Company Information

We are Black-owned and Black-led. We prioritize BIPOC voices and stories. Founded by Kevin Benoit, a first generation Haitian American, Parlé was created to empower, entertain, educate, motivate, and engage Black and Brown lives within the media industry.

<table>
<thead>
<tr>
<th>Ownership</th>
<th>Ownership</th>
</tr>
</thead>
<tbody>
<tr>
<td>100% Black</td>
<td>100% Male</td>
</tr>
<tr>
<td>Leadership</td>
<td>Leadership</td>
</tr>
<tr>
<td>100% Black</td>
<td>50% Male 50% Female</td>
</tr>
<tr>
<td>Management</td>
<td>Management</td>
</tr>
<tr>
<td>100% Black</td>
<td>50% Male 50% Female</td>
</tr>
<tr>
<td>Workforce</td>
<td>Workforce</td>
</tr>
<tr>
<td>70% Black 30% Latinx</td>
<td>60% Female 40% Male</td>
</tr>
</tbody>
</table>

While our composition as Black and Brown creatives makes us inherently inclusive, we have an explicit agenda to seek out the most marginalized voices and perspectives and give them an audience to challenge prevailing narrative and offer a new vision that will impact their community and society at large for the better.
We're committed to advancing diversity and inclusion by helping ensure that all people across our workforce, our communities, and our supply chain feel valued and respected and have equal access to resources, services, products, and opportunities to succeed.

**Hiring & Recruitment**

We seek exceptional, values-aligned individuals for our impassioned, empathetic, and driven team. We look for exceptionally hard-working individuals who have a fierce commitment to race and gender justice. We strongly encourage people who are formerly incarcerated, people of color, queer people, and people who are trans, gender variant, or gender nonconforming to apply.

**Vision**

We provide our media platform of Black and Brown writers, content makers, and thought leaders to collectively strengthen our power as advocates for ourselves, our families, and our communities. Through our publication and community initiatives, we are working to build collective power and drive social change. We are building a community of fierce advocates for race and gender justice — including Black and Hispanic women, formerly and currently incarcerated people, transgender people, and gender non-conforming people.
When I first started Parle, I was only 17 years old. The past years have been an incredible learning experience and I’m still learning.

Our slogan is “Not Your Average” because we push ourselves to truly be creative and create content you won’t see anywhere else.

Kevin Benoit
FOUNDER & EDITOR
PARLE MAGAZINE
Average Unique Website Visitors

255k 87% of visitors are in the United States

Viewers

88% MOBILE
11% DESKTOP
1% TABLET/OTHER DEVICES

Total Advertising Impressions 5.13 million

Average Advertising Impressions 1.7 million
**Audience Demographics**

**Race**
- Black: 65%
- Hispanic: 22%
- White: 9%
- Asian: 3%
- Other: 1%

**Age**
- 18-24: 30%
- 25-34: 25%
- 35-44: 30%
- 45-54: 20%
- 55-64: 10%
- 65+: 5%

**Gender**
- Female: 54.4%
- Male: 45.6%