



MEDIA KIT 2025

BLACS

ABOUT BLACS



Blacs Business Magazine is the definitive platform dedicated to amplifying Black entrepreneurs' voices, achievements, and economic power.

As a premier publication and entrepreneurial super hub (Eshub), we champion Black-owned businesses by providing visibility, resources, and strategic connections that drive sustainable success. We aim to uplift and empower Black enterprises by fostering collaboration, partnerships, and affiliations with Black business organizations and networks.

BLACS AUDIENCE

AGE RANGE

19-80 YEARS OLD

LOCATION

80% CANADA

GENDER

55% Female

65% Male



A woman with dark curly hair, wearing safety glasses and an orange high-visibility vest over a green shirt and jeans, is looking at a tablet. She is standing next to a large yellow industrial robotic arm in a factory setting. The background shows a large industrial building with a high ceiling and skylights.

CONTENT PILLARS

OUR CONTENT IS ROOTED IN FOUR KEY PILLARS THAT REFLECT THE RICHNESS OF THE BLACK CANADIAN EXPERIENCE.

✦ BUSINESS

✦ LIFESTYLE

✦ VISIONARIES

✦ FUTURE OF WORK

AD RATES

Magazine Rates	Size (W x H)	Rate (CAD)
FULL PAGE	8.5" x 11"	\$800
HALF PAGE	8.5" x 5.5"	\$500
QUARTER PAGE	4.25" x 5.5"	\$300
INSIDE COVER	8.5" x 11"	\$1100
BACK COVER	8.5" x 11"	\$1000

Digital Rates	Specs	Rate(CAD)
HOMEPAGE BANNER	1200px x 400px	\$200/mo
SPONSORED ARTICLE	Up to 700 words + link	\$400
NEWSLETTER FEATURE	600x300 + text	\$300
SOCIAL MEDIA BOOST	1 post + story	\$200

Ad Type	Trim Size (W x H)	Bleed	Safe Area	FORMAT
FULL PAGE	8.5" x 11"	0.125"	8.25" x 10.75"	PDF, 300 DPI, CMYK
HALF PAGE (H)	8.5" x 5.5"	0.125"	8.25" x 5.25"	PDF, 300 DPI, CMYK
HALF PAGE (V)	4.25" x 11"	0.125"	4" x 10.75"	PDF, 300 DPI, CMYK
QUARTER PAGE	4.25" x 5.5"	0.125"	4" x 5.25"	PDF, 300 DPI, CMYK
INSIDE COVER	8.5" x 11"	0.125"	8.25" x 10.75"	PDF, 300 DPI, CMYK
BACK COVER	8.5" x 11"	0.125"	8.25" x 10.75"	PDF, 300 DPI, CMYK

BLACS 2025-2026 EDITORIAL CALENDAR

ISSUE	Ad Deadline	Release Date
WINTER	Dec 1	Mid-March
SPRING	Mar 1	Mid-June
SUMMER	Jun 1	Mid-September
FALL	Sep 1	Mid-December

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