



@lila_silver

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Quoted Magazine, New York

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HELLO, WELCOME

The Founder

Rolf Arne Leer is an entrepreneur and journalist from Norway with a passion for traveling, storytelling, and meeting new people. He immediately fell in love with New York through his encounters with locals, each of whom shared unique insights into what the city means to them and why they call it home.

Rolf Arne started visiting New Yorkers in their homes to conduct interviews and to gather their perspectives. First featured in the Huffington Post, Rolf began to gain followers from around the world with his innovative, unfiltered portraits.

He decided to share these insights through his own publication and Quoted was born.

ABOUT QUOTED

Quoted is the leading voice of and for a new generation of culture-makers who desire meaning and truth.

Quoted is a love letter to New York from the people who live here. It is a contemporary, biannual city magazine, available digitally and in print to the culture-makers of the city and affluent travelers.

Every issue of Quoted intimately profiles New Yorkers in their homes. Through unfiltered and honest narratives, photographs, and local recommendations, Quoted invites the reader backstage to experience the real New York.



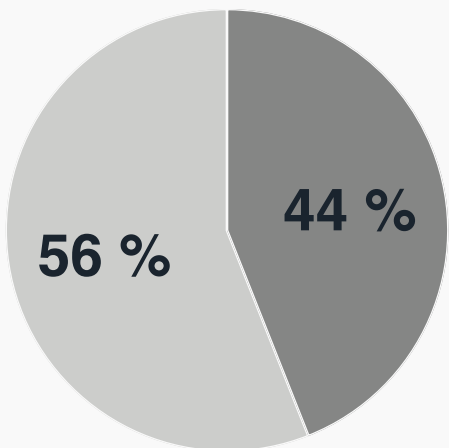
COMMUNITY AND READERSHIP

360,000

Readers

25-34

Age



Women

Men

Influential New Yorkers

Our readers are non-conformists and creatives that work and socialize at coffee shops, co-working spaces, and membership clubs in New York. They are the culture-makers of the city.

Explorers, not tourists

There is a shift in the way people travel, increasingly seeking authentic experiences. Millennials and affluent travelers value local knowledge for this particular reason.



MULTI-CHANNEL DISTRIBUTION

Print Readership: 320,000

SELECTIVE LOCATIONS

Distributed at 250+ trendy New York locations in downtown Manhattan, Brooklyn, Harlem, and LIC

Lifestyle: Ludlow House, Spring Place, The Wing, Soho House, WeWork

Coffee shops: Devocion, Celcius, Coffee Project New York, Toby's Estate, Champion

HOTEL PARTNERSHIPS

In-room and lobby distribution at 35+ leading New York boutique hotels

Manhattan: Ace Hotel, Soho House, Bowery Hotel, Hotel Hugo, Nomo Soho, Dream Hotel, The Highline Hotel

Brooklyn: The Williamsburg Hotel, McCarren Pool Hotel, The Box House Hotel, Henry Norman Hotel

AIRPORT LOUNGES

Distributed at international lounges at JFK: Air France/KLM Lounge, British Airways Galleries Lounge, Korean Air, Wingtips Lounge, Air India Lounge, The Emirates Lounge

Distributed at TAP air lounges in Portugal

STOCKISTS

Quoted is available for purchase online and through select local channels like Barnes & Noble, Casa Magazine, Butler, Perrotin, A/D/O.

Quoted is one of the three bestselling independent magazines at Iconic Magazine, with 5 locations around New York.

MULTI-CHANNEL DISTRIBUTION

Digital readership: 40,000

EXCLUSIVE IN-FLIGHT PARTNER

Available on Scandinavian Airlines in-flight entertainment systems as the only digital magazine to passengers on long-haul flights. Available to 2 million annual passengers with six daily flights to New York.

AIRLINE NETWORK

Downloadable access to over 180 million passengers on Lufthansa, Austrian Air, SWISS, Air France and TAP Air through Media Carrier and Adaptive-Channel

DIGITAL HOTEL NETWORK

Downloadable access to 925 hotels across Europe and the US, spanning from boutique, wellness, and business focused guests through Media Carrier

A majority of these hotels are based in Italy, Germany, and Austria

ISSUU DISCOVERY PLATFORM

Partnered with the leading digital publication discovery platform reaching new readers everyday. Tailored easy digital reading experience.

INFLUENCER NETWORK

Quoted Magazine has curated a network of **150+ New York micro influencers** with between 5-90k followers who are available for brand activation.

Influencers with a four- or five-figure following drive 85% higher engagement than those with followers in the six-figure range.

Campaigns that utilize micro-influencers are 6.7x more cost-effective than campaigns that utilize larger audiences.

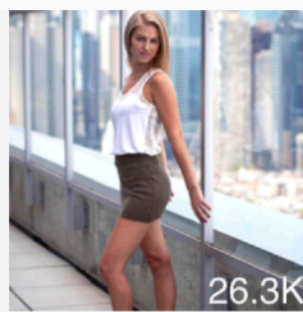
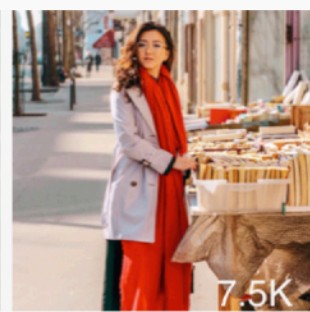
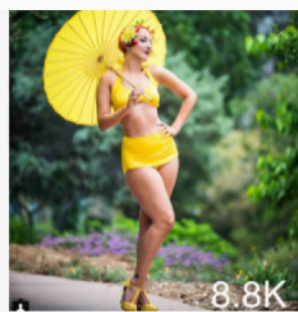
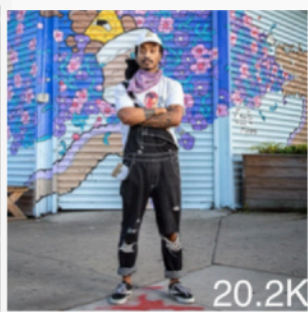
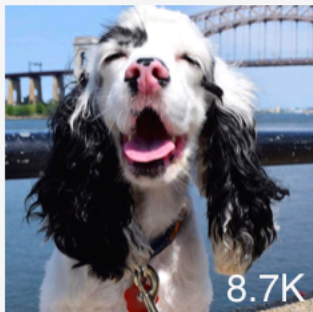
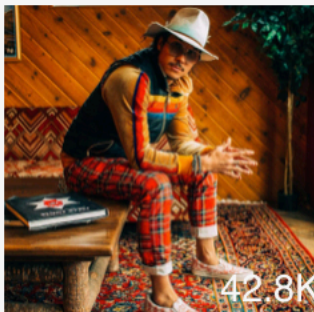
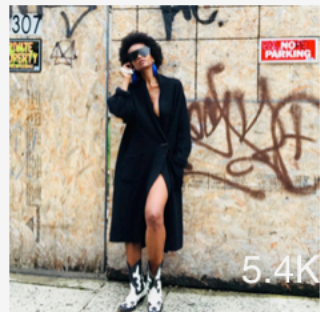
Source: MediaHub

EVENT PARTNERSHIPS

As competition for attention in the city becomes increasingly challenging, it is crucial for brands to get their products in the hands and on the lips of the culture-makers of New York.

As a means to get through the clutter, Quoted executes partnership events, inviting our micro-influencer network to experience brands first hand.

Quoted offers a 360 approach to partnership events, including planning and execution.



EVENT PARTNERSHIP PLEASURE FOR ALL / LELO



In conjunction with LELO, a high-end sexual pleasure brand, we threw a sexy weekend brunch for our influencer network at the speakeasy bar, The Seville. LELO transformed the cocktail lounge's VIP area into a Pleasure For All room, while waiters presented toys on trays like hors d'oeuvres. Their goal was to increase brand awareness and create an intimate atmosphere aligning with the LELO brand.

Results

Number of guests: 163

Total reach through social media sharing from influencers: 1.21 million

Brand mentioned in a European publication writing about the event

A disruptive and fun experience creating word of mouth

EVENT PARTNERSHIP

SCANDINAVIAN WEEKEND/MENU



MENU, a Danish furniture design company, partnered up with Quoted to expand their brand awareness among the cultural elite of New York. Quoted curated an experience at Soho House to give MENU access to the members.

MENU reimaged Soho House's Vinyl Room as an interactive lounging area, outfitted entirely with MENU furniture, lighting, and accessories. Soho House members and invited guests enjoyed the space during a Scandinavian Weekend with a varied event program organized by Quoted to educate and explore Scandinavian culture and design. Other Scandinavian brands, including Happy Socks, Noonoo, and Sandqvist, were also arranged within the space to both impart a sense of hygge and introduce visitors to Scandinavian lifestyle.

Results

5 successful events targeting a diverse group of members, a total of 900 visitors during the weekend.

BRANDED CONTENT

Quoted offers traditional advertising or branded content concepts aligning with the editorial and layout of the magazine.

Museum of Sex

Carnal Delights



1. **Black Cake** Imagine the stars aligning for the most amazing sex ever. Black Cake's Zodiac Message Candles are a combination of sensual accessories, erotic cosmetics, and intimate toys designed by women for women, with the purpose of empowering women, lighting up the passion and creating unforgettable moments of pleasure.

2. **Bijoux Indiscrets** is a trailblazing company in the market of erotica and sensual products. Driven by one goal: to break down consumers' prejudices with regard to erotic products.

3. **Dame Products** was founded by women to close the pleasure gap. They develop toys for sex that encourage vulnerability and heighten intimacy to the sexual experiences of humankind. Sex toys should satisfy real people's desires. Instead of starting with a

flashy feature or a kooky shape, Dame begins their design process with focus groups, interviews, and research.

4. **Haute Chocolate Brooklyn** is a one of a kind chocolate encounter. She is handcrafted 80% Peruvian dark chocolate born from queen mother Beryl Fine in Fort Greene Brooklyn. Haute Chocolate is vegan, organic and made clean with coconut sugars. Every product is beautifully wrapped with chic, eye catching elegance to allure the modern femme bringing the gift of sweet sensations to her pleasure center.

5. **Crazy Girl** is a new collection of intimate cosmetics that's sexy, inspiring & unapologetic. All products are specifically designed to enhance a woman's physical pleasure and carefully made with as many natural ingredients as possible and with as few additives, preservatives and colors. Products are available in packaging that is both playful and pretty - and can sit boldly next to facial cream and toothpaste!

Purchase products at museumofsex.com

MENU

The Tearoom Series

Designer Nick Ross on his approach to MENU's new line of furniture



"The Tearoom Series is imbued with elegant yet strict femininity, and balances the fascinating, curving silhouette with a construction and materials selected for comfort. Pairing the luxurious feel of full upholstery with a clean silhouette rooted in geometric forms, the Tearoom Series is as appealing to the touch as it is easy on the eyes."

"The inspiration for the design came from Charles Rennie Mackintosh's Willow Chair, created for the Willow Tearooms in Glasgow in 1904. A personal favourite of mine and national icon in Scotland. Even so, I still felt there was scope for taking Mackintosh's original vision and transforming it into something new, and better suited to the time we live in."

"I think the sculptural aspects of this sofa make it very appealing. It sits somewhere in the middle between pure a sculptural expression and a function utilitarian object which is very universal in its form and function."

Shop MENU at: store.menudesignshop.com

Visit MENU's showroom, by appointment only: say@menu.us

MENU Space NYC
80 Varick St.
New York, NY 10013



Since 1978, MENU has harnessed the skills of top designers and craftspeople to create contemporary design that is clean, clever and natural. Today, the MENU collection of furniture, lighting, and accessories features work by contemporary talents, as well as Scandinavian masters. Powered by this creative force, MENU has evolved into a globally recognized leader in the design and lifestyle space.

EDITORIAL CALENDAR AND RATE CARD

EDITORIAL CALENDAR

Spring/Summer edition 2020:
Release date: May

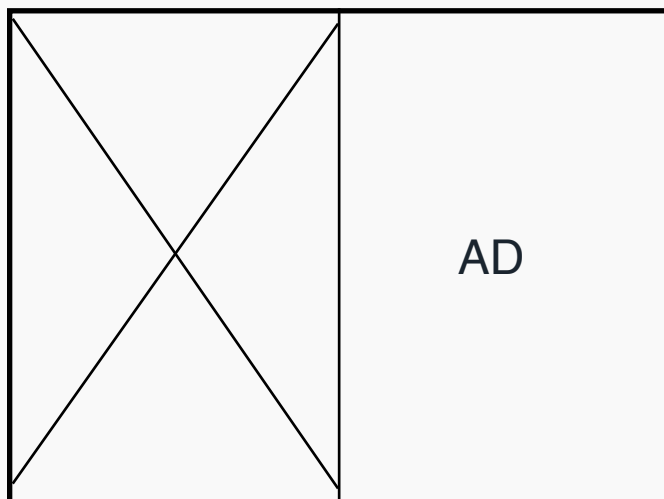
Fall/Winter edition 2020:
Release date: November

RATE CARD

Rates in USD Net

1st spread	13,300
2nd to 5th spread	10,500
Facing editor’s letter	7,400
Facing TOC	7,000
Last spread on C3	8,000
C3	5,800
Single page	5.300
Double page	9.500
Event partnership	Upon request
Micro influencer activation	Upon Request

SPECS



SINGLE PAGE

Format: 8,27 X 11,69 inches

Bleed: 8,77 X 12,19 inches

Color profile: CMYK

Resolution: 300 dpi



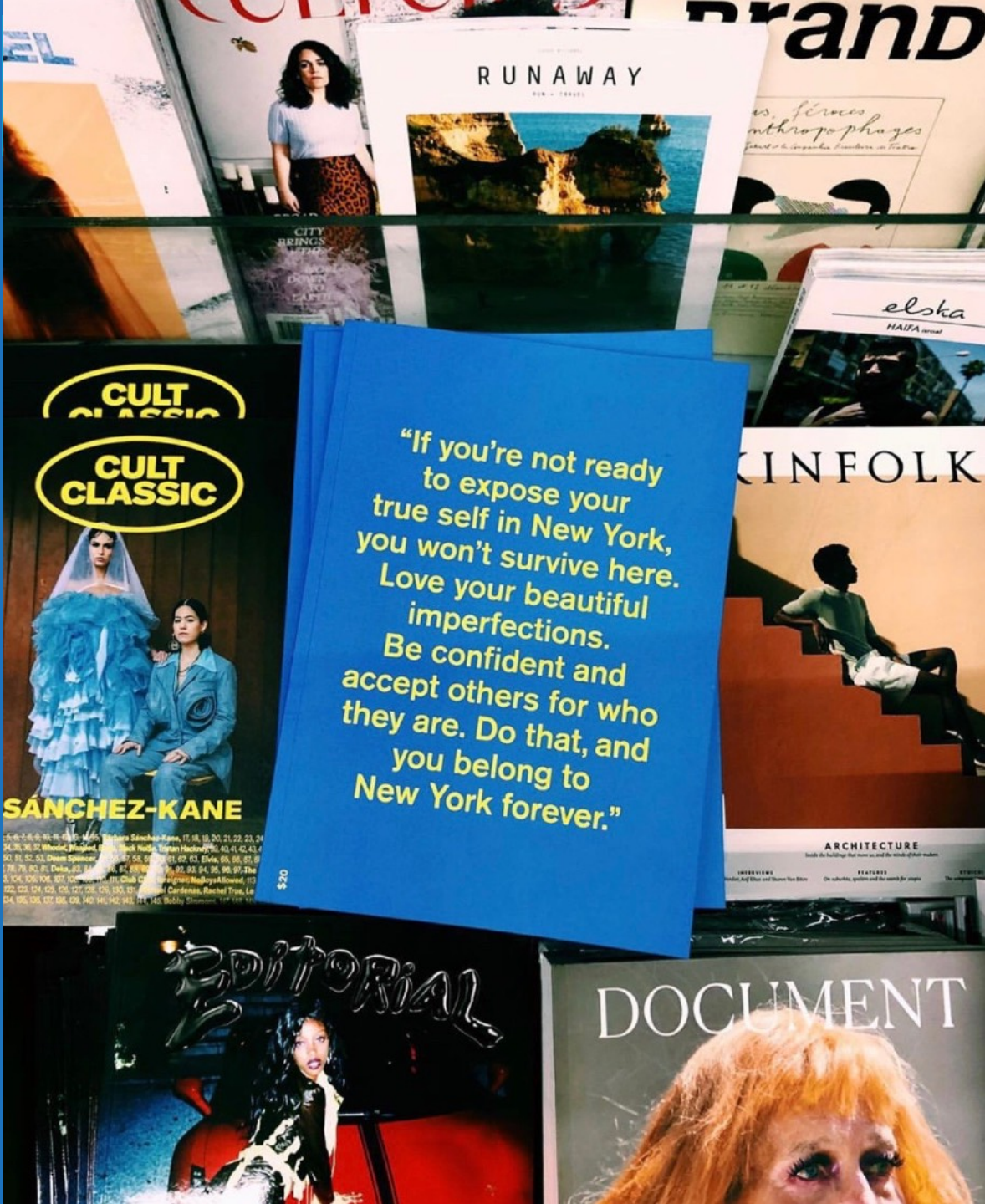
DOUBLE PAGE SPREAD

Format: 16,54 X 11,69 inches

Bleed: 17,54 X 12,19 inches

Color profile: CMYK

Resolution: 300 dpi



CONTACT
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