



**[know your value]**

**2019 MEDIA KIT**





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This past year experienced a groundswell of advocacy and demand for the world to take notice of gender equity issues and evolve business culture.

Since 2011, **Mika Brzezinski** has been leading a national conversation about gender equity in the workplace. Inspired by her own experience, the MSNBC co-host and best-selling author harnessed what she learned and launched **Know Your Value**—a movement and multi-touchpoint platform that helps women recognize, and be recognized, for their personal and professional value by developing and inspiring individual growth.

Through live events, media and employee workshops, Know Your Value provides realistic and applicable tips, training and resources for women across all career stages, to find their value and negotiate their worth.



## **MIKA BRZEZINSKI** **Co-host MSNBC's "Morning Joe"** **and Know Your Value Founder**

Mika Brzezinski is co-host of MSNBC's *Morning Joe*, best-selling author and founder of Know Your Value, a nationwide effort focused on empowering women to express their worth in business and in life.

Women are fierce when it comes to protecting, defending and augmenting the success of others. However, when it comes to knowing their own value, women tend to shut down or worse: self-deprecate and apologize their way through the conversation. This message is personal for Mika, for whom it took decades to understand how she played a role in quantifying and effectively communicating her success.

Her personal experience inspired her to make significant changes in her own life as well as others. Mika has authored several best-selling books about the role of women in the workplace, including, "Knowing Your Value", which has been expanded and re-released as "Know Your Value" in September 2018. Based on this successful series, Mika partnered with NBCUniversal to bring the Know Your Value message to women everywhere through live events, a website, social communities and corporate trainings.

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**2019**  
**MARKETING**  
**OPPORTUNITIES**



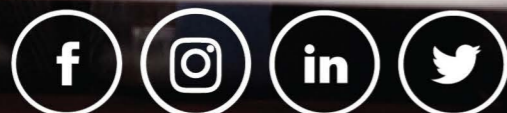
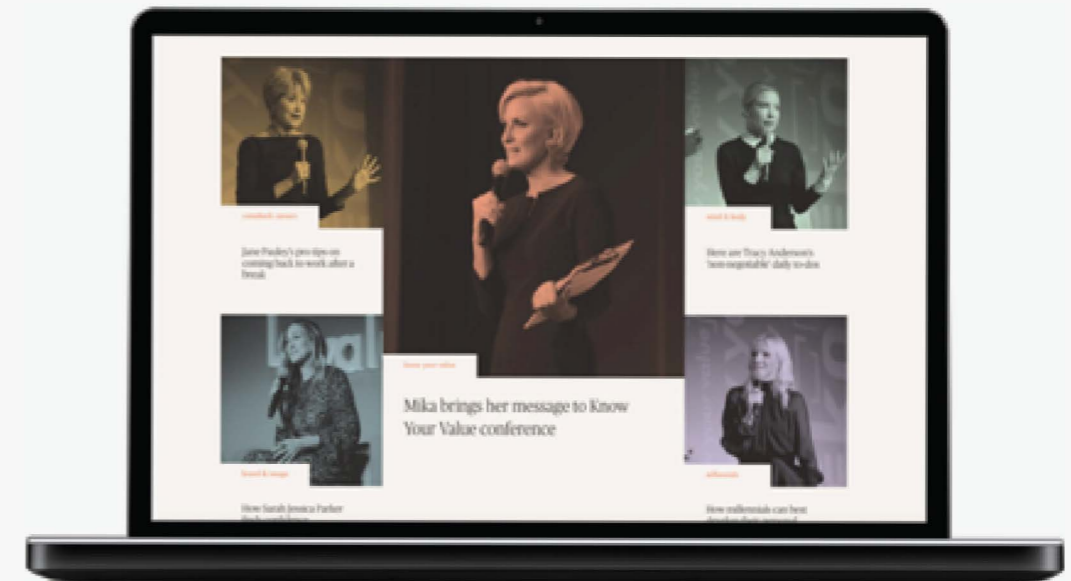
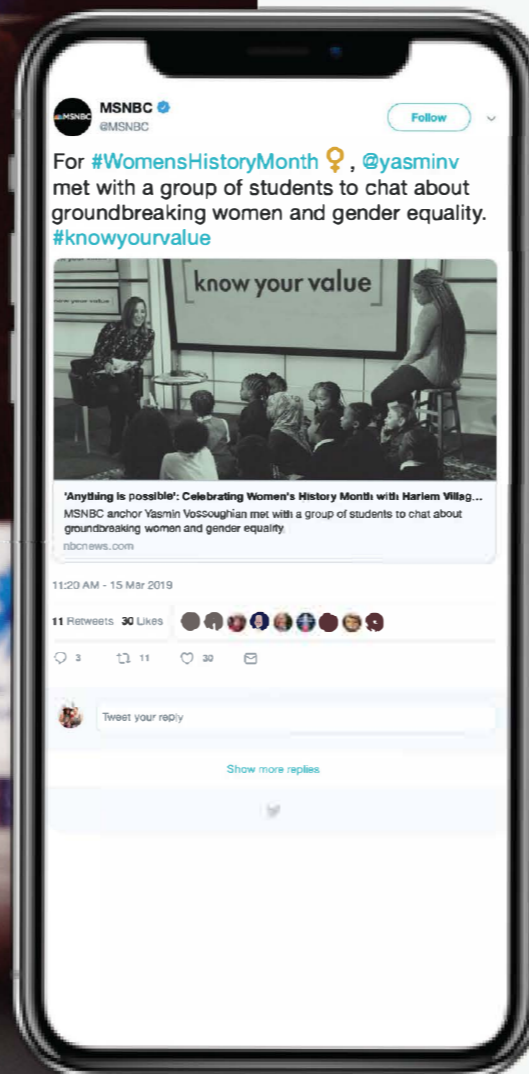
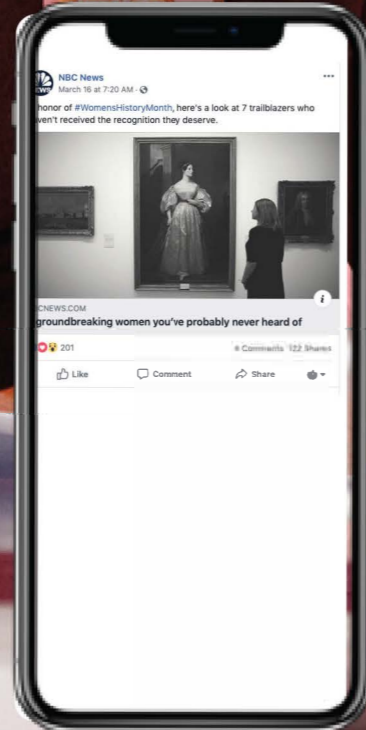


## MEDIA CAPABILITIES

KnowYourValue.com is the NBC News women's empowerment vertical, providing practical tools for communicating effectively, building confidence and negotiating successfully.

Our editorial content goes beyond work and home issues with pillars including **Business Culture**, **Career Growth**, **Health & Mindset**, **Events & Experiences** and **Out of Office**.

- Sponsorship Media
- Branded Content
- Social Synch
- Franchise Segment Series on "MSNBC's "Morning Joe"
- Newsletter
- Cross Promotional Support

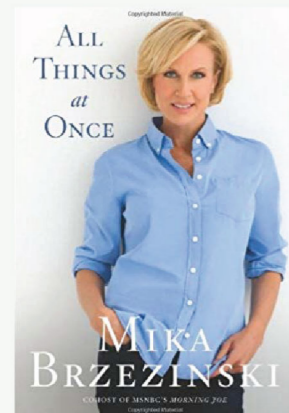


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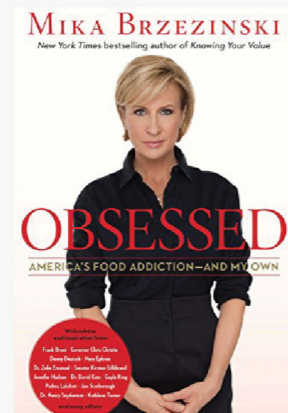
# KNOW YOUR VALUE BOOK FRANCHISE

Mika is the author of three best-selling books. Books cover core Know Your Value pillars including business culture, career growth, health and wellness. Expert content is leveraged across all platforms. In 2019, Know Your Value is launching two career-essentials under the Know Your Value imprint, *Earn It!* and *Comeback Careers*.



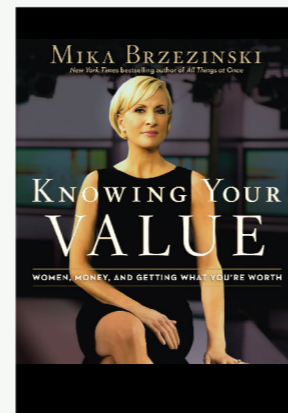
## **All Things at Once**

Mika's memoir that shows women how to reach their full potential in all areas of life, and at every stage of their journey.



## **Obsessed: America's Food Obsession and My Own**

Inspired by Mika's struggle with food obsession, distorted body image and her belief that the food we eat and our addiction to it is what is at fault.



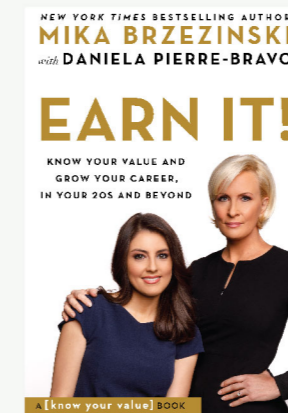
## **Knowing Your Value: Women, Money, and Getting What You're Worth**

Explores why women are so often overlooked and underpaid and provides vital advice to help them be their own best advocates. Re-released and updated in 2018.



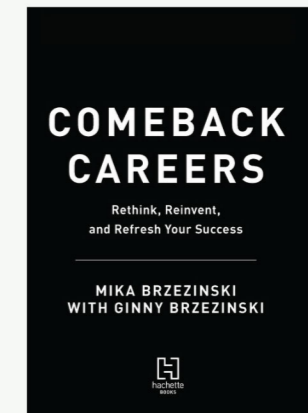
## **Grow Your Value**

A sequel to Knowing Your Value that explores the intersection between self-fulfillment, family, and career.



## **Earn It! Know Your Value and Grow Your Career, in Your 20s and Beyond**

A practical career guidebook and blueprint for success for the newest members of the workforce, co-authored by Mika Brzezinski and producer Daniela Pierre-Bravo.



## **Comeback Careers: Stronger, Wiser, Better**

An indispensable guidebook for women re-entering or re-inventing themselves in the workforce, featuring insights and inspiration from recruiters and relaunch specialists.

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## 2018-2019 EDITORIAL CALENDAR

SUPPORT FOR KNOWING, GROWING AND NEGOTIATING PERSONAL AND PROFESSIONAL VALUE



### JANUARY

- The Year in Review
- New Year, New You



### MAY

- Mother's Day
- Small Business Week
- "Earn It" Book Launch
- Mental Health Awareness



### SEPTEMBER

- Global Citizen
- Fall Fashion



### FEBRUARY

- Women's Heart Health Month
- Black History Month



### JUNE

- Women's World Cup
- Making the most of summer
- Pride
- Father's Day



### OCTOBER

- Breast Cancer Awareness
- Comeback Careers
- Book Launch



### MARCH

- International Women's Day
- Women's History Month
- Tax Prep & Financial Advice



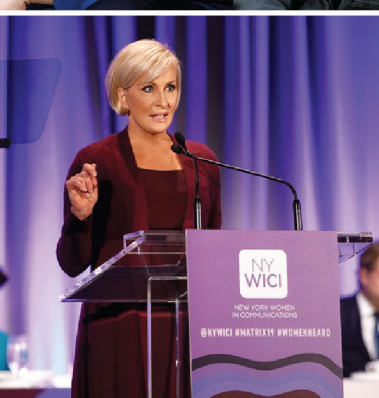
### JULY

- Young Professionals Month
- Business Golf
- Summer Friday Spotlight
- Summer Styles



### NOVEMBER

- Celebrating Small Businesses
- Giving Thanks
- Honoring Our Veterans



### APRIL

- Equal Pay Day
- Special Report: Ageism in the Workplace



### AUGUST

- Back to School

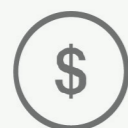


### DECEMBER

- Ultimate Gift Guide
- Disconnecting during the Holidays
- Managing the Holiday Season

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## EDITORIAL FRANCHISES & SEASONAL FEATURES



### **MONEY MATTERS**

Financial expert, Jean Chatzky believes that knowing how to manage money is one of the most important life skills for women. In this series, she works to increase financial literacy for women and girls.



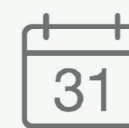
### **HEALTH MATTERS**

NBC News Health Editor Madelyn Fernstrom offers actionable tips for improving women's health at all stages, debunks common myths and weighs in on the latest trends.



### **TOP MOM**

Video and article series led by MSNBC high-profile, host Yasmin Vossoughian, interviewing high profile mothers on juggling career, family and personal well being.



### **A DAY IN THE LIFE**

Ongoing video series profiling business leaders, entrepreneurs and other high-profile women who have made strides in their communities and industries.



### **PEAK PERFORMANCE**

A franchise video and article series with Olympic athletes and new moms, the Lamoureux twins in addition to their trainer Anthony Morando.



### **COACH'S CORNER**

Provides strategies to help women rise to their potential and achieve their goals through real-world advice. Series spotlights leaders and industry experts.



### **INTERNATIONAL WOMEN'S DAY: MATERNITY LEAVE IN THE U.S.**

MSNBC's Yasmin Vossoughian and Working Mother's Subha Barry explore maternity leave in the U.S. compared to other developed countries, as well as what states and major companies are doing to catch up with the rest of the world.



### **INEQUITY IN THE WORKPLACE**

Nationwide Survey targeting the challenges women 35 and older face in the workplace: ageism, discrimination, being forced out of the workplace and re-launching after a career pause.



### **WOMEN'S HISTORY MONTH**

Mika on the top five women influencers and trailblazers to remember



### **KNOW YOUR VALUE GOOD READS**

Monthly commerce article featuring Know Your Value contributors' top books. i.e., the best books for young girls, making a career comeback, celebrating diversity, job-seeking millennials, holiday gifts, etc.



### **RISE INTO YOUR POWER**

Op-ed series by executive coach Liz Bentley on how women can rise into power both at work and in their personal lives.



### **SCHOOL'S OUT FOR SUMMER**

Series focused on making the most out of summer. From internships to dealing with empty nest syndrome, the best summer reads to dressing professionally when temperatures rise, and making the most out of summer Fridays.





Mika Brzezinski  
Founder, Know Your Value



Lisa Borders  
Time's Up



Vicky Nguyen  
NBC Bay Area News



Elizabeth Vargas  
A&E Networks



Amy Banse  
Comcast Ventures



Amy Errett  
Madison Reed



Robin Sue Fisher  
Smitten Ice Cream



Senator Kamala Harris  
U.S. Senator -California



Cindy Robbins  
Sales force



Jane Park  
Julep Beauty



Mira Sorvino  
Actress & Activist



Natalie Morales  
NBC TODAY show



Megan Twohey  
The New York Times



Maria Black  
ADP



Emily Chang  
Anchor, Bloomberg Technology



Lisa Sun  
Gravitas



Janine Driver  
Personal Finance Editor and Author



Janine Driver  
Body Language Expert



Katy Kay  
BBC World News America



Zainab Salbi  
Women for Women International



Tina Sharkey  
Brandless



Dia Simms  
Combs Enterprises



Dr. Caroline Rodriguez  
Stanford University, School of Medicine



Anu Duggal  
Female Founders Fund

## NATIONAL EVENTS

### KNOW YOUR VALUE SUMMIT

- Live event brings the Know Your Value message to life by combining personal experiences, influential speakers and powerful content to inspire action
- Assembles female trailblazers, experts and newsmakers for a full-day of programming that inspires an audience of 600+ influential women (and men)
- Led by Mika Brzezinski and a powerful lineup of speakers tackle issues that matter most to women, including confidence, negotiating, entrepreneurship and sexual harassment.
- Annual Grow Your Value contest teaches the importance of effectively articulating your value by inviting women to explain why they deserve a \$25,000 bonus
- Press-worthy event, generated 2.3 billion media impressions in 2018

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NEW YORK TIMES BESTSELLING AUTHOR  
**MIKA BRZEZINSKI**  
with **DANIELA PIERRE-BRAVO**

# EARN IT!

KNOW YOUR VALUE AND  
GROW YOUR CAREER,  
IN YOUR 20S AND BEYOND



## REGIONAL LIVE EVENTS

Combining personal experiences, influential speakers and powerful content, Know Your Value events bring Mika's empowering message to life for women across the country, throughout the year.

**National Summit:** Full-day of programming led by Mika Brzezinski and a powerful line-up of speakers that tackles issues that matter most to women.

**Book Events:** In 2019, "Know Your Value" is launching two career-essential books under the "Know Your Value" imprint.

- "Earn It!" is an essential manual for women just entering the workforce  
Timing: May 2019
- "Comeback Careers" is a handbook for women re-entering the workforce  
Timing: Fall 2019

**Custom Events:** Tailored opportunities customized to brand objectives

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## KNOW YOUR VALUE BUSINESS

Support Diversity and Inclusion efforts by bringing the Know Your Value message and curriculum to companies and corporations through live programming workshops.

- **Speaker Bureau:** Featuring cross-generational speakers for keynote addresses and fireside chats at national and regional conferences, companies and ERGs
- **Employee Cohort:** Full- or half-day Know Your Value curriculum for companies fostering talent investment, training and retention

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## AUDIENCE PROFILE

Know Your Value reaches an affluent and engaged group of career-focused women across all platforms.

### NBC NEWS PROPERTIES REACH WOMEN



**139M+**  
US Women  
Every Month



**86%**  
of all women  
in the country



Women spent more time watching  
NBC News content  
(44 Billion Minutes vs 34B Fox News & 24B CNN)

### KNOWYOURVALUE.COM ENGAGES USERS



**46%**  
more likely to watch video on the  
site compared to other verticals



**1.33 highest**  
pageviews per visit  
(+14% above NBC News Vertical Average)



**9K**  
FOLLOWERS



**20K**  
FOLLOWERS



**9K**  
FOLLOWERS



NEWSLETTER  
SUBSCRIBERS

**23K+**  
FOLLOWERS

## EVENT AUDIENCE

### AFFLUENT



**74%**  
earn \$100K+

### CAREER-FOCUSED



**27%**  
Professionals  
(non-management)



**20%**  
Executives



**8%**  
Managers

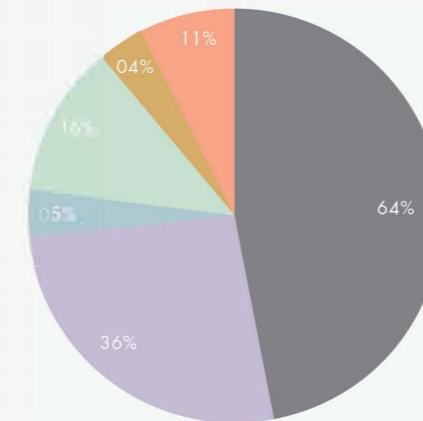


**16%**  
Business  
Owners



**5%**  
Returning  
to Work

### DIVERSE



### MULTI GENERATION



## SOCIAL AUDIENCE

### EDUCATED



**61%**  
completed college  
and/or graduate  
school

### HIGH NET WORTH



**33%**  
have a net worth  
of \$1M+

### HOMEOWNERS



**81%**  
own a home

### GENDER



**73%**  
Female



**27%**  
Male

[know your value] **SUPPORTERS**





## CONTACTS

### [ know your value ]


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**Sponsorship opportunities:** [Terese\\_Guerrero@comcast.com](mailto:Terese_Guerrero@comcast.com)

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