

## OUR AUDIENCE

### Reflects Cultural Diversity

- ☐ African Descent
- ☐ Asian Descent
- ☐ Hispanic / Latino Descent
- ☐ Native American Descent
- ☐ Arab Descent
- ☐ Caribbean Descent
- ☐ European Descent
- ☐ Jewish Descent
- ☐ Pacific Island Descent
- ☐ Women

### Reflects Functional Diversity

- ☐ Executives
- ☐ Corporate Professionals
- ☐ Business Professionals
- ☐ Entrepreneurs
- ☐ Elected Officials
- ☐ Organizational Leaders
- ☐ Non-Profit Participants
- ☐ Students
- ☐ Community Leaders
- ☐ Academic Professionals
- ☐ Professional Services Practitioners

## OUR CLIENTS and PARTNERS

- ☐ Corporations (Large, Medium, Small)
- ☐ Government (Federal, State, Local)
- ☐ Advertising Agencies
- ☐ Recruiters and Search Firms
- ☐ Staffing and Placement Agencies
- ☐ Small Businesses
- ☐ Entrepreneurs and Consultants
- ☐ Academic Institutions
- ☐ Non-Profit Organizations
- ☐ Professional Organizations & Groups
- ☐ Event Planners
- ☐ Business Organizations
- ☐ H/R and Diversity Organizations
- ☐ Faith-Based Organizations



*The Viable Source of Top Talent™  
for Diversity Focused Employers*

*The Global Career, Economic and Lifestyle Connection™  
for Progressive Professionals*

## CONTACT US

### Minority Professional Network, Inc.

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**Web site:** www.MinorityProfessionalNetwork.com

### Our Brands and Subsidiaries Include:

MPN  
MinorityProfessionalNetwork.com  
MPN Consulting Services  
MPN Event Planning and Marketing Services

MPN Diversity Recruiters  
**Web site:** www.mpnDiversityRecruiters.com



## DIVERSITY RESOURCES TO BENEFIT OUR AUDIENCE

Career Resources  
Student Resources  
Economic Resources  
Global Business Directory  
Non-Profit Orgs. Directory  
80+ Calendar Event Channels  
News, Articles & Press Releases

## DIVERSITY SOLUTIONS TO SUPPORT OUR CLIENTS

Supplier Diversity  
Marketing Solutions  
Branding & Advertising  
MPN Consulting Services  
MPN Diversity Recruiters  
Event Planning & Promotions  
Recruiting, Job Posting & Resume Generation

## ABOUT MPN

MinorityProfessionalNetwork.com (MPN) provides the premiere online global interactive **Career, Economic and Lifestyle Connection™** portal for culturally diverse and women professionals around the world.

**Our “Value Network” began in 1998 and the MPN site was launched in 2001.**

Our aim is to continuously offer a comprehensive, interactive, informational resource, networking, and marketing portal for our growing target audience of highly progressive, functionally diverse, geographically dispersed, and culturally diverse business professionals, entrepreneurs, and students located across the USA and abroad.

MPN targets, attracts, and delivers relevant and beneficial content, information, and resources to progressive persons of African, Asian, Hispanic, Indian, Native American, and other culturally diverse backgrounds, and women.

**MPN is a Viable Source of Top Talent™ for Diversity Focused Employers.**

We enable our diversity-focused clients and partners online and offline access to a highly diverse audience of well educated, variable experience, talented, functionally diverse, and geographically dispersed professionals.

Our **offline** service offerings and solutions include:

- Contingency Recruiting Services
- Retained Search Services
- Candidate Referral Services
- Business and Technology Consulting Services
- Event Planning and Coordination Services
- Other Value-added Client Services



## AREAS OF FOCUS

### ❑ CAREER

- Employer and Job Seeker Resources
  - Job Advertisements
  - Candidate Resumes
  - Career Alert Notifications
  - Diversity / Career Events
  - Employer Profiles
  - Online Marketing Display Ads
  - E-Communications Services
  - Contingency Recruiting & Candidate Referral Services
  - Partnership / Sponsorship Packages

### ❑ ECONOMIC / ENTREPRENEURIAL

- Global Directory of Diversity Businesses
- Entrepreneurship and Wealth Accumulation Resources
- Small Business Resources
- Marketing Services
- Business & Technology Consulting Services

### ❑ LIFESTYLE / OTHER CONTENT

- Book Channel / Literary Events
- Geographic Area Event Calendars (55 U. S. and 16 International Calendars)
- Global Directory of Diversity Organization and Group Listings
- Student Resources (Internships, Scholarships, Fellowships)
- News, Articles, Press Releases and More

## TRAFFIC AND DEMOGRAPHICS

- ❑ More Than 2 Million Aggregate Users
- ❑ More Than 1.6 Million Server Hits and 70,000 Unique Visitors per Month
- ❑ More than 200,000 Subscribers to MPN's Various Free e-Newsletters
  - 93% Have Earned Post-Secondary Degrees
  - 42% Have Earned Graduate Degrees
  - 34% Have Annual Household Incomes of at Least \$76,000
  - About 57% of Subscribers are Female
  - More than 90% Are Between Ages of 25 and 55
- ❑ Global Subscriber Presence (All U. S. States and Over 50 International Countries)

## PARTIAL LIST OF ADVERTISERS

- ❑ AFC Worldwide
- ❑ AFLAC
- ❑ A.G. Edwards
- ❑ AutoTrader.com
- ❑ Avon
- ❑ BellSouth
- ❑ Brinker International
- ❑ Broward Community College
- ❑ Central Intelligence Agency (CIA)
- ❑ City of Portland
- ❑ Columbia University
- ❑ Cox Communications
- ❑ FBI
- ❑ Honda
- ❑ Johnson & Johnson
- ❑ MetLife
- ❑ Miami University (OH)
- ❑ Miller Brewing Company
- ❑ Nationwide Insurance
- ❑ PricewaterhouseCoopers LLP
- ❑ Providyn Financial
- ❑ Tropicana
- ❑ TMP Worldwide
- ❑ Turner Broadcasting
- ❑ Tyson Foods
- ❑ U. S. Department of Agriculture
- ❑ U. S. Department of State
- ❑ United Way
- ❑ University of Connecticut
- ❑ Utah State University
- ❑ Wachovia Bank
- ❑ Walgreens
- ❑ The Weather Channel
- ❑ Verizon Wireless
- ❑ VA Dept. of Transportation
- ❑ Xerox Corporation

## PARTIAL LIST OF ORGANIZATION PARTNERS AND RESOURCE USERS

- ❑ Atlanta Business League
- ❑ Black Enterprise
- ❑ Employee ROI
- ❑ Essence
- ❑ Linkage Summit on Leading Diversity
- ❑ Minority Chamber of Commerce (FL)
- ❑ NAACP
- ❑ National Coalition of 100 Black Women
- ❑ National Black MBA Association
- ❑ National Minority Supplier Diversity Council
- ❑ National Sales Network
- ❑ National Society of Hispanic MBAs
- ❑ Network of Indian Professionals
- ❑ South Asian Journalist Association
- ❑ Texas L.E.A.D. (Leadership, Education and Diversity)
- ❑ Women of Color in Technology