REFER. DISCOVER. CIRCULATE.

BlackRefer

Founding Partner Media Kit

Where Black founders, executives, and capital connect.

A sponsorship conversation built around business discovery, original intelligence, and useful connections.



BLACKREFER.COM / BUILT BY PLAID PARK

OUR PURPOSE

From Impressions to Intelligence.

BlackRefer exists to create practical value—and hope grounded in information. From neighborhood businesses to C-suite executives, our original, cited research helps people examine their options, recognize opportunities in existing relationships, and take informed next steps. We connect that intelligence with business discovery: not simply more attention, but something useful to carry forward.

01

Business discovery

A searchable directory of Black-owned businesses across professional services, technology, health, arts, and other sectors.

Explore the Directory

02

Original intelligence

Cited Insights and practical booklets examine business models, intellectual property, and ownership decisions.

Read the Insights

03

Useful connections

Black Commas audio, event discovery, and free BlackRefer ID calling cards create more paths into the platform.

Explore BlackRefer ID

GOOGLE ANALYTICS SNAPSHOT

Early traction. A focused proposition.

The owner-supplied Google Analytics screenshots show these rounded figures for the last 30 days. They are a starting point for a sponsor conversation—not a promise of campaign performance.

7,900	16,000	46,000	1,800
Active users	Page views	Analytics events	Insights hub views

Measurement context

Reporting period: last 30 days; approximately October 25–November 23, 2026, inferred from the November 24 capture. Source: owner-supplied Google Analytics screenshots; rounded display values, not an independently reconciled export.

Events do not establish dwell time, buyer status, or conversions. Insights hub views are not total article readership. The country panel covers seven days, not this period. The owner reports no paid ad spend; audience demographics are not verified here.

CHANNELS & CONTEXT

Meet readers where the work happens.

Proposed placements are matched to the partner, production schedule, and available inventory. No combined audience total is claimed.

Business Directory	Featured listing and category-aligned visibility. Paid placement is not an ownership or credential verification badge.
Insights & booklets	Clearly disclosed sponsored research briefings, subject to sourcing and editorial review—not purchased conclusions.
Black Commas Podcast	Proposed audio sponsorship and episode links. Read format and production capacity require confirmation.
Events Directory	Relevant event listings and agreed spotlight opportunities; listing does not imply BlackRefer hosts the event.
The BlackRefer Briefing	Proposed newsletter mentions. Subscriber reach and sending cadence are confirmed separately.
Sister platforms	Black Academia, Black Healthspan, and Black Grail placements are separately scoped; reach is not pooled.

2026–2027 FOUNDING PARTNER PACKAGES

Start focused. Build the right partnership.

Proposed introductory pricing from the supplied kit. Deliverables, cadence, term, and placement availability are finalized in a written agreement.

01 / DIRECTORY

Featured Directory Partner

$250

per month · or $2,400/year

Featured Directory card and category-aligned placement.

Event listings and spotlight placement on an agreed schedule.

Quarterly partner mention in The BlackRefer Briefing.

02 / EDITORIAL + AUDIO

Editorial & Audio Sponsor

$750

per month · 3-month minimum

Agreed Tier 1 benefits, plus:

One disclosed Insights briefing; cadence agreed.

Two 30-second audio reads and episode links; cadence agreed.

LinkedIn and social distribution; scope agreed.

03 / ECOSYSTEM

Founding Ecosystem Partner

$1,500

per month · up to 3 partners

Agreed Tier 1 and Tier 2 benefits, plus:

Category exclusivity for sponsor placements, not editorial coverage.

Presenting credit on agreed Insights and Directory placements.

Sister-platform placements, separately agreed.

BUILT FOR FIT, NOT JUST IMPRESSIONS

A clear offer.
An accountable partnership.

Editorial independence

Sponsored placements are disclosed. Research remains sourced and reviewed; sponsorship does not buy endorsement or a verification badge.

Defined commitments

Confirm formats, quantities, production dates, category scope, and placement duration before booking. No unlimited-event, permanent-archive, or sitewide placement promise is made.

Transparent reporting

Agree on available placement and click reporting. Traffic, downloads, leads, and revenue are not guaranteed; cross-platform and newsletter reach are reported separately.



BLACK COMMAS · A BLACKREFER PODCAST

LET'S TALK PARTNERSHIP

Bring your audience, category, and objective.

blackrefer.com/contact

Studio: plaidpark.com