Brooklyn Magazine celebrates the culture, commerce, pomp and paradox of New York’s most populous borough.

There are a lot of little Brooklyns. We are all a little Brooklyn.

Brian Braiker
President & Editor-In-Chief
Brooklyn Magazine is back with a bold vision to elevate the voices and stories that speak to a borough and a nation in transition.

Join us as we amplify the people, institutions, businesses and ideas that emanate from within Brooklyn and reverberate beyond.
THE NUMBERS

Brooklyn Magazine has a passionate community of fans, readers, subscribers and followers excited for the rebirth of our brand and the rebuilding of our community.

<table>
<thead>
<tr>
<th>NEWSLETTER SUBSCRIBERS</th>
<th>400K</th>
<th>01/21, Source: Piano.io</th>
</tr>
</thead>
<tbody>
<tr>
<td>WEBSITE VISITS</td>
<td>435K</td>
<td>12/20, Source: Google Analytics, YTD</td>
</tr>
<tr>
<td>SOCIAL FOLLOWERS</td>
<td>160K</td>
<td>Source: Instagram, Facebook, Twitter, Pinterest</td>
</tr>
</tbody>
</table>
MEET OUR AUDIENCE
64.5% of our audience is made up of young, creative, mission-driven leaders who value life experiences.

Three-quarters of our newsletter subscribers say they “shape the opinions and choices of friends and family.”

Our audience is educated and affluent, more likely to have graduate degrees (179i) and HHI over $150k (133i).

Sources:
Google, 11/2020
Quantcast, 11/2020
The hub for all things Brooklyn culture, community and commerce, BKMAG.COM will be home to our original reporting, daily curated newsletter and weekly live-streamed podcast featuring influential local voices. Our reach network GREENPOINTS enables brands to reach our audience on and off our site.

Dispatches from the better borough, crafted daily by Brooklyn Magazine’s editors. Our newsletter will be essential reading for those who care about the vibrancy of Brooklyn life, with equal appeal to those drawn to Brooklyn culture, community and commerce.

Each episode will comprise an in-depth interview with a notable Brooklynite – be they celebrity, politician, personality, business icon or community leader. We will explore various aspects of Brooklyn culture, life and events, in addition to featuring inspiring, personal stories from each guest.

Reach over 160,000 Brooklymites on Instagram, Facebook, Twitter and at our legendary (post-pandemic) events. Our editors engage in active management of our influential audience, posting content and hosting experiences that inspire and engage our community in exploration, inspiration and conversation. Partner with us virtually and (fingers crossed) IRL.
Brooklyn Magazine resumes print publication in 2021.

Brooklyn Magazine re-emerges as the only magazine dedicated to exploring New York’s most populous borough through the lens of culture, community, commerce, arts and leisure with a sophisticated and authoritative voice.
BRANDED CONTENT

Brooklyn Magazine works with dynamic brands to co-create articles, illustrations, videos and experiences that inspire and motivate our readers, listeners and followers. Together, we partner with emergent local writers, producers, videographers and photographers to develop and produce premium original content and experiences.
We believe in community over competition, culture over coarseness and ideas over indifference.

<table>
<thead>
<tr>
<th>Community</th>
<th>Culture</th>
<th>Ideas</th>
</tr>
</thead>
<tbody>
<tr>
<td>We believe in giving back to Brooklyn through our own work and beyond, in uplifting the people who live here and in celebrating the voices that won't get heard anywhere else.</td>
<td>We believe Brooklyn has grown into a global cultural powerhouse that remains rooted in the local community, which is itself ever-evolving.</td>
<td>Here you will learn about the artists, entrepreneurs, leaders, musicians, chefs, dancers and more who are shaping the world beyond Brooklyn's borders.</td>
</tr>
</tbody>
</table>
### TOP 10 US CITIES WITH BROOKLYN BROKEN OUT

<table>
<thead>
<tr>
<th>Rank</th>
<th>City</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>New York (w/o Brooklyn)</td>
<td>5.6M</td>
</tr>
<tr>
<td>2</td>
<td>Los Angeles</td>
<td>3.8M</td>
</tr>
<tr>
<td>3</td>
<td>Chicago</td>
<td>2.7M</td>
</tr>
<tr>
<td>4</td>
<td>BROOKLYN</td>
<td>2.5M</td>
</tr>
<tr>
<td>5</td>
<td>Houston</td>
<td>2.1M</td>
</tr>
<tr>
<td>6</td>
<td>Philadelphia</td>
<td>1.5M</td>
</tr>
<tr>
<td>7</td>
<td>Phoenix</td>
<td>1.4M</td>
</tr>
<tr>
<td>8</td>
<td>San Antonio</td>
<td>1.3M</td>
</tr>
<tr>
<td>9</td>
<td>San Diego</td>
<td>1.3M</td>
</tr>
<tr>
<td>10</td>
<td>Dallas</td>
<td>1.2M</td>
</tr>
</tbody>
</table>

Source: US Census, 2010
PREVIOUS SPONSORS

JAMESON  MoMA  LEVI'S  DELL  YouTube  vitaminwater

mastercard  ANHEUSER-BUSCH  JACK DANIELS  DouglasElliman  The Metropolitan Opera  GE

Red Bull  TIDAL  lyft  HBO  S.PELLEGRINO  Kellogg's

BUD LIGHT  SHOWTIME  esurance  SMOKE ISLAND  NETFLIX  NESPRESSO
IT'S SHOWTIME: PLATFORM IS A THEATRICAL SUBWAY PERFORMANCE YOU REALLY NEED TO SEE

(Art) 1 Jan. 01, 2020


By Orleans Lackert

1 (Community)
YOU CAN NOW RENT OUT SOLANGE KNOWLES' CARROLL GARDENS HOME

2 (Food + Drink)
5 NEW BROOKLYN DESTINATIONS FOR SUPERLATIVE SUMMER COCKTAILS

3 (Food + Drink)
NYC’S CULINARY PROFESSIONALS SHARE STORIES, TIPS ON COOKING AT HOME

4
**VIRTUAL COMMUNITY**

- Social Content:
  - Sponsored Posts
  - Sponsored Stories

- Streaming / Live Events:
  - Customized Sponsorships

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**DAILY NEWSLETTER**

Native (Top):
- Brand Name
- Main Article Image (Max: 600x400)
- Article Headline (<50 Characters)
- Article Content (150 Words)
- Call to Action + URL

Native (Middle):
- Main Article Image (Max: 600x400)
- Article Headline (<50 Characters)
- Article Content (50 Words)
- Call to Action + URL

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**WEEKLY PODCAST**

Live Reads:
- 30 Second Script (Top)
- 60 Second Script (Middle)
- Shout Outs (Integrated): This podcast is brought to you by [brand], [tagline + URL].

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**THE MAGAZINE**

- Full-Page
- Inside Cover
- Back Cover
- Multi-Page Spreads

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**BKMAG.COM**

Banners:
- Ad Sizes: 970x250, 970x90, 300x250, 320x50, 300x600
- Specs: We accept 3rd-party ad tags or animated and static GIF, JPEG and PNG assets sent directly to us with up to 30 seconds of animation, 3 loops and auto-generated sound.
- URL: Please provide click-through URL and affiliate program details.

Native Article:
- Logo / Brand Name
- Main Article Image (1395x480 or similar dimensions)
- Article Headline (95 Characters)
- Article Sub-headline (200 Characters)
- Article Content (<500 words)
- Embedded Assets (photos, videos, etc.) (Max: 900x600)
- Call to Action + URL

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**AD SPECS**

adops@bkmag.com

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