

Media Kit & Partnership Guide



**FEDERATION OF
BLACK FÉDÉRATION DES
CANADIANS CANADIENS
NOIRS**

Connecting your brand with a highly engaged national audience.

A TRUSTED NATIONAL VOICE

FBC reaches entrepreneurs, professionals, youth, and changemakers across Canada committed to growth, equity, and impact.

Partner with us to align with DEI and impact goals while gaining strong community credibility.



DIGITAL VISIBILITY



8000+

Email List



6400+

Followers



97000+

Page Visits in 2025



8500+

Followers

ACTIVE USER BASE

With over 45,000 unique users annually, FBC is the primary hub for resource-seeking and advocacy within the community.

Our audience consists of high-intent visitors looking for professional growth and community initiatives.

Advertising Opportunities

OUR PRODUCTS

MONTHLY RECAP FEATURE

Position your brand at the center of FBC's narrative through sponsored storytelling. Leverage our 40% average open rate to reach a targeted audience.

- In-depth blog features
- Narrative-driven brand integration
- High community engagement



SOCIAL MEDIA PROMOTIONS



FEED POSTS

Standard feed and carousel promotions tailored for Instagram engagement.



STORY POSTS

Time-sensitive interactive content with direct swipe-up/link capabilities.



LINKEDIN

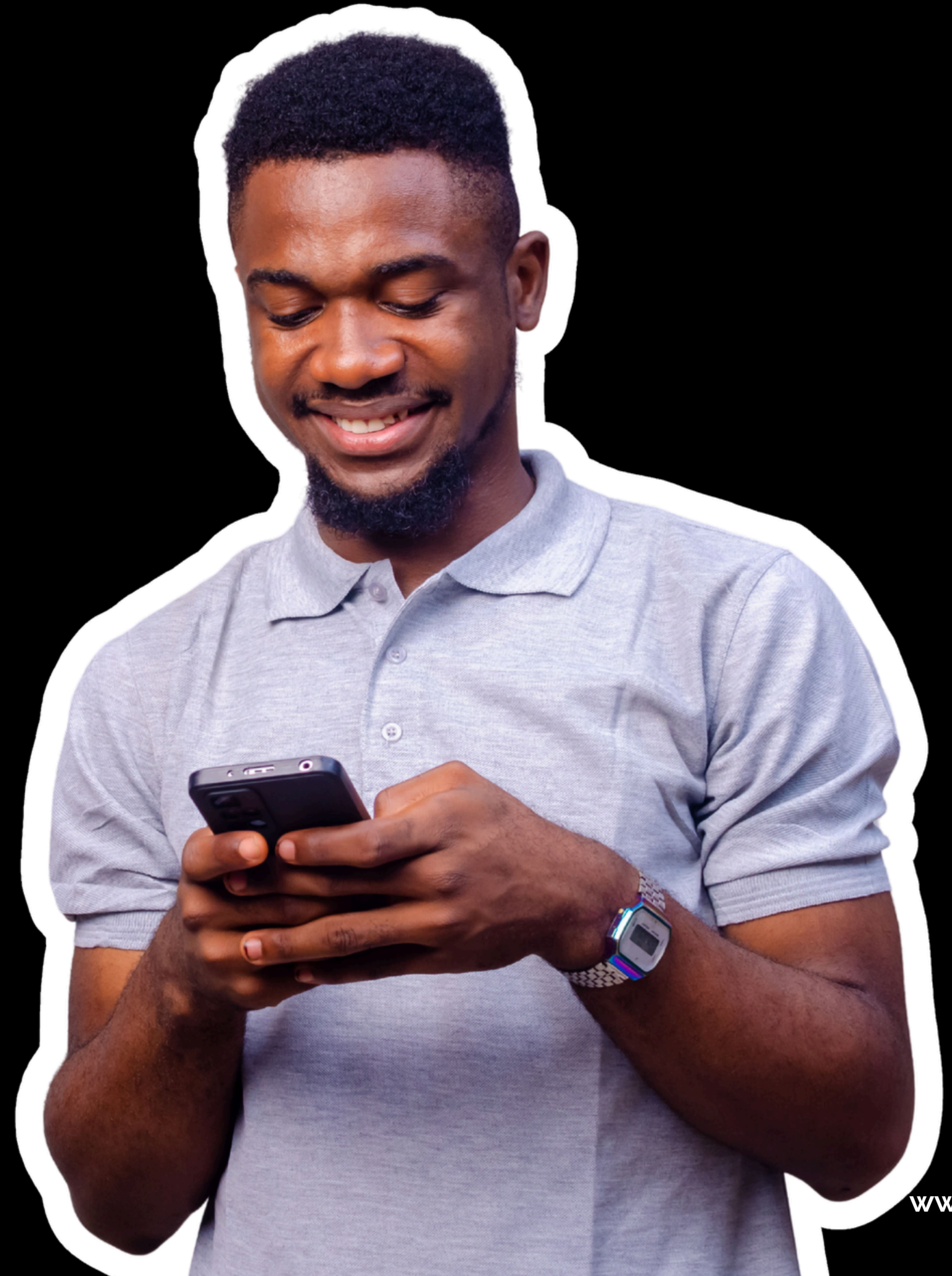
Professional network targeting reaching 6,500+ industry leaders.

DIRECT OUTREACH

BLACK BUILDERS EMAIL

Send your message directly to our most engaged segment: entrepreneurs and professionals.

Leverage our industry-leading 40% open rate to ensure your brand message is seen and acted upon.



WEBSITE PLACEMENTS



HOMEPAGE BANNER

Maximum visibility at the top of our high-traffic home page.



SIDEBAR PLACEMENT

Strategic ad positioning on resource and news pages.

PARTNER WITH US

Federation of Black Canadians

Contact us to build meaningful connections today.

www.fbcfcn.ca

email: partners@fbcfcn.ca