



WAYMAKER

GROW YOUR LIFE & CHANGE THE WORLD



**SHOWING THE WAY TO A
BRIGHTER FUTURE**



WELCOME TO WAYMAKER

If ever we needed some positive change in the world, it's now. And if ever there was a generation ready to rise to the challenge, it is emerging.

There's a rising tide of young people who want to make a difference. They want to pursue meaningful work, engage in authentic community and enrich the lives of those around them.

They want to grow their lives and change the world.

They just need some help.

That's the driving vision behind WayMaker: providing the inspiration, encouragement and tools to help the next generation realize their dreams—for themselves and others.

THE WAYMAKER COMMUNITY

WayMaker's audience is young adults aged 18 to 49, predominantly but not exclusively African American, seeking to grow personally and professionally.

They are poised to become influential leaders when it comes to lifestyle, brand loyalty and buying patterns.

Among the key areas WayMaker addresses:

- › Career development
- › Community service
- › Culture
- › Education
- › Faith
- › Health and wellness
- › Media
- › Personal Development
- › Relationships
- › Small business
- › Social justice

THE WAYMAKER STORY



The WayMaker initiative was established in 2020 by Louis Carr, President of Media Sales at BET Networks.

One of the best known and most successful African American executives in the media industry, he has long been quietly involved in mentoring and encouraging young people.

A frequent speaker at colleges, he has also established a scholarship foundation to provide hard-to-secure media internships and founded the Blueprint Men's Summit.

Events of the last two years, including the coronavirus pandemic and widespread racial unrest, spurred him to multiply his efforts.

“None of us got where we are without someone else’s help, without a waymaker,” he says, “and now, perhaps more than ever, we need to be offering a hand to those who are coming up behind us. We need to be waymakers for others.”

And so: WayMaker.

WAYMAKER JOURNAL

At the heart of the WayMaker brand is *WayMaker Journal*, a stylish quarterly magazine reaching some 120,000 motivated, engaged readers annually.

Each issue features leading influencers in business, entertainment, media and more, spotlighted through:

- Insightful interviews
- Inspiring profiles
- Compelling commentary
- Actionable advice



HERE'S WHAT READERS HAVE HAD TO SAY:

"Thought-provoking and expertly researched articles that speak to the heart of our community."

"The manual that we've been waiting for to help us each chart our own path forward towards living a life worth living."

"A must-read! *WayMaker Journal* lays out a path to inspire and celebrate Black excellence."

"Powerful insights in a relatable format... clean imagery and sophisticated presentation"

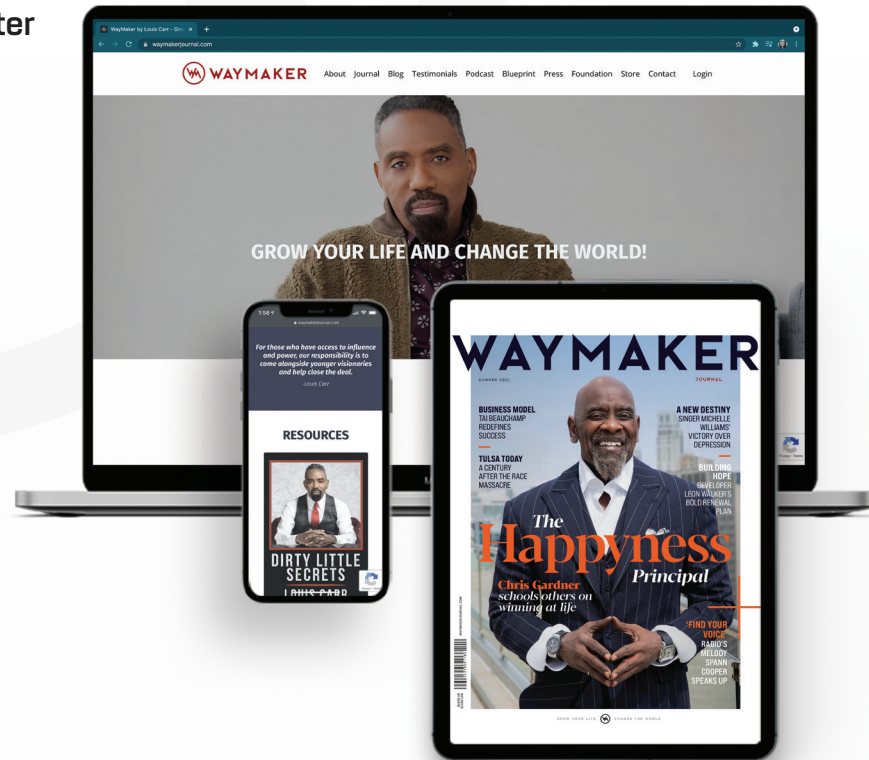
"Beautiful cover to cover, engaging, uplifting and wants to see me WIN! I love it."



MORE FROM WAYMAKER

In addition to *WayMaker Journal*, the WayMaker brand reaches its audience through other significant channels:

- › Quarterly newsletter
- › Blog
- › Online video
- › Podcast
- › Social media



WALKING WITH WAYMAKER

By partnering with WayMaker, you have the opportunity to help a largely under-served community grow their lives and change the world.

Your support will benefit students from Historically Black Colleges and Universities, and other underprivileged youth.

WayMaker does not focus on traditional, often scattershot advertising.

Instead, we seek to develop strategic long-term alliances with brands whose vision and mission aligns with WayMaker's, to maximize impact for both.

ADVERTISE WITH US

Grow Your Audience

by connecting with *WayMaker Journal* readers



WayMaker Journal offers a gateway to a vibrant community of influential consumers.

WayMaker Journal readers are aged 18 to 40 and actively looking for products, resources and services as they:

- seek personal growth
- pursue career development
- develop authentic relationships
- help others realize their best life
- change the world

FOR MORE INFORMATION, including introductory rates for reaching this key audience, contact Dave Condiff at (407) 929-5702 or dave@waymakerjournal.com.



SMALL TAGLINE: GROW YOUR LIFE & CHANGE THE WORLD
WAYMAKER
JOURNAL

THE WAYMAKER OPPORTUNITY

WayMaker partners are extended the following opportunities:

- **Six full pages in each issue:**
 - 2 ad pages
 - 1 creative department (3- page article featuring partner contributors or topics)
 - 1 guest column (from an interview with partner executive)
- **Two sponsorship callouts in monthly podcast**
- **Quarterly WayMaker podcast interview with partner executive**
- **Quarterly newsletter mailing to *WayMaker Journal* subscribers**
- **Website partner presence**
- ***WayMaker Journal* distribution to HBCUs**



YOUR WAYMAKER INVESTMENT

WayMaker partnerships are available for:

- \$150K per year
- \$275K for a two-year commitment
- \$10K for a single page ad



To discuss your WayMaker partnership further, contact rickedwards.frm@gmail.com.





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