Hi.

We’re Brooklyn Magazine.
And we love Brooklyn.
Which is why we tell Brooklyn’s story.
And we’d love to tell your story too.
We partner with award-winning and emergent local writers, producers, videographers and photographers to develop and produce premium original and sponsored content on your behalf.
Your voice.
Just with a Brooklyn accent.
And delivered throughout the BKMAG media ecosystem.
The hub for all things Brooklyn culture, community and commerce.

This is the home of our original reporting, daily newsletter, and weekly podcast.
Hosted by Editor-in-Chief Brian Braiker, each episode comprises an in-depth interview with a notable Brooklynite – be they celebrity, politician, personality, business icon or community leader.

Our weekly podcast streams on BKMAG.com and across all major audio platforms.
Dispatches from the better borough, crafted by Brooklyn Magazine’s editors.

Brooklyn Magazine’s twice weekly newsletter features the “top five” cultural and community-oriented stories of the day, plus a daily statistic and featured artist.
Instagram, Twitter, Facebook, and the influences.

Our editors engage in active management of our growing social media channels, posting daily content that inspires and engages our community in exploration, inspiration and conversation.
Your message.
Served to Brooklyn, piping hot.
MEET OUR AUDIENCE
BKMAG READERS ARE...

**YOUNG**
64.5% of our audience is made up of young, creative, mission-driven leaders who value life experiences, aged 25-36.

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

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

**MALE & FEMALE**
BK Mag readers skew slightly female, with a 54% to 46% ratio.

Sources: Google, 11/2020 Quantcast, 11/2020
So let’s work together and create content that resonates.
GRUBHUB LOOKS TO BKMAAG TO DELIVER AUTHENTIC NEIGHBORHOOD FLAVOR.
As an on-going partnership, BKMag and Grubhub have collaborated on several campaigns and produced dozens of branded content pieces. We’ve acted as the national companies pipeline to local flavor; spotlighting neighborhood jaunts, enlisting local influencers, and getting the word out to our audience of Brooklyn Foodies.

The Numbers:

- 3,060,830 Impressions
- 19,018 Clicks
- 0.62% CTR
- 202,222 Video Views
PREVU LOOKS TO BKMAG TO SHOW BROOKLYN A BETTER WAY TO BUY A HOME.
Prevu has a uniquely smarter way on enter the Real Estate market, and BKMag has a readership primed to purchase. We collaborated on three articles that took the intimidation out of home ownership by highlighting Prevu’s smart buying process. The articles were promoted through the BKMag ecosystem, including native display, social media ads, and newsletters.

The Numbers:

• 768,953 Impressions
• 5,674 Clicks
• 0.74% CTR
• 95 hours total time on content
STASH and BKMAG teamed up to fatten Brooklyn’s pockets.
STASH is a subscription-based investment platform that makes good financial habits easy. Brooklyn Magazine works with STASH to co-create four articles to educate our readers on smart money moves, and how STASH could offer a new road to financial success. The articles were promoted through the BKMag ecosystem, including native display, social media ads, and newsletters.

The Numbers:

- 1,847,582 Impressions
- 9,764 Clicks
- 0.53% CTR
- 115 hours total time on content
**AD SPECS + FORMAT CHEAT SHEET**

**BKMAO.COM BANNERS**
- Ad Sizes: 970x250, 970x90, 300x250, 320x50, 300x600
- Specs: 3rd-party ad tags accepted, or animated and static GIF, JPG and PNG
- URL: Please provide click-through URL

**NATIVE ARTICLE**
- Logo/Brand Name
- Main Article Image (900x5600 or similar dimensions)
- Article Headline
- Article Content (<500 words)
- Embedded Assets (photos, videos, etc.) (Max: 900x600)
- Call to Action + URL

**NEWSLETTER**

**NATIVE AD PLACEMENT**
- Brand Name/Logo
- Main Image (Max: 900x600)
- Headline
- Copy (150 Words)
- Call to Action + URL

**PRINT**
- **Full page** 8 x 10.5 plus 1/8” bleed all 4 sides PDF
- **Half page**: 4 x 5.25 plus 1/8” bleeds all 4 sides PDF

**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]

**BKMAO INFLUENCER NETWORK**

- **Influencers** - choose from our network
- **Video** - :60s plus :30s and :15s cut downs for each (Specs: 1:1, 9:16, 16:9)
Thank you!