

# BLACK MINIMALISTS

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Black Minimalists is an online community providing a safe space for black folks to delve deeper into the world of minimalism. It features spotlights on black minimalists, reader submissions, a directory of black minimalist bloggers and brands, and minimalist lifestyle products and events.

## STATISTICS

May 1, 2017- June 1, 2018

**39K**

page views

**16K**

site visits

**5K**

followers

**500**

subscribers

### OUR AUDIENCE



85% Female  
Ages 25-44  
Interests include beauty,  
style, movies/entertainment,  
green living, home decor,  
and travel.

### TOPICS OUR AUDIENCE LOVES

Minimalism  
Debt Freedom  
Sustainable Living  
Travel

### OUR SERVICES

Interviews and Features  
Lifestyle Consultations  
E-Courses  
Events

**COMMUNITY. FREEDOM. SIMPLICITY.**