

# DiversityInc

## Mission/Demographics

### DiversityInc

DiversityInc is the leading publication on diversity and business. It was founded in 1998 as a web-based publication, and the monthly print magazine was launched in 2002. DiversityInc.com has the largest dedicated career center for diverse professionals, and a core part of our business is benchmarking companies against our DiversityInc Top 50 Companies for Diversity® data.

### Our Mission

DiversityInc's mission is to provide education and clarity on the business benefits of diversity.

### Our Target Audience

Our target audience is line executives at larger corporations and organizations. Our content is appropriate for line management, owners/partners of women- and minority-owned businesses, as well as educators and students. Our audience is diverse in race, gender, orientation, ability and age and includes senior executives, community leaders, educators and professionals who are key influencers and decision makers—all passionate about diversity in their professional and personal lives.

### Reader Demographics

- 65% women
- 33% Blacks
- 14% Latinos
- 5% Asian Americans
- 3% American Indians
- 14% LGBT
- 88% line executives and professionals
- 22% top management (C-suite and director level)
- 9% work in HR or diversity management
- 78% work for large companies (1,000+ employees)
- \$119,800 average household income; 83% homeowners
- 76% hold bachelor's degrees
- 40% of total readership hold post-graduate degrees
- 40% volunteer at least 4 hours a week



**FOR MORE INFORMATION,  
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