

# BROOKLYN MAGAZINE



[hello@bkmag.com](mailto:hello@bkmag.com)

“

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.

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*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.







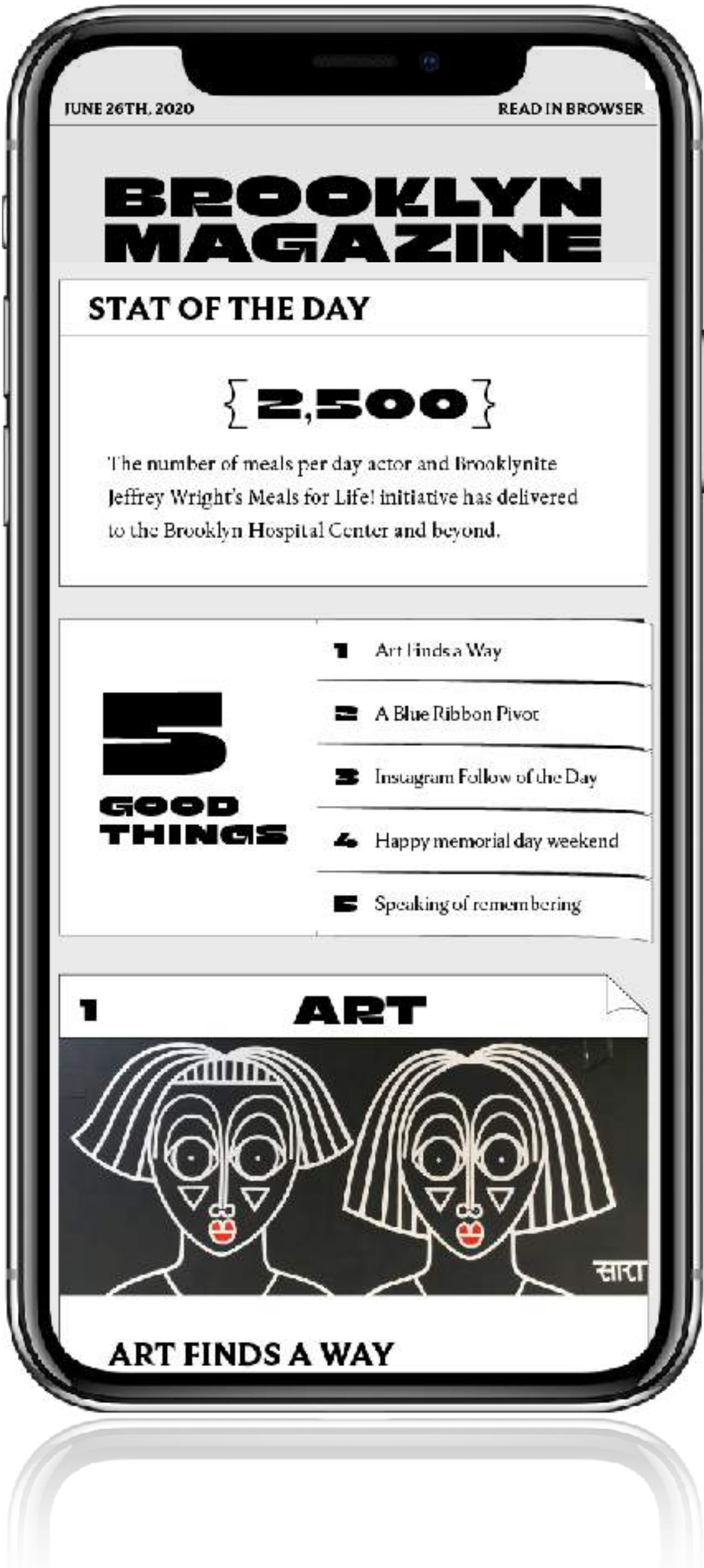
**BK  
MAG  
.COM**





# 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.



## NEWSLETTER SUBSCRIBERS

400K

01/21, Source: Piano.io

## WEBSITE VISITS

435K

12/20, Source: Google Analytics, YTD

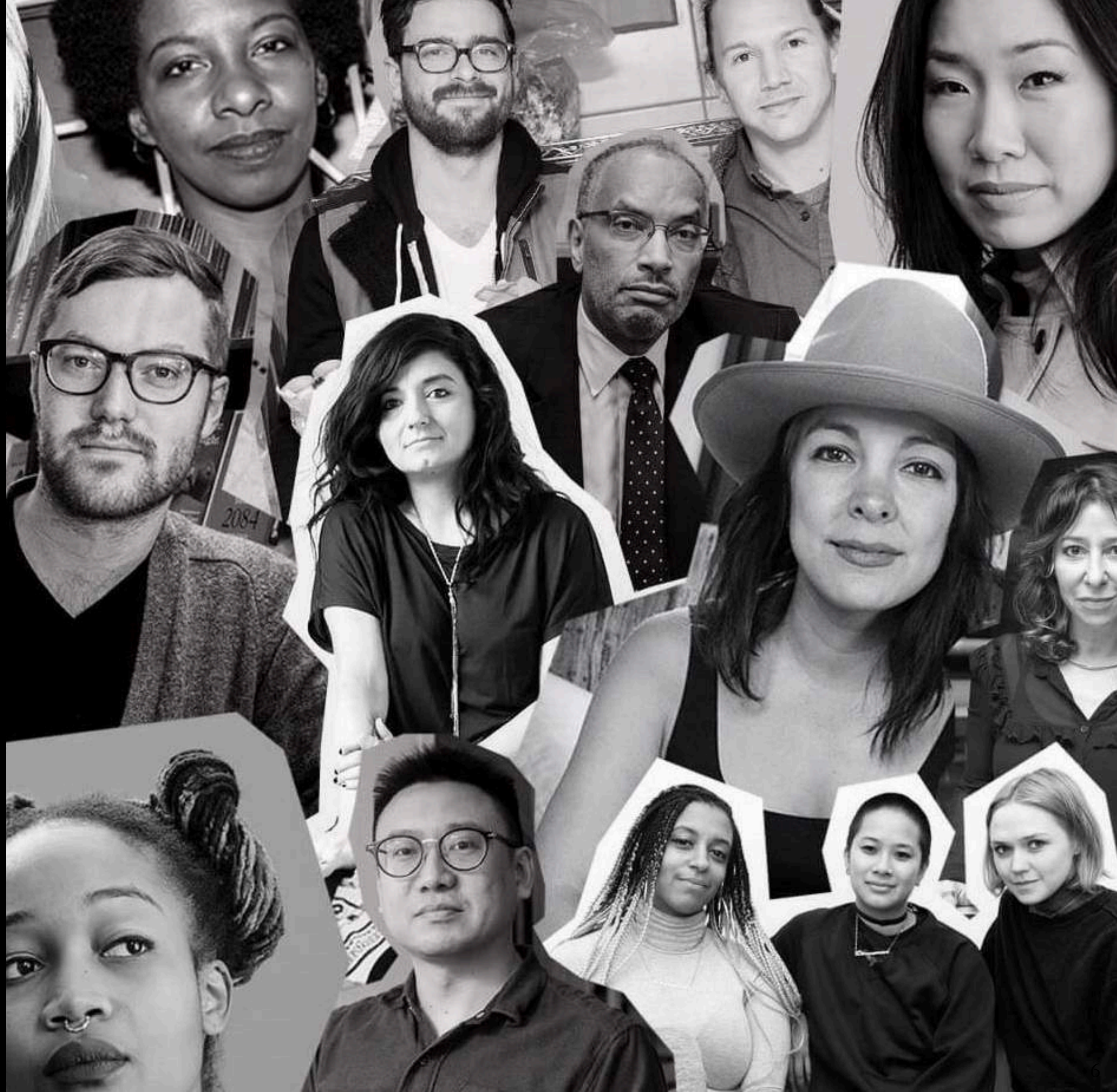
## SOCIAL FOLLOWERS

160K

Source: Instagram, Facebook, Twitter, Pinterest



# MEET OUR AUDIENCE





**YOUNG  
18-36**

64.5% of our audience is made up of young, creative, mission-driven leaders who value life experiences.

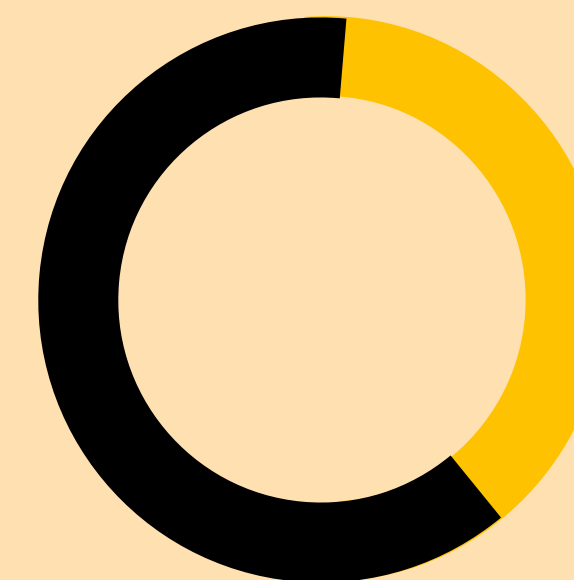
**INFLUENTIAL  
76%**

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

**SMART &  
SAVVY**

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

♀  
**FEMALE  
54%**



♂  
**MALE  
46%**

Sources:  
Google, 11/2020  
Quantcast, 11/2020



# PLATFORMS & CHANNELS

## BKMAG.COM



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.

## DAILY NEWSLETTER



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.

## WEEKLY PODCAST



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.

## SOCIAL EXPERIENCES



Reach over 160,000 Brooklynites 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.





# OF BROOKLYN. FOR BROOKLYN. BY BROOKLYN.

We believe in community over  
competition, culture over coarseness  
and ideas over indifference.

## Community

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.

## Culture

We believe Brooklyn has grown into a global cultural powerhouse that remains rooted in the local community, which is itself ever-evolving.

## Ideas

Here you will learn about the artists, entrepreneurs, leaders, musicians, chefs, dancers and more who are shaping the world beyond Brooklyn's borders.



# TOP 10 US CITIES WITH BROOKLYN BROKEN OUT

1.	New York (w/o Brooklyn)	5.6M
2.	Los Angeles	3.8M
3.	Chicago	2.7M
4.	BROOKLYN	2.5M
5.	Houston	2.1M
6.	Philadelphia	1.5M
7.	Phoenix	1.4M
8.	San Antonio	1.3M
9.	San Diego	1.3M
10.	Dallas	1.2M

Source: US Census, 2010



Sorry, Chicago: Brooklyn Will Soon Be The Third Largest City In America

COMPLEX

Brooklyn Will Soon Pass Chicago as the Third Largest City in America



The 3rd Largest City In The US Is Brooklyn... Wait... What?



# PREVIOUS SPONSORS

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vitamin<sup>GLACÉAU</sup>water.



Douglas Elliman

The Met  
ropolitan  
Opera



TIDAL

lyft

HBO®

S. PELLEGRINO

Kellogg's



SHOWTIME

esurance™



NETFLIX

NESPRESSO.





MENU



## IT'S SHOWTIME: PLATFORM IS A THEATRICAL SUBWAY PERFORMANCE YOU REALLY NEED TO SEE

(Art) | Jan. 01, 2020

On the New York Transit Museum's "show-and-tell for creative musings on mass transit," that everything happens at once.

By Oriana Leckert



Ryan Hanton



Unsplash



Unsplash

## MOST CLICKS



### 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

(Art)



# AD SPECS

adops@bkmag.com

## BKMAG.COM

### Banners:

- Ad Sizes: 970x250, 970x90, 300x250, 320x50, 300x600
- Specs: We accept 3rd-party ad tags or animated and static GIF, JPG 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

## 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

## THE MAGAZINE

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

## 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].

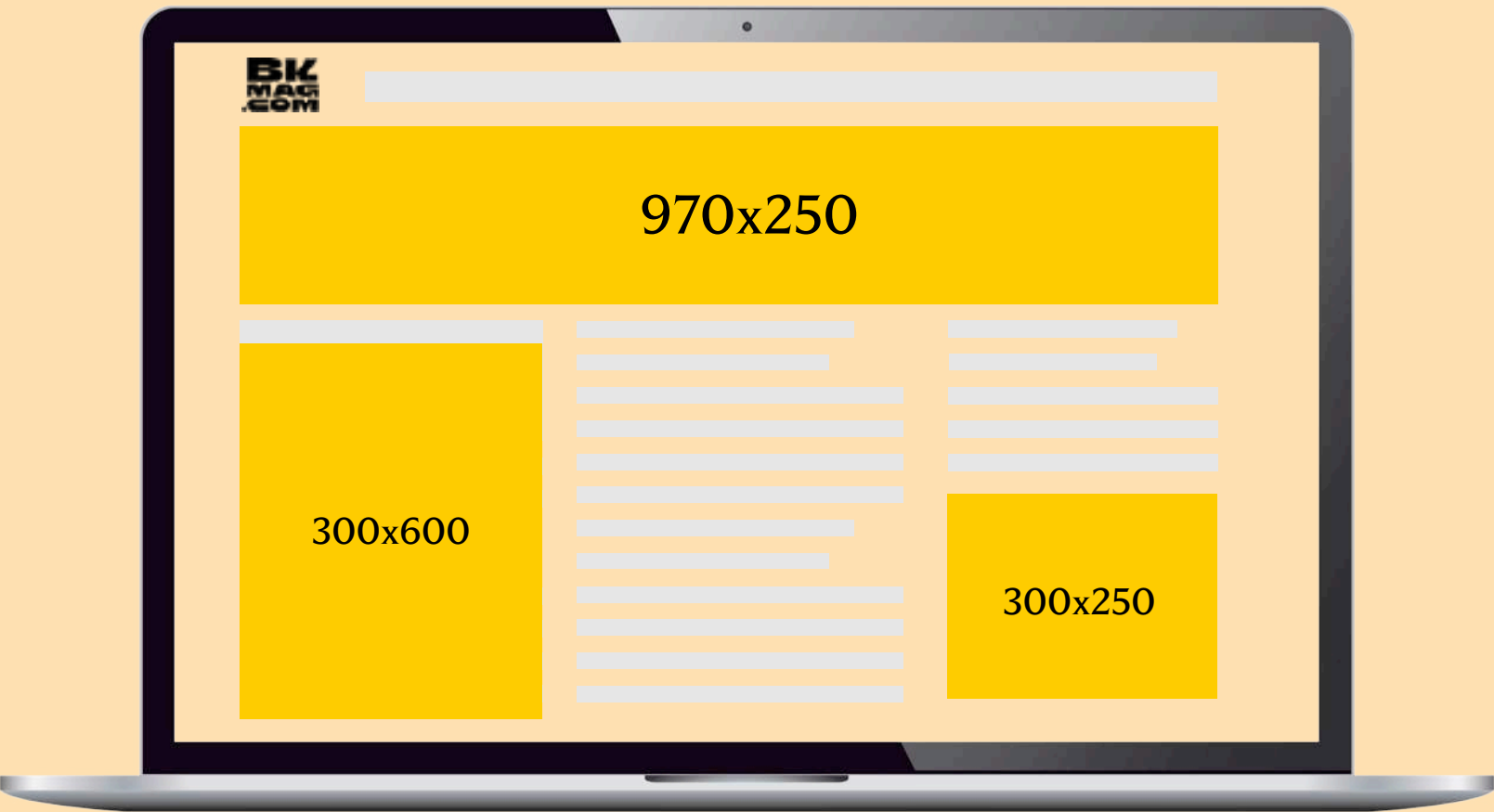
## VIRTUAL COMMUNITY

### Social Content:

- Sponsored Posts
- Sponsored Stories

### Streaming / Live Events:

- Customized Sponsorships





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