

Minority Professional Network (MPN) Fact Sheet



TRAFFIC AND DEMOGRAPHIC SUMMARY

- Audience Includes 4 Million+ Aggregate Users
- Averaging Millions of Unique Visitors per Month
- Averaging Tens of Millions of Hits per Month
- Averaging Millions of Page Views (Impressions)
- User and Subscriber Audience Representing All U.S. States and Over 50 Different Countries
- 300,000+ e-Subscribers
 - 93% Have Earned Post-Secondary Degrees
 - 84% Have Earned a Bachelor Degree or Higher
 - 42% Have Earned Graduate Degrees
 - 34% Have Annual Household Incomes of \$76,000+
 - Over 57% of Subscribers are Female
 - More than 90% Are Between Ages of 25 – 55

OUR ADVERTISING CLIENTS & PARTNERS

A partial list of our **advertising clients** include A.G. Edwards, AutoTrader.com, BellSouth, BP, Central Intelligence Agency (CIA), FBI, Honda Mfg., Johnson & Johnson, MetLife, Miller, Turner Broadcasting, Tyson Foods, U.S. Department of State, United Way, Wachovia Bank, Verizon Wireless, and Xerox.

OUR MISSION

MinorityProfessionalNetwork.com (MPN) provides the premiere web-based global **Career, Economic and Lifestyle Connection™**. Our site is a marketing portal and resource network for a growing target audience of progressive, multicultural, and functionally diverse and geographically dispersed entrepreneurs, corporate and business leaders and professionals, and student across the USA and the world. Our "Value Network" began in 1998 and the MPN web portal was launched in 2001.

AREAS OF FOCUS

Career

- The Viable Source of Top Talent™ for Diversity Focused Employers
- Employer Recruiting, Resume Generation, Branding and Supplier Diversity Solutions
- Job Seeker Resources (electronic, offline)
- Executive Search and Resume Database Capability
- Partnership / Sponsorship Packages Available
- Turnkey Event Planning and Marketing Services

Economic

- Global Directory of Diversity Business Listings
- Wealth Accumulation and Small Business Resources
- Marketing Solutions and Consulting Services

Lifestyle / Other Content

- 200+ Geographic and Interest Specific Event Calendars
- Global Directory of Non-Profit Organization Listings
- Student Resources (Internships, Scholarships)
- Legal Resources, Book Channel / Literary Events
- News, Articles, Press Releases and More

Visit Us Online: www.MPNsite.com