

# Texas Diversity Magazine

2017 Media Kit



## Contents

Who We Are	03
Why is Workplace Diversity Essential?	04
Texas Ethnic Population	05
Facts & Figures	06
Advertise With Us	10

Promoting the  
**Benefits** of  
Diversity in Texas

# FROM THE FOUNDER



It gives me great pleasure to present the Texas Diversity Magazine. Since the inception of the Texas Diversity Council, I have been eager to develop a magazine that highlights the incredible diversity in Texas. I see this publication as a tremendous opportunity to share the improvements being made in the areas of diversity and inclusion. Texas Diversity Magazine represents the best things about Texas – the innovative business endeavors, influential individuals, and initiatives put in place to groom the state's future leaders.

Texas is home to some of the most diverse cities in the United States including Houston, Austin, and San Antonio. With that in mind, our team makes a conscious effort to address people from all walks of life. We explore the many issues facing women, the LGBT+ community, veterans, people with disabilities, and any group or individual that is underrepresented in the workplace. Texas Diversity Magazine recognizes forward movement, encourages change in the areas that need improvement, and provides best practices needed to achieve true inclusion.

Thank you to all of you that continue to support and share our message. Texas Diversity Magazine would not be a success without the support of our amazing audience and contributors.

Best Wishes,

**Dennis Kennedy**

*Chairman & Founder*

*National Diversity Council*

# WHO WE ARE

Texas Diversity Magazine is a wide-ranging publication set to stir a conversation about the benefits of diversity in the state of Texas. It will provide a platform to celebrate inclusion and encourage dialogue on this essential issue.

## Focus

- Diversity & Inclusion • Leadership • Women’s Initiatives • LGBTQ Initiatives
- Veterans Initiatives • Youth Initiatives

## Audience

- Business Professionals • Women & Veteran Owned Businesses • Intuitions of Higher Learning • Non-Profit Organizations • Students



## 2017 Publication Calendar

April							May							June						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1		1	2	3	4	5	6					1	2	3
2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10
9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24
23	24	25	26	27	28	29	28	29	30	31	25	26	27	28	29	30				
30																				
July							August							September						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1			1	2	3	4	5						1	2
2	3	4	5	6	7	8	6	7	8	9	10	11	12	3	4	5	6	7	8	9
9	10	11	12	13	14	15	13	14	15	16	17	18	19	10	11	12	13	14	15	16
16	17	18	19	20	21	22	20	21	22	23	24	25	26	17	18	19	20	21	22	23
23	24	25	26	27	28	29	27	28	29	30	31	24	25	26	27	28	29	30		
30	31																			
October							November							December						
Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5	6	7				1	2	3	4						1	2
8	9	10	11	12	13	14	5	6	7	8	9	10	11	3	4	5	6	7	8	9
15	16	17	18	19	20	21	12	13	14	15	16	17	18	10	11	12	13	14	15	16
22	23	24	25	26	27	28	19	20	21	22	23	24	25	17	18	19	20	21	22	23
29	30	31					26	27	28	29	30	24	25	26	27	28	29	30		

# WHY IS WORKPLACE DIVERSITY ESSENTIAL?



## DIVERSITY OF THOUGHT

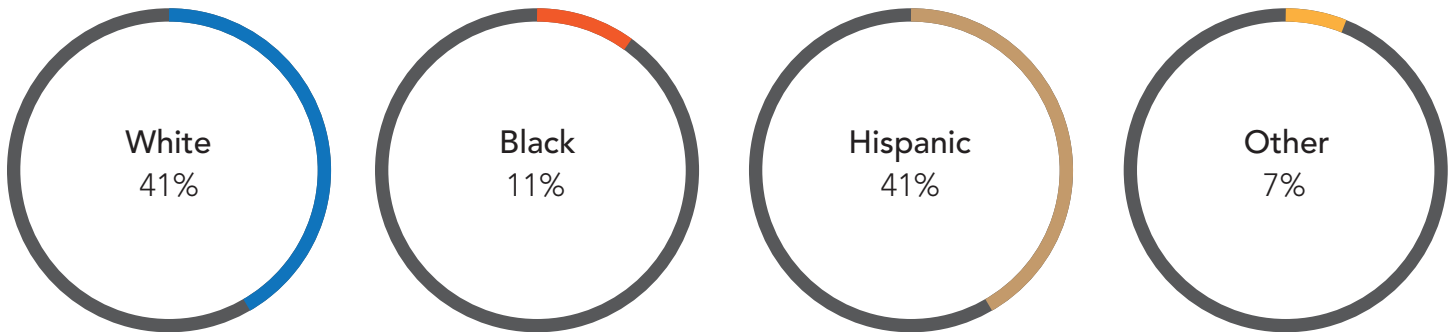
Involving more than 40 case studies and 1,800 employee surveys, recruiter Korn/Ferry looked at what it termed “two-dimensional diversity”, namely “inherent diversity” – such as gender and race – combined with “acquired diversity” – such as global experience and language skills.

Publically traded companies with “two-dimensional diversity” were 45 percent more likely to have expanded market share and 70 percent more likely to have captured a new market. Teams with one or more members who represented a target consumer were 158 percent more likely “to understand that consumer and innovate accordingly.”

The future will bring a rapid shift in these demographics as the United States becomes a “majority-minority” nation. It will become increasingly irresponsible, if not impossible, for corporations to ignore the business of minorities.

# Texas Ethnic Population

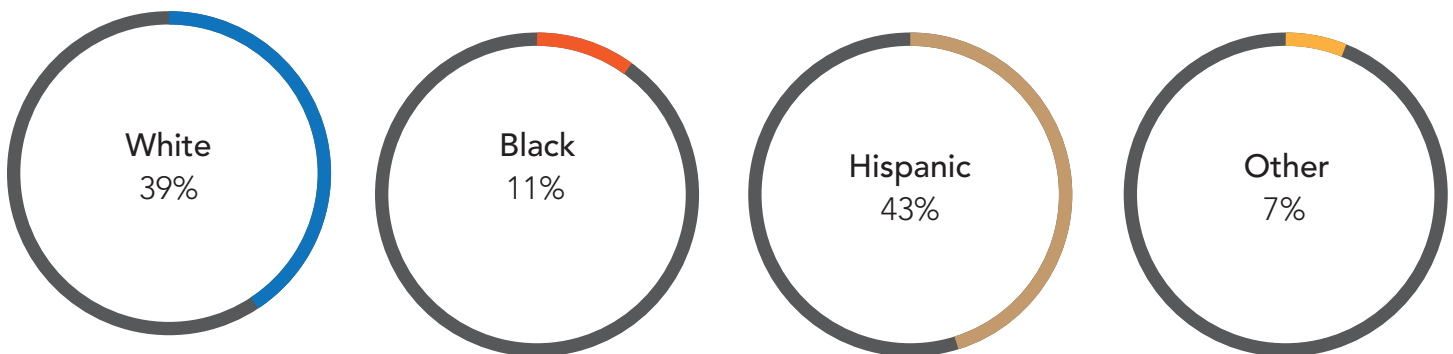
## 2017 POPULATION



Source: Texas Department of State Health Services, Texas population, 2017

---

## PROJECTED 2020 POPULATION



Source: Texas Department of State Health Services, Texas population, 2020 (Projections)

# FACTS & FIGURES

## African-Americans in the U.S.



### POPULATION

46.3 million

The number of African-Americans, either alone or in combination with one or more other races in 2015.

The projected African-American population (including those of more than one race) for 2060

77.4 million

### VETERANS

7.2% Number of African-American military veterans in 2015



### INCOME & POVERTY



\$36,544

The annual median income household in 2015



25.4%

Poverty rate in 2015

### EDUCATION

The percentage of African-Americans 25 and older with the following levels of education in 2015:



20.2%

High school diploma

84.7%

Bachelor's degree or higher

7.5%

Advanced degree

### JOBS

28.7%

The percentage of civilian-employed African-Americans age 16 or older in 2015



### BUSINESSES

108,473

The number of African-American-owned employer firms in 2015



Source: Profile America Facts for Features: CB17-FF01

# FACTS & FIGURES

## American Indians & Alaska Natives in the U.S.



### POPULATION

1.5  
million

The number of American Indians and Alaska Natives, including those of more than one race in 2015

The projected population of American Indians and Alaska Natives, alone or in combination, for 2060

11.2  
million

### VETERANS

6.9%

The number of single-race American Indian and Alaska Native veterans of the U.S. armed forces in 2015



### INCOME & POVERTY



\$60,133

The annual median household income in 2015



17.3%

Poverty rate in 2015

### EDUCATION

The percentage of American Indian and Alaska Native 25 and older with the following levels of education in 2015:



88.8%

High school diploma/GED

21.5%

Bachelor's degree or higher

6.5%

Advanced degree

### JOBS

28.5%

The percentage of civilian-employed single-race American Indian and Alaska Native people 16 and older in 2015



### BUSINESSES

54,749

The number of American Indian and Alaska Native-owned employer firms in 2015



# FACTS & FIGURES

## Asian Americans in the U.S.



### POPULATION

21  
million

The number of Asians, either alone or in combination with one or more additional races in 2015

The projected Asian population in 2060

34.4  
million

### VETERANS

2.4%

The number of Asian military veterans in 2015



### INCOME & POVERTY



\$76,260

The annual median household income in 2015

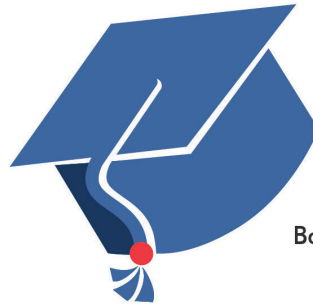


12%

Poverty rate in 2015

### EDUCATION

The percentage of Asians 25 and older with the following levels of education in 2015:



87.1%

High school diploma/GED

51.5%

Bachelor's degree

21.7%

Advanced degree

### JOBS

50.1%

The percentage of civilian-employed Asians in 2015



### BUSINESSES

1.9 million

The number of Asians-owned employer firms in 2015





# FACTS & FIGURES

## Hispanics/Latinos in the U.S.



### POPULATION

**56.6**  
million

The number of Hispanics or Latinos in 2015

The projected population of Hispanic or Latino population in 2060

**128.8**  
million

### VETERANS

**7.2**  
million

The number of Hispanics or Latinos 18 and older who are veterans of the U.S. armed forces in 2015



### INCOME & POVERTY



**\$45,150**

The annual median household income in 2015



**21.4%**

The poverty rate among Hispanics or Latinos in 2015, down from 26.5 percent in 2010.

### EDUCATION

The percentage of Hispanics or Latinos 25 and older with the following levels of education in 2015:



**66%**

High school diploma

**14.8%**

Bachelor's degree

**4.6%**

Advanced degree

### JOBS

**28.7%**

The percentage of civilian employed Hispanics or Latinos 16 and older in 2015



### BUSINESSES

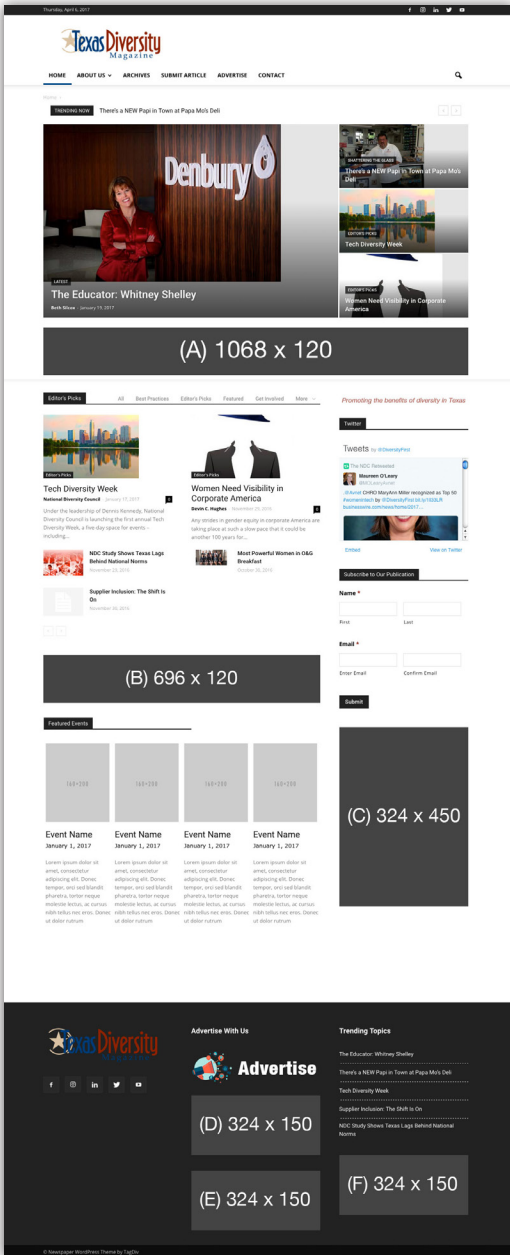
**3.3 million**

The number of Hispanic or Latino-owned employer firms in 2015



Source:  
Profile America Facts for Features: CB16-FF.16

# ADVERTISE WITH US



## A. Leader Board

Monthly \$300 Weekly \$150

## B. Medium Rectangle 1

Monthly \$200 Weekly \$100

## C. Medium Rectangle 2

Monthly \$200 Weekly \$100

## D. Small Rectangle 1

Monthly \$100 Weekly \$50

## E. Small Rectangle 2

Monthly \$100 Weekly \$50

## F. Small Rectangle 3

Monthly \$100 Weekly \$50

## TARGETED MARKETING

### Sponsored Content

Corporate Spotlight: \$500

Employee Spotlight: \$200

### Featured Event

Advertise your event on our website: \$50

### Social Media Marketing

1 sponsored posting of your choice on our social media accounts: \$75



## PRODUCTION NOTES

Online ads are due two business days before run date.

Sizes given are actual pixel measurements.

**Format:** JPG, PNG, GIF **File Size:** 60kb

## DEADLINE

Online advertising must be scheduled one week in advance of the first run date and advertising creative must be ready to upload two business days in advance of the first run date.

## SUBMISSIONS

For more information and to submit your ad, please contact Michael Zamora, [michael.zamora@nationaldiversitycouncil.org](mailto:michael.zamora@nationaldiversitycouncil.org)

## MONTHLY DISTRIBUTION

# 30,000

Email Blast  
Subscribers

# 16,000

Social Media  
Followers



DIVERSITY

INCLUSION

INNOVATION



**Address**

2401 Fountain View Drive, #420  
Houston, TX 77057

**Phone**

(281) 975 - 5633

**Email**

[info@texasdiversitymagazine.org](mailto:info@texasdiversitymagazine.org)

**Website**

[www.texasdiversitymagazine.org](http://www.texasdiversitymagazine.org)