

MPN COMPANY FACT SHEET



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.

OUR TRAFFIC AND DEMOGRAPHIC SUMMARY

- Averaging More Than 2 Million Unique Visitors per Year
- Averaging More Than 24 Million Server Hits per Year
- Averaging More Than 5 Million Page Views (Impressions) per Year
- More than 300,000 Subscribers to MPN's Free e-Newsletters and e-Subscription offerings
 - 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 at Least \$76,000
 - Over 57% of Subscribers are Female
 - More than 90% Are Between Ages of 25 – 55
 - User and Subscriber Audience Representing All U.S. States and Over 50 Different Countries

OUR PRIMARY AREAS OF FOCUS

- **Career**
 - A **Viable Source of Top Talent™** for Multicultural and Diversity Focused Employers
 - Employer Recruiting, Resume Generation, Branding and Supplier Diversity Solutions
 - Employer Offline Executive Search and Online Resume Database Search Capability
 - Integrated Online, e-Communications & Offline Partnership / Sponsorship Packages Available
 - Turnkey Custom Event Planning and Marketing Services
 - Training and Development Presentations, Seminars, Workshops, and Courses
 - Job Seeker Resources (Job Listings, Resume Posting, Alerts, Articles, Events, e-Newsletters)
- **Economic**
 - Global Directory of Multicultural Business Listings (60+ category pages)
 - Entrepreneurship, Wealth Accumulation and Small Business Resources
 - Marketing Solutions, and Business and Technology Consulting Services
- **Lifestyle / Other Content**
 - 100+ U.S. and International Geographic and Interest Specific Event Calendars
 - Global Directory of Multicultural Non-Profit Organization Listings (60+ category pages)
 - Student Resources (Internships, Scholarships, Fellowships, Events, Articles)
 - Book Channel, Literary Events, Conferences & Conventions, Festivals & Concerts, and More
 - News, Articles, Press Releases, Media Advisories, Commentaries and More

OUR CLIENTS & PARTNERS

A partial list of our **clients** and **advertisers** include A.G. Edwards, AutoTrader.com, BP, Central Intelligence Agency (CIA), FBI, Honda Mfg., Johnson & Johnson, MetLife, Miller, PricewaterhouseCoopers, Turner Broadcasting, Tyson Foods, U.S. Department of State, United Way, Wachovia Bank, Verizon, and Xerox. Organization **partners** or **resources users** include Black Enterprise, EmployeeROI, Essence, National Black MBA Association, National Society of Hispanic MBAs, South Asian Journalist Association, Texas L.E.A.D., and Hispanic Business Magazine.

CONTACT US

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