACKGOSPELPROMO.COM

REACH

an audience of more than 150,000 ACTIVE, AFFLUENT, AFRICAN-AMERICAN adults at BlackGospelPromo.com. BlackGospelPromo.com provides visitors a spirited, interactive and fun interactive community and a daily in-your-face approach to email marketing.

Type of Business: E-blast Marketing & Website Promotions

Services We Provide: E-blast Distribution, Design of Eblast and Website Promotions.

Years in Business: 8 years

What We Promote? Ministries, Artist, Record Labels, CD's, Books, Tours, Workshops, Live Recordings, My Space, Twitter, Facebook Pages, Magazines, Nominations Documentaries, Christian Comedy, Christian Cruise, Cable Shows, You Tube Promos, Videos, Producers Engineers, Mobile Services, plays Clothing Companies, Movies and more -

Log on and visit: <http://www.blackgospelpromo.com/GoBGP>

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I think it is a phenomenal source of awareness for the entire gospel industry.

Everyone should use it

-Vickie Winans

ABOUT OUR USERS

Audience as of 5/1/09: 156,604

Targeted Audience: African-American Christian Community Online, Pastors, Bishops, Church Attendees, Christian Consumer, Businesses, Colleges, Media (Magazines, Newspapers, Websites, Radio Stations, TV and Cable Stations), Record Labels, Gospel Artist, Retail Stores and Distributors.

Education

High School Grad 8%
Some College 27%
Technical/Vocational 6%
Current College Student 6%
Associates Degree 10%
Bachelors Degree 29%

Online Shopping Habits

Any Online Shopping (last 30 days) 62%
Any Online Shopping (last 6 months) 91%
Any Online Purchase (last 6 months) 72.1%
Any Online Purchase (last 30 days) 49.5%

Access Frequency

Online 1-2 times a week 7.6%
Online 3-4 times a week 13.9%
Online 5-6 times a week 19.4%
Online < 1 time a week 2.7%

Gender

Female 62.5%
Male 37.5%

Age Mean

42

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Find out what other people are saying about BGP:
[log on to: http://www.blackgospelpromo.com/bgp_pr3/](http://www.blackgospelpromo.com/bgp_pr3/)

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GET. GOSPEL. NOW.

ABOUT THE SITE

Statistics

27,596 Impressions per month

Average 50 new registrants per day

Approximately 19,034 uniques per day

Time Spent on Site - 14 minutes

BlackGospelPromo.com is positioned to succeed by building off the great combination eblast promotions, website promotions and partnerships with websites, television stations, radio stations and magazines a rapidly growing source of mediums that is reaching African-Americans at increasing rates. In general, the African-American consume more than a half-billion dollars of goods and services.

This lucrative market is extending itself online and become a valuable segment to reach. Black households alone are projected to spend more than \$1.5 billion on computers and related equipment over the next four years.

According to a recent Interep study, the African-American online population is growing at a rate faster than the general population and reaching a coveted demographic of households 25-54 years old, college-educated and earning more than \$50,000 per year. According to the study, African-American online growth just 44% over the past year. The study also points out that:

- * More likely than general audience to be a college graduate
- * More likely to offline African-American audience own a luxury car
- * More likely than offline African-American audience to own a home worth more than \$200,000
- * More likely than offline African American audience to own stock or other market instrument.
- * Equally likely compared to whites online to bank online, make travel reservations or buy/sell stocks.

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PROMOTE EVERYTHING

EXPLORE

Promote EVERYTHING: <http://www.blackgospelpromo.com/press536.htm>

Promote your CD: <http://www.blackgospelpromo.com/press532.htm>

Brand your artist: <http://www.blackgospelpromo.com/press230.htm>

Brand your book: <http://www.blackgospelpromo.com/BGPBook/index2.html>

Brand your event: <http://www.blackgospelpromo.com/bgpevents/>

Promote your movie: <http://blackgospelpromo.com/bgpmovies/>

Go BGP: <http://www.blackgospelpromo.com/GoBGP>

BGP Services: <http://www.blackgospelpromo.com/bgppromo/>

BGP Branding: <http://blackgospelpromo.com/bygodspeople/>

Next Generation Internet Advertising: http://blackgospelpromo.com/bgp_pr

Support Gospel Music: <http://blackgospelpromo.com/bgpsupportsgospel/>

Let BGP Design and Promote for you: <http://www.blackgospelpromo.com/letbgp.html>

BGP on MySpace: <http://blackgospelpromo.com/myspace/>

BGP Refer a Friend Campaign: <http://www.blackgospelpromo.com/press339.htm>

BGP Christmas Promos: <http://www.blackgospelpromo.com/christmas/>

Veda Brown (Seminar Teacher) Faith Based marketing Summit: <http://www.blackgospelpromo.com/2top>

Veda Brown (Seminar Teacher) Gospel Announcer Guild: <http://www.blackgospelpromo.com/VedaNCGAG/>

Rates/Process & Procedures: <http://www.blackgospelpromo.com/viewpage.php?page=3>

Veda Brown, President

About Veda Brown: http://afgen.com/veda_brown.html

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