



AMOBEE SUPPLY MARKETPLACE HIGHLIGHTS

Supporting BIPOC communities

Amobee fully supports the BIPOC (Black and Indigenous people of color) movement and aims to create a more just and egalitarian world, especially when it comes to media buying. Inclusive Marketplaces provide an outlet for buyers to support these underserved communities through programmatic media spend. Amobee provides efficient paths to target minority-owned and/or focused inventory at scale through dedicated PMP deals. You'll find below a sample of our pre-curated publisher inventory deals which are ready for immediate activation.

Publisher deal spotlight

Top Sources

21Ninety
Afrotech
Blavity News
Shadow & Act
TravelNoire

Supply Partner

BLAVITY INC.

Deal Overview

Blavity is the largest global Black digital media company for Millennials and Gen Z, reaching ~100 million people per month.

Reach/Scale

20MM+ average monthly page views (web)

Bossip
Cassius
Global Grind
Hello Beautiful
HipHopWired
Madame Noire
NewsOne

ONE *
DIGITAL
(formerly Interactive One)

iOne Digital is dedicated to giving a voice to the voiceless and empowering creators to tell their stories. Their dynamic portfolio of media brands delivers engaging authentic, socially aware and entertaining original content.

24MM+ monthly uniques
50MM monthly video views

**Minority Status Certificate*

Marketplace deal spotlight

Top Sources

Afro American Newspaper
Black Enterprise
Black Girl Digital

Supply Partner



Deal Overview

Colossus (multi-cultural owned ad tech firm) offers minority-owned publishers at scale through their diversity supply market.

Reach/Scale

110MM+ monthly avails

Atlanta Black Star
Black Enterprise
Essence
Glow Habits
The Curvy
Fashionista
TheGrio
The Source



TripleLift ETD curates sites owned by underrepresented communities. New inventory is routinely added to ensure media spend supports voices in need.

2B+ monthly avails

Bible Reasons
Everyday Power
Jessica in the Kitchen
Recipes From a Pantry



Mediavine exclusively represents a diverse group of 8k bloggers in the Lifestyle space. Mediavine makes it easy to invest in self-identified minority-owned businesses at scale.

156MM+ monthly avails

**Minority Status Certificate*

