



Media Kit 2024



@mirrordigital



info@mirrordigital.com



Multiculturalism is the Method to our Magic

Over the past decade, Mirror Digital has mastered connecting content, clients, and consumers through a vibrant network of **Multicultural and LGBTQIA+ Publishers and Creators.** Our digital reach, custom programs, virtual events, and media solutions build brands, generate revenue, enhance consumer engagement, and center culture.



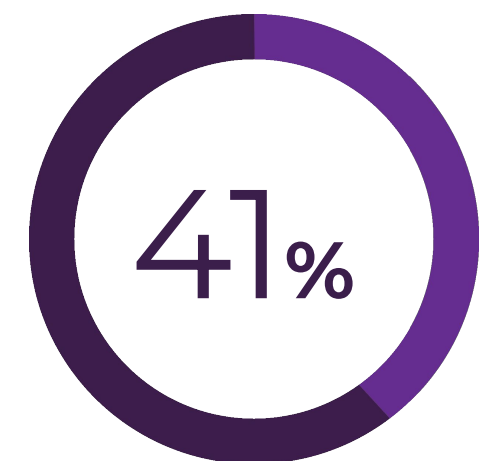
The Multicultural Market Opportunity

Latine, Black, AANHPI communities represent the third largest global economy. That’s over **\$5.6 trillion at stake** — and it’s rising.

United States	\$22,764
China	\$13,040
U.S. Multicultural Buying Power	\$5,620
Japan	\$4,970
Germany	\$4,000
United Kingdom	\$2,830
France	\$2,780
India	\$2,720
Italy	\$2,070



Here’s the impact of our communities:



Of the U.S. Population



Multicultural Population Increase since 2000.



Of Every Dollar Spent

* Sources: Selig Center, Multicultural Economy Report 2022, World Bank, 2022 GDP , U.S.. Census, 2022

We Are a Trusted Partner

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The next-generation brands that choose Mirror Digital are future-proofing their business by making an investment in the new America.

Authentic connection to culture can't be bought – but it can be earned.



Our Products + Services

Mirror Digital creates a relationship between our audience and brand partners that surpasses a conventional approach.



IN-CULTURE MEDIA NETWORK

- Social Media | Paid & Organic
- Digital Audio | Audio Sites + Podcasts - Recorded & Host-Read
- Digital Video | Premium + Standard + OTT + CTV
- Display | Premium + Standard
- Rich Media | Custom + Standard

STORY-CENTRIC SOLUTIONS

- Branded Content | Editorial + 360 Video + Social
- Custom Programs | Publisher + Creator-Led
- Experiential Activations | Virtual + IRL

DATA & ANALYTICS

- Brand Lift Studies
- 1st Party Data Segments + Retargeting
- Strategic Insights
- Audience Targeting

Culture Calendar 2024

JANUARY



NEW YEAR,
NEW YOU

FEBRUARY



BLACK HISTORY

MARCH



WOMEN'S HISTORY

APRIL



EARTH DAY

MAY



AANHPI MONTH

JUNE



PRIDE

JULY



GRILLING SEASON

AUGUST



BACK TO SCHOOL

SEPTEMBER



HOMECOMING

OCTOBER



HISPANIC
HERITAGE

NOVEMBER



FRIENDSGIVING

DECEMBER



HOLIDAY

Celebrating 10+ years of cultural connection.

Mirror Digital is the leading diverse-owned and targeted digital publishing network for Latine, Black, AANHPI, and LGBTQ+ Creators. Founded by Sheila Marmon in 2012, we are a next generation digital ecosystem of human-centered media experts, cultural tastemakers, and marketing mavericks who bridge forward-thinking brands with our communities to inspire action and deliver results.



Our Founder

“At Mirror Digital, we believe in the power of diverse voices.”

“Our vision is to be a change agent in creating a world that is inspired by human connection and provides access, opportunity, and fair-value for diverse stories, innovations, and ideas.”

Sheila Marmon

Founder/CEO



Let's Connect.



la | ny | det | mia | chi

info@mirrordigital.com

mirrordigital.com

Patti Chapman
Director, Brand Partnerships
patti@mirrordigital.com

Sheila Marmon
CEO/Founder
sheila@mirrordigital.com