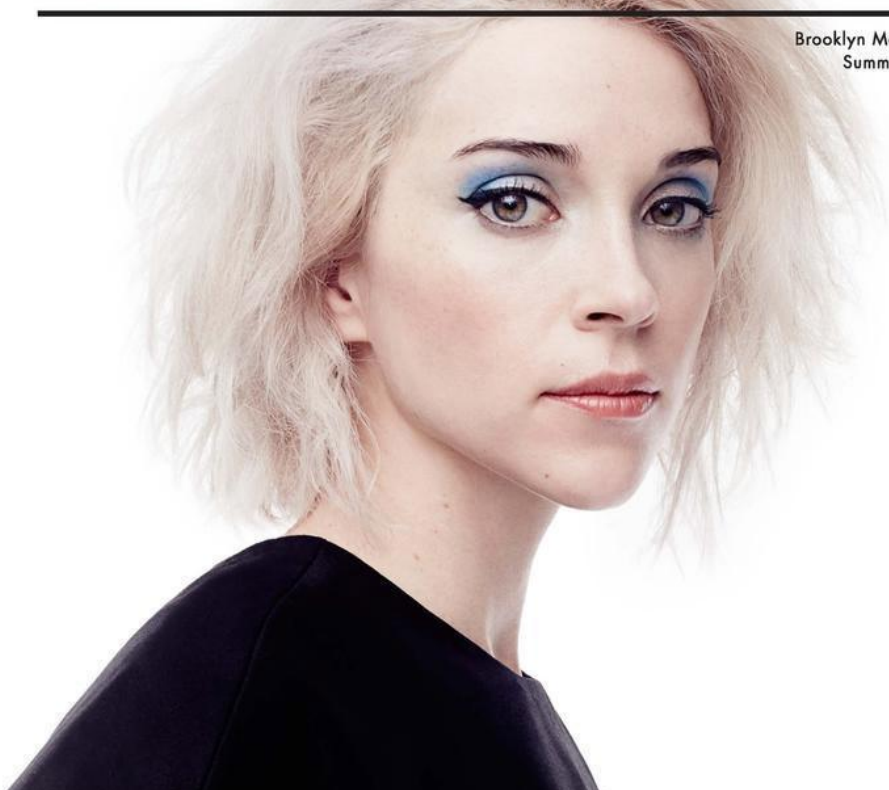


# BROOKLYN

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Brooklyn Magazine  
Summer 2014



**BROOKLYN  
MAGAZINE**

# ABOUT BROOKLYN MAGAZINE

Brooklyn Magazine celebrates the people, places, businesses, events and ideas that make Brooklyn the envy of the creative world.

“Small restaurants and large companies... are lining up to hitch their wagons to Brooklyn’s D.I.Y. chic, as though the borough offers something missing in mainstream food culture, maybe in culture in general.”

*NEW YORK TIMES*

# BROOKLYN

Brooklyn Magazine  
Summer 2015



## QUESTLOVE

pg. 76

Genius Comes to Gowanus pg. 102

The Brooklyn Restaurant Awards pg. 64

# AUDIENCE PROFILE

Brooklyn Magazine is distributed directly into apartment buildings, retail establishments and is available on newsstands.

Yearly subscriptions are available at [bkmag.com](http://bkmag.com)

## EDUCATION



**88%**

COLLEGE DEGREE OR HIGHER

## AGE



**39**

MEDIAN

**34%**

UNDER 35 YRS.

## AVERAGE COST OF 2 BEDROOM APARTMENT



**\$993,757**

IN AREAS OF DISTRIBUTION

## GENDER



**39%**

MALE



**61%**

FEMALE

## INCOME



**\$138,000**

AVERAGE HOUSEHOLD INCOME

# AD GUIDELINES

## GENERAL GUIDELINES

- All artwork at a resolution of 300dpi.
- Convert all color ads from RGB to CMYK.
- Convert all text to outlines.
- All text smaller than 12pt should be a true black or 100% K.

Please do not include crop marks or any other additional information not intended for print on any final art.

## PRE-DESIGNED FORMAT

- .PDF – preferred format, zip compressed
- .TIF – uncompressed or zip compressed

Please provide contact information with every submission and include your company name, date created and 'BK MAG' in the filename of the ad.

(i.e. YourCompany\_01\_11\_15\_BKMAG.pdf)

## AD SUBMISSION

- Email (this is preferred, but only for files less than 4MB in size) or CD-R disc
- Ad material may be emailed to [ads@northsidemediagroup.com](mailto:ads@northsidemediagroup.com)

Please copy your sales contact on all ad submission emails.



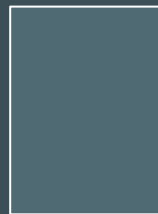
## AD SIZE (INCHES)

With Bleed  
8.125" w x 10.75" h



FULL PAGE AD W/ BLEED

No Bleed  
6.7" w x 9.5" h



FULL PAGE AD

6.7" w x 4.625" h



HALF PAGE AD

3.25" w x 4.625" h



¼ PAGE AD

# BROOKLYN MAGAZINE AD SPREADS

## ABOUT YOUR AD SPREAD

Two consecutive full page insertions  
in an issue of Brooklyn Magazine.

Cover two spread available

Ad size (with bleed):  
16"w x 11"h  
trim:  
15.75"w x 10.5"h





# LOCAL DIRECTORY

## BROOKLYN MAGAZINE

The Brooklyn Magazine local food, drink and retail directory is one of the most well-respected advertising outlets in our publication. Local bars, restaurants, and stores will get a 60 word writeup as well as an image featured on top of the text. Visitors and locals alike are bound to stop in and check out one of our favorite Brooklyn hot spots.

## GENERAL INFO

- Name of Business
- address
- contact info (phone number and/or email)
- website (optional, but strongly recommended)

## A BRIEF DESCRIPTION

- maximum 60 words
- maximum of 2 forced line breaks (vertical lists are NOT allowed)
- please proofread text for errors in spelling and grammar before submitting

## PLEASE PROVIDE EITHER A PHOTO OR A LOGO

### PHOTO SPECS

- at least 300dpi at 2.5" (750px)
- CMYK JPG or TIF
- horizontal or square with plenty of room to crop
- no text overlaid on image

### LOGO SPECS

- must be a vector (.EPS or .AI format)
- horizontal orientations preferred
- CMYK

Please understand that images may be cropped and logos may be resized in order to accommodate the layout of the page.

## the neighborhood guide

**MABLE'S SMOKEHOUSE**  
44 Berry St., Williamsburg  
718-218-4655  
www.mablesmokehouse.com



Mable's is a Southern BBQ restaurant born from family recipes using fresh, simple ingredients to make quality, homely dishes. With great beers and cocktails, Mable's brings a no-nonsense BBQ experience to the heart of Williamsburg. Now open for lunch and brunch 7 days a week.

**PIZZA PARY**  
254 Irving Ave  
Brooklyn, NY 11237



Pizza Pary is jam-packed with nostalgia, i.e. everything 80's! Besides all that fun, the Pary is the only pizzeria in a 112 year old granite coal fire oven. Two elements that you must experience for yourself!

**SHINOBI RAMEN**  
53 Morgan Avenue  
Brooklyn, NY 11237



Our Cold ramen, called BRC and CTO, cool you down in this summer! BRC is served with our original spicy sesame sauce, pulled chicken, cucumber, lettuce, tomatoes and boiled egg. CTO is vegetarian spicy sesame sauce based cold ramen with whole wheat noodles and seasonal toppings.

**SLOPE CELLARS**  
436 Seventh Ave, Brooklyn, NY 11215  
718-269-7207  
www.slopecellars.com



Slope Cellars is a warm and user-friendly wine and spirits shop. The well-curated selection features great everyday values as well as grey treasures from off the beaten path. Friendly, knowledgeable staff loves to help you choose the perfect bottle for your wallet and palate. Generous case discounts and a loyalty card between the deal. Cheers!

**VSPOT**  
156 Fifth Ave  
718-928-8778  
www.vspot.nyc



The VSPOT serves up a 100% Vegan taste of Brooklyn. Kosher Certified and NYC's only vegan restaurant specializing in Latin cuisine. Popular items include their espasanditas, Bantega Pasta, gluten-free tacos and delicious weekend brunch on Saturday & Sunday from 11AM-9PM. They also serve Organic Wines, beer and fresh juice cocktails. On the first Thursday of every month, Alex Caraballo hosts the VSPOT Comedy Show featuring seasoned comedians of the NYC comedy scene. Hours: Monday: 9AM-10PM, Tuesday-Thursday: 10PM-10PM, Friday & Saturday: 11AM-10PM, Sunday: 11AM-9PM.

## SHOPPING

**A&G MERCH**  
111 N 6th St  
Brooklyn, NY 11249  
718-556-1179  
www.aandgmerch.com



Founded in Williamsburg, Brooklyn in 2006, with the idea of being a neighborhood furniture store for those who prefer not to "bedazzle" or a big box retailer. We keep it cute but not cutesy, an urban-casual-vibe with things, but not too predictable.

**BROOKLYN METAL WORKS**  
640 Dean St., 2nd Floor  
Brooklyn, NY 11238  
347-762-4757  
info@bkmetalworks.com  
www.bkmetalworks.com



Brooklyn Metal Works (BKMV) is a co-working manufacturing and jewelry studio that offers technique and concept-based classes, provides beaches for rent in a clean and well-equipped studio, and runs an exhibition space that promotes artists and designers in the jewelry and object making field.

BKMV's mission is to foster exploration and encourage experimentation, while furthering the NYC metals community.

## BUFFALO EXCHANGE

504 Driggs Ave. (at N. 9th St.), Williamsburg  
718-384-4901  
332 E. 11th St. (bt 1st & 2nd Ave), E. Village  
212-260-9340  
www.buffaloexchange.com



Buffalo Exchange is a primarily-bidit, family-operated fashion resale retailer that offers an environmentally-friendly and conscientious shopping experience by taking customers to buy, sell, or trade used fashion and accessories, celebrating the trends and creative culture of its unique customer base. Each store is actively involved in their community and the protection of the environment. The Tides for Bags program, for example, rewards customers who opt to use a reusable bag (or so bag) with a five cent contribution to one of several local charities. Recently, Buffalo Exchange has discontinued the use of all disposable plastic bag.

**CITY FURNITURE**  
820 Manhattan Avenue  
Brooklyn, NY 11222  
347-457-5727  
cityfurnitureshop.com



We are located in the heart of Greenpoint, Brooklyn and operate in modern, industrial and mid-century modern furniture and lighting. We are authorized dealers of Eternit, Restoration, Yarnr, Greenington. If you're looking for a quality and latest trend sofa, ottoman or bed we are the place to visit.

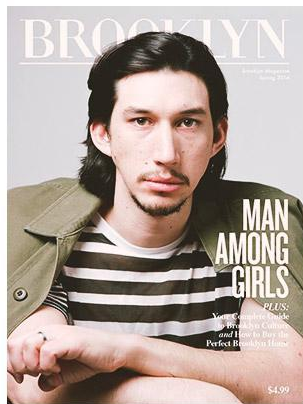
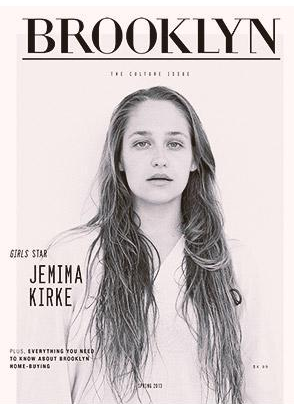
# BROOKLYN MAGAZINE RATE CARD

AVERAGE  
CIRCULATION  
25,000

## DEADLINES

ISSUES	SALES CLOSE & MATERIALS DUE	STREET DATE
February	11-Jan	25-Jan
March	15-Feb	29-Feb
April	14-Mar	28-Mar
May	11-Apr	25-Apr
June	16-May	31-May
July/August	13-Jun	27-Jun
September	15-Aug	29-Aug
October	12-Sep	26-Sep
November	17-Oct	31-Oct
December/January	14-Nov	29-Nov





THANK YOU

