

**BROOKLYN
MAGAZINE**

Media Deck



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.

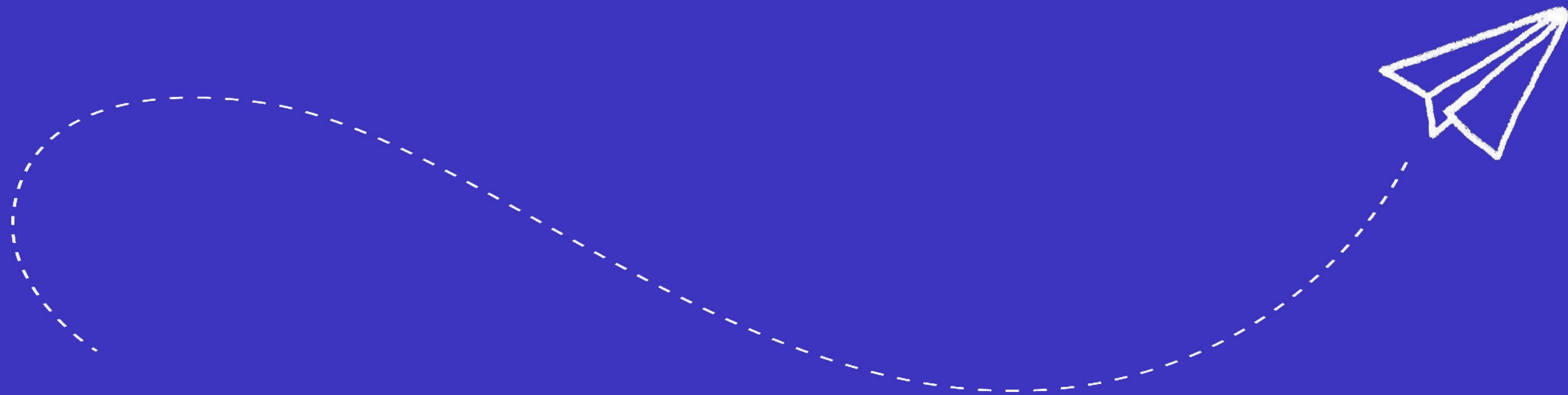


WITH SPONSORED CONTENT, MADE IN BROOKLYN

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 BK MAG media ecosystem.**

BKMAG.COM

The hub for all things Brooklyn culture, community and commerce.

This is the home of our original reporting, daily newsletter, and weekly podcast.





BKMAG PODCAST

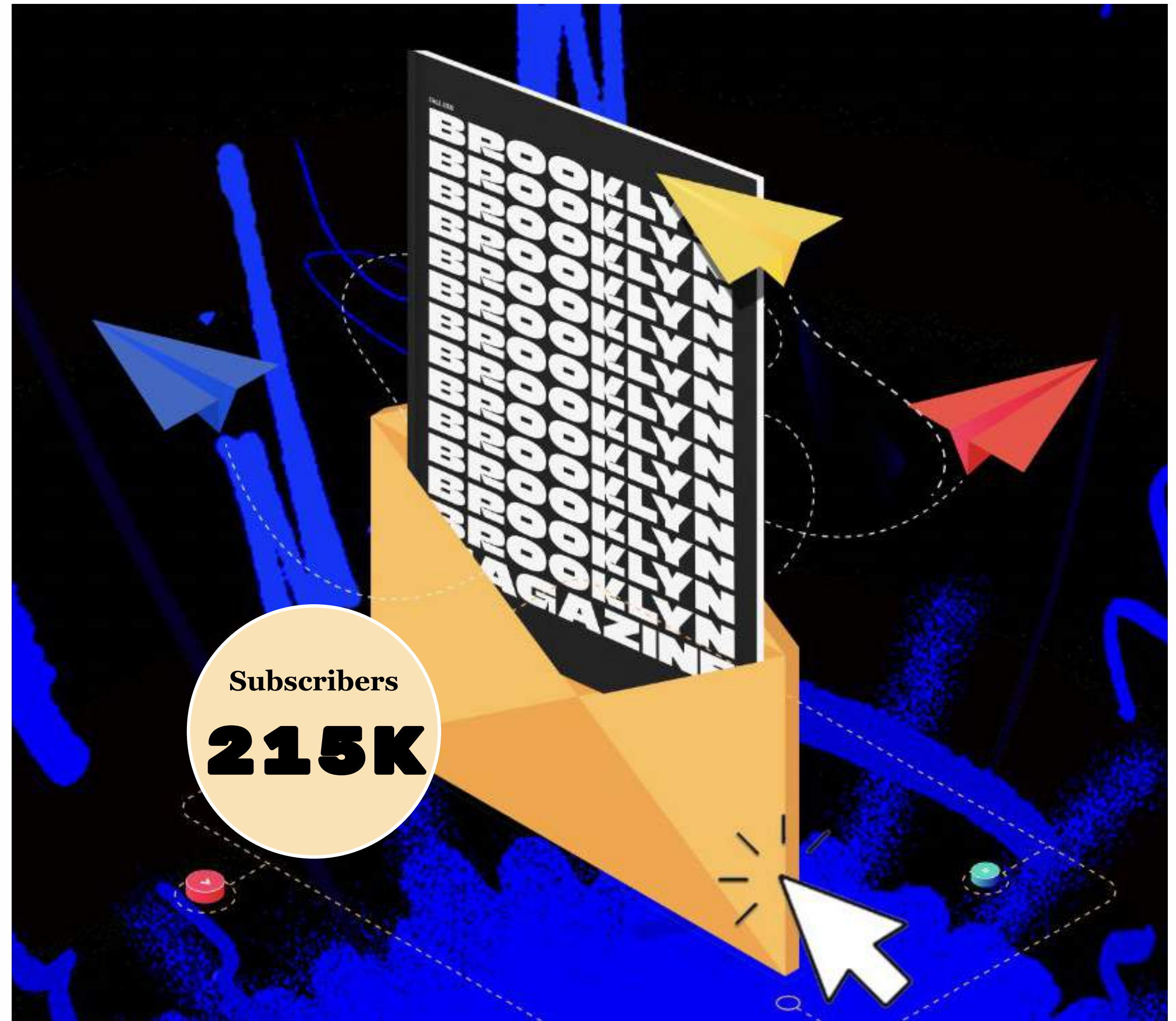
Hosted by Editor-in-Chief Brian Braiker, each episode comprises an in-depth interview with a notable Brooklynite – be they celebrity, politician, personality, business icon or community leader.

Our weekly podcast streams on BK MAG.com and across all major audio platforms.

BKMAG NEWSLETTER

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

64K

TWITTER

39K

FACEBOOK

51K

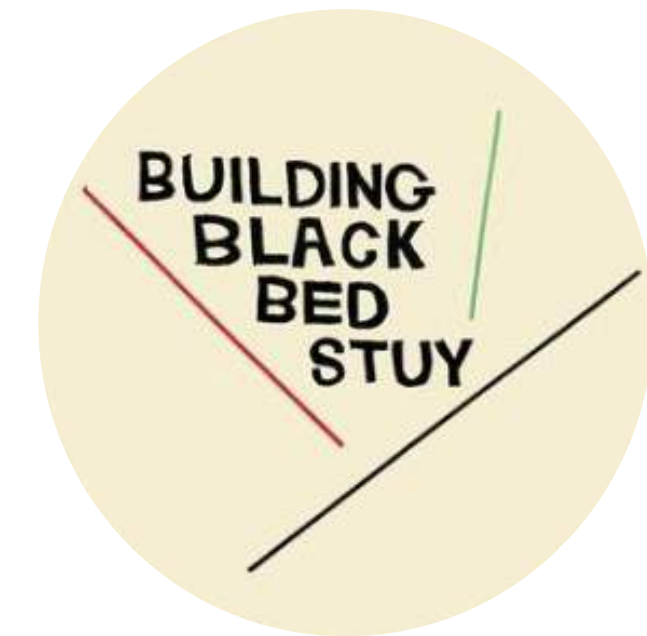
BKMAG SOCIAL

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.

COMMUNITY PARTNERS

WE SUPPORT THE ORGANIZATIONS WHO SUPPORT US



Brooklyn Museum

FORT GREENE PARK CONSERVANCY



Your message.
Served to Brooklyn, piping hot.





MEET OUR AUDIENCE

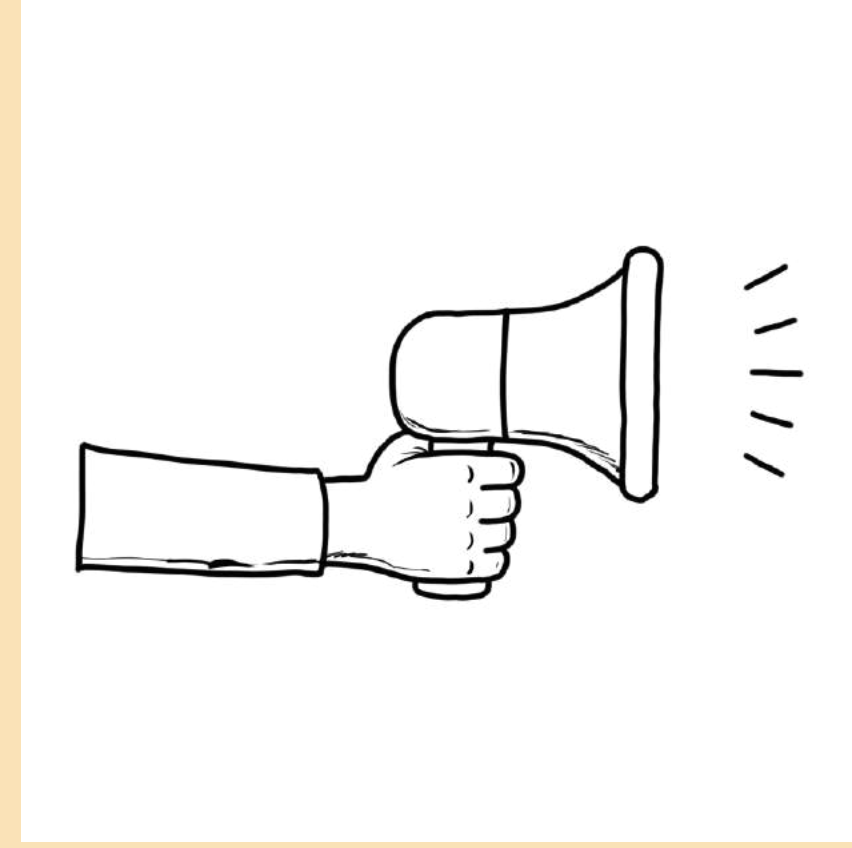


BKMAG READERS ARE...



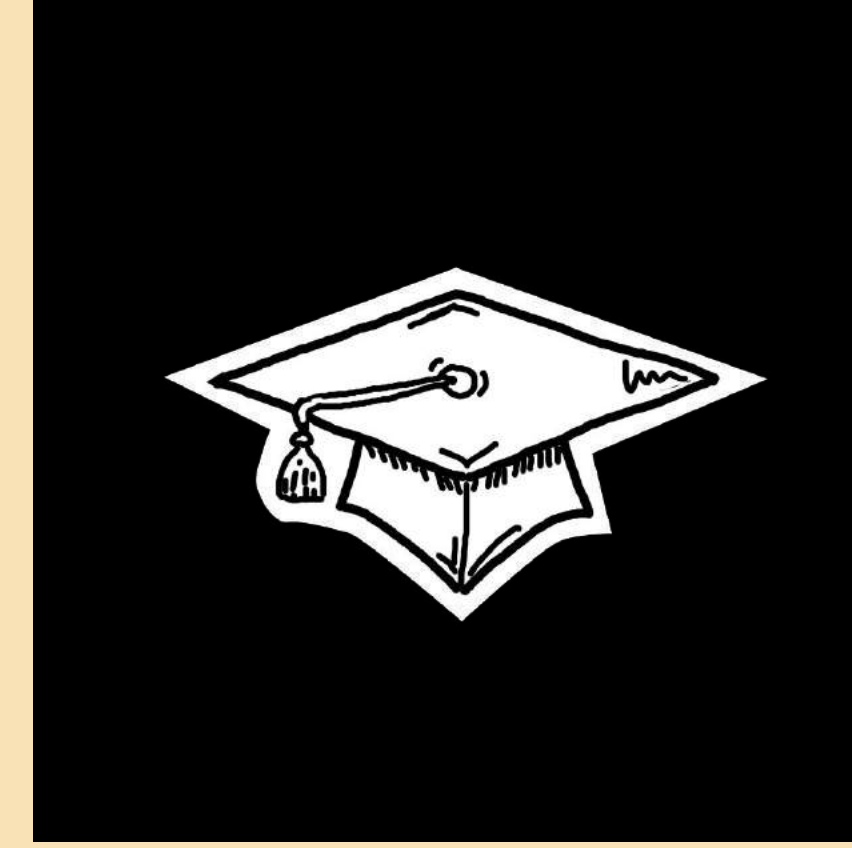
YOUNG

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



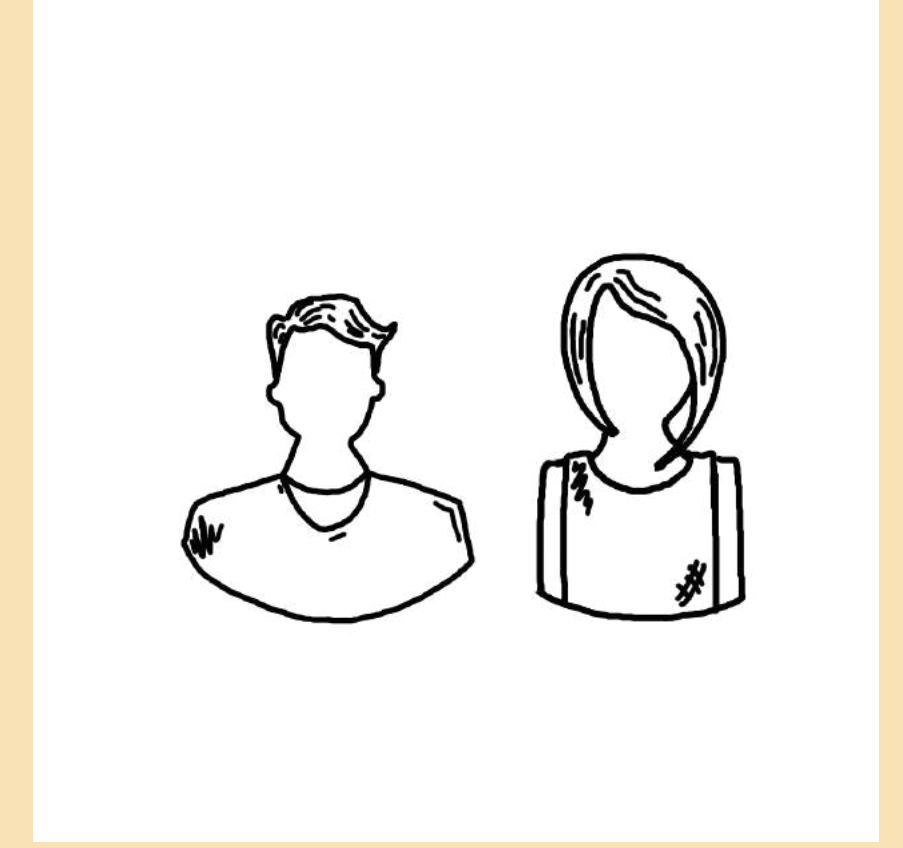
INFLUENTIAL

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.**

PREVIOUS SPONSORS

ESPOLÓN
TEQUILA

MoMA

Levi's



You Tube

WATERLOO
SPARKLING WATER



JACK DANIEL'S
OLD N°7
BRAND

Douglas Elliman

The Met
ropolitan
Opera

Lifeway
EST. 1986

Red Bull

TIDAL

lyft

HBO

S. PELLEGRINO

Kellogg's

Ketel One
BOTANICAL

SHOWTIME

TWO TREES

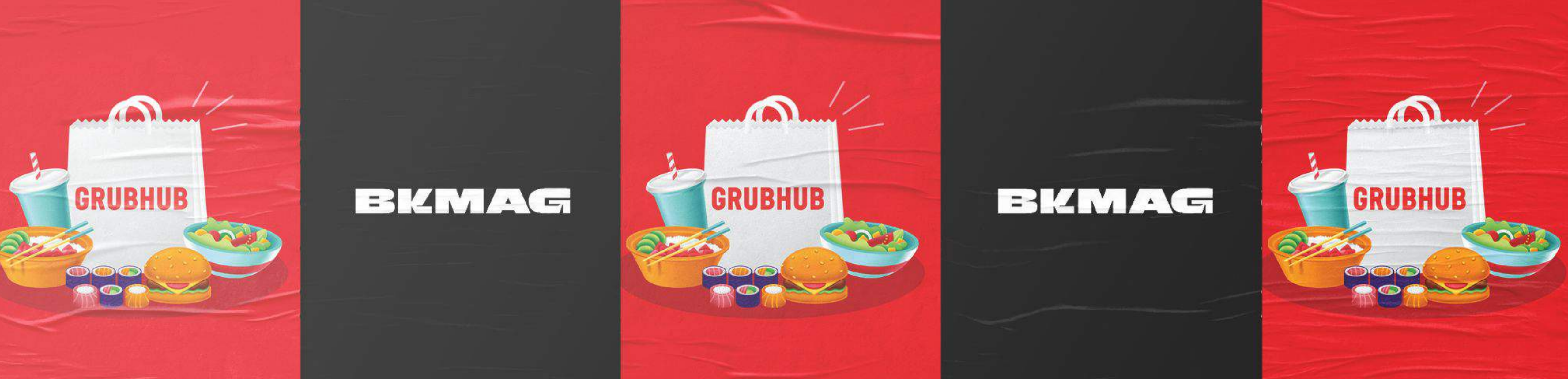
Topo Chico
HARD SELTZER
SPIKED SPARKLING WATER

NETFLIX

NESPRESSO

**BROOKLYN
MAGAZINE**

Partnership
Case Studies



**GRUBHUB LOOKS TO BKMAG TO DELIVER
AUTHENTIC NEIGHBORHOOD FLAVOR.**

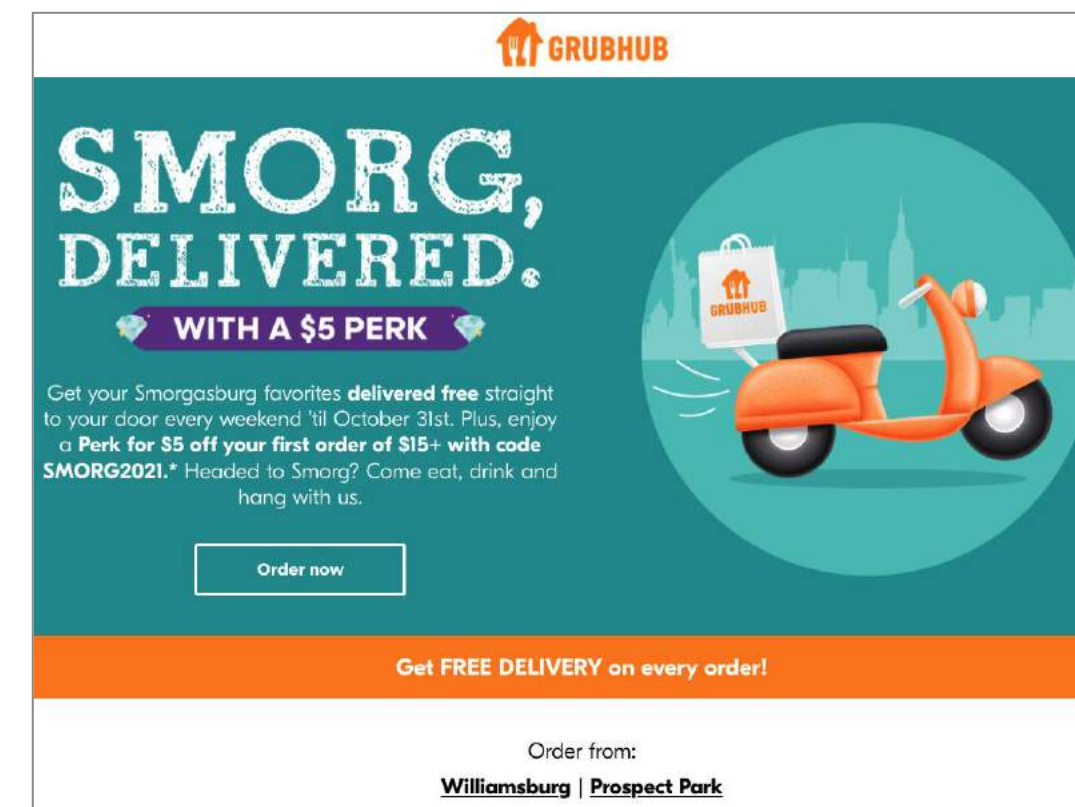


GRUBHUB X BK MAG

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





BKMAG



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**PREVU LOOKS TO BKMAG TO SHOW BROOKLYN
A BETTER WAY TO BUY A HOME .**

BKMAG



BKMAG



BKMAG

PREVU X BK MAG

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

How to artfully outsmart the competition in a Brooklyn bidding war

BY PREVU



As more New Yorkers enjoy work-from-home flexibility, many are looking into purchasing real estate in Brooklyn. The borough offers spacious parks, easy commutes to the rest of the city and townhouses with ample outdoor spaces.

Locals and newcomers alike are flocking to purchase coveted Brooklyn digs, creating bidding wars amidst an already busy buying season. Experienced homeowners and first-time purchasers are all getting outbid, leaving them at a crossroads as they try to take a step on the property ownership ladder.

To help prospective owners secure their slice of Brooklyn for themselves, the team at [Prevu Real Estate](#) offer four key tips for outsmarting other buyers in a bidding war.



Sponsored Content

Buyers Are Flocking to These 5 Brooklyn Neighborhoods

As New Yorkers have enjoyed greater...

BY PREVU

Brooklyn Magazine ✓
Published by Thomas Franke · June 9 ·

Outsmarting the competition in a Brooklyn bidding war
<http://share.ntv.io/.../outsmarting-the-competition.../>



SHARED.SPONSOREDCONTENT.COM
How to artfully outsmart the competition in a Brooklyn bidding war [Learn More](#)

How to save thousands when buying in Brooklyn



Purchasing an apartment anywhere—let alone in Brooklyn—can be a fraught endeavor, filled with many important steps.

STASH



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**STASH AND BKMAG TEAMED UP TO
FATTEN BROOKLYN'S POCKETS.**

STASH



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STASH



BKMAG

STASH X BKMAG

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 offers 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

ARTS & LEISURE

COMMUNITY & COMMERCE

FOOD & DRINK

PODCASTS & VIDEO

SPONSORED CONTENT

Aug 2, 2021

GOT EXTRA CASH? SOLID MONEY MOVES FOR YOUR DOUGH*

By Stephanie Valente

A stack of US dollar bills, with a \$100 bill prominently displayed in the foreground, set against a dark background.


STASH

Investing
made even
easier.

Invest today

3:20

Future Industries
+ 1.26% (1Y)



TW 1M 1Y 5Y 10Y

Personal portfolio

Value ⓘ

\$4,441.50

+\$241.50 ▲ 5.75%

Investment advisory services offered by Stash Investments LLC, an SEC registered investment advisor. Investing involves risk and investments may lose value. Holdings and performance are hypothetical.

STASH.COM/START-INVESTING/BKMAG

Get Stash | Stash

Thanks to Brooklyn Magazine, here's \$5 to invest from Stash. Sign up, ad...

Learn More

Thanks to Brooklyn Magazine, here's \$5 to invest from Stash.

Here's \$5 to invest, on us.

Sign up with the button below, add \$5 or more to your personal portfolio, and we'll give you a \$5 bonus to start.

[Get my \\$5](#)

Brooklyn Magazine  Published by Wilf Maunoir  · August 2 · 

If you're a saver or recently received a monetary windfall, extra cash is always welcome. What do you do next? Keep saving? Spend it all? Invest? Something else entirely?



SHARED.SPONSOREDCONTENT.COM

Got Extra Cash? Solid Money Moves for Your Dough*

Got a little extra dough? Don't just let it sit there. If you're a saver or recently received a mo...

AD SPECS + FORMAT CHEAT SHEET

BK MAG . 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 (900x600 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]

BK MAG INFLUENCER NETWORK

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

TIDAL

30

Thank you!



**BIK
MAG
.COM**

