

ABOUT MINORITY PROFESSIONAL NETWORK (MPN)

Minority Professional Network is a **Viable Source of Top Talent™** for multicultural and diversity focused employers and other entities. Our "Value Network" began in 1998 and the MPN web portal was launched in 2001.

Our goal 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. Since 1998, Minority Professional Network and its predecessors have provided value-added solutions, services, and results in support of our clients.

OUR AUDIENCE AND DEMOGRAPHICS

Our Audience - Cultural Diversity

- ❑ Asian Descent
- ❑ Black / African Descent
- ❑ Hispanic / Latino Descent
- ❑ African Descent
- ❑ Native American Descent
- ❑ Indian Descent
- ❑ Arab Descent
- ❑ Caribbean Descent
- ❑ White / European Descent
- ❑ Jewish Descent
- ❑ Pacific Island Descent
- ❑ Women
- ❑ Various Other Multicultural Persons

Our Audience - Functional Diversity

- ❑ Executives
- ❑ Corporate and Business Professionals
- ❑ Government Professionals
- ❑ Entrepreneurs and Small Business Owners
- ❑ Non-Profit Leaders and Participants
- ❑ Elected Officials
- ❑ Organizational and Community Leaders
- ❑ Graduate and Undergraduate Students
- ❑ Legal, Medical and Other Professions
- ❑ Academic Professionals
- ❑ Professional Services Practitioners
- ❑ Law Enforcement & Military Professionals
- ❑ Various Other Functions and Professions

Top Careers / Functions Represented

- ❑ Sales / Marketing / Business Development
- ❑ Internet / e-Business / Technology / IT
- ❑ Finance / Financial Services / Accounting
- ❑ Education / Training / Academia
- ❑ Human Resources / Staffing
- ❑ Engineering
- ❑ Management / Project Mgmt / Leadership
- ❑ Healthcare / Medical
- ❑ Communications / Broadcasting / Journalism
- ❑ Legal
- ❑ Non-Profit / Community
- ❑ Government / Public Sector
- ❑ Entrepreneurship
- ❑ Students
- ❑ Administrative
- ❑ Advertising / PR
- ❑ **and others**

Our Traffic and Demographic Facts

- ❑ Millions of Global Multicultural online Users, e-Subscribers and offline Event Attendees
- ❑ 2 Million+ annual **Unique Visitors**
- ❑ 24 Million+ annual **Server Hits**
- ❑ 5 Million+ annual **Page Views**
- ❑ 300,000+ **Subscribers** to MPN's Various Free e-Newsletters and Services
 - ▶ 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 Virtually All U.S. States
 - ▶ User and Subscriber Audience Representing Over 50 Different Countries

Visit Us Online: www.MPNsite.com