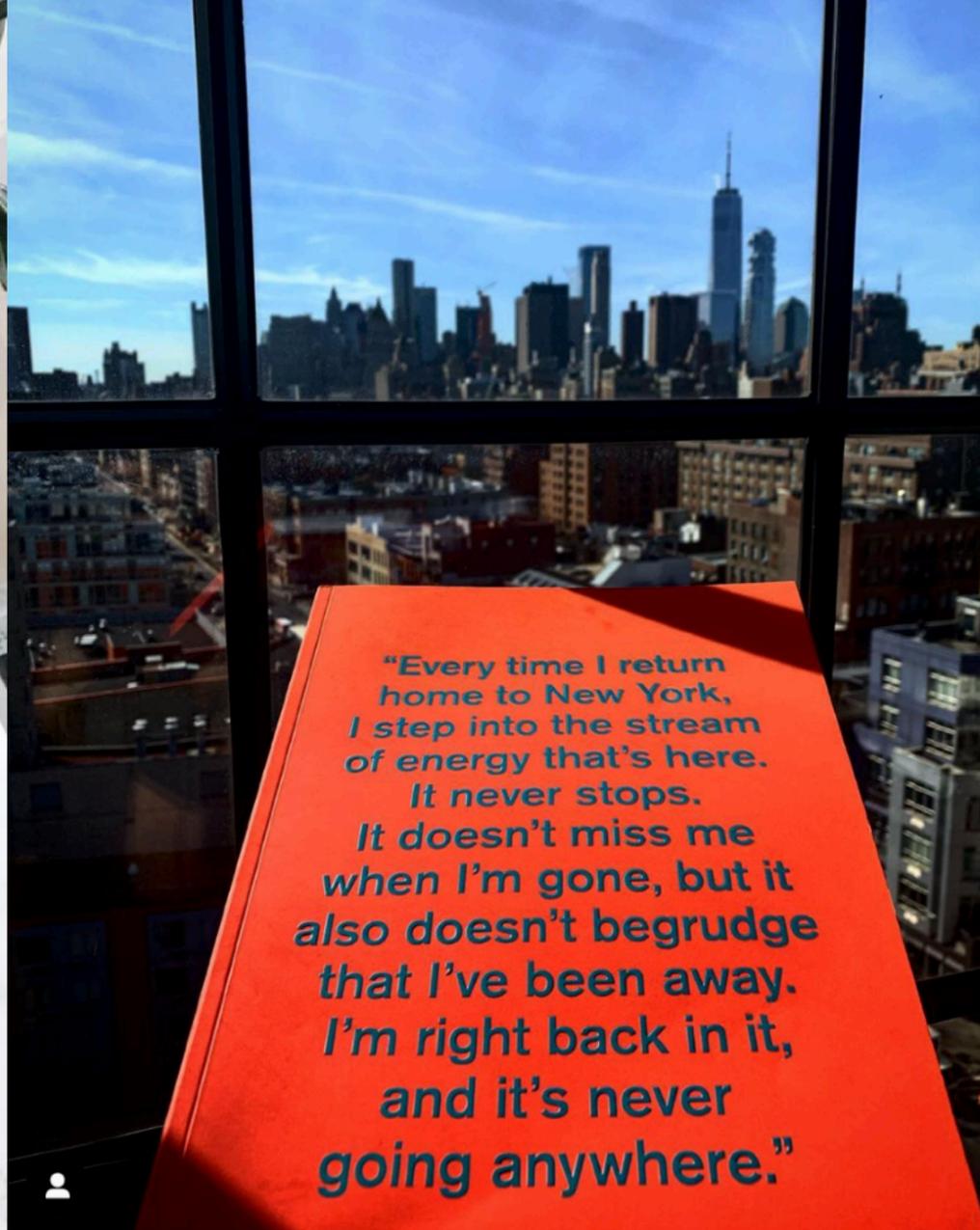
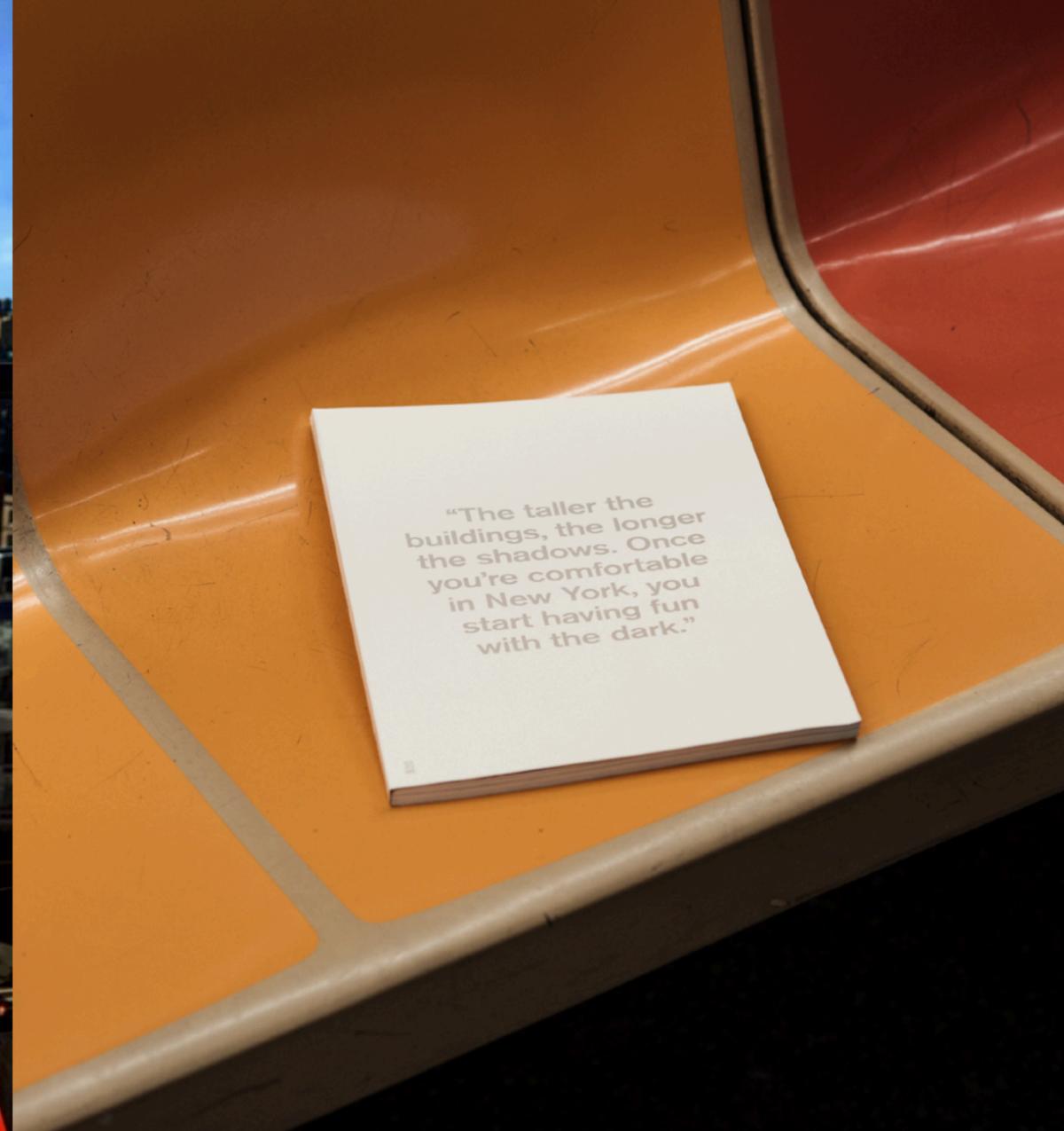




**"If you're not ready to expose your true self in New York, you won't survive here. Love your beautiful imperfections. Be confident and accept others for who they are. Do that, and you belong to New York forever."**



**"Every time I return home to New York, I step into the stream of energy that's here. It never stops. It doesn't miss me when I'm gone, but it also doesn't begrudge that I've been away. I'm right back in it, and it's never going anywhere."**



**"The taller the buildings, the longer the shadows. Once you're comfortable in New York, you start having fun with the dark."**

**Quoted Magazine,  
New York**



# ABOUT QUOTED

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

We are a contemporary semiannual magazine, available digitally and in print. Each issue takes us into the homes of New Yorkers, where they share their unfiltered stories and perspectives on the city.

Quoted is not only a magazine that gives readers New Yorker insights. It is also a means by which to contribute to tolerance, acceptance, and respect for the beautiful diversity of the city.



# Katja Blichfeld

Creator of *High Maintenance*  
Special guest editor of Issue 7

*High Maintenance* has been lauded for its candid portrayals of New Yorkers. Both *High Maintenance* and *Quoted* work to foster an understanding and a camaraderie between different people and communities in the city — people who may otherwise not connect.

Katja has earned acknowledgement for her candid and authentic storytelling method. *Quoted* is thrilled to work with her for issue 7, and will celebrate the collaboration with expanded distribution and special issue rates.

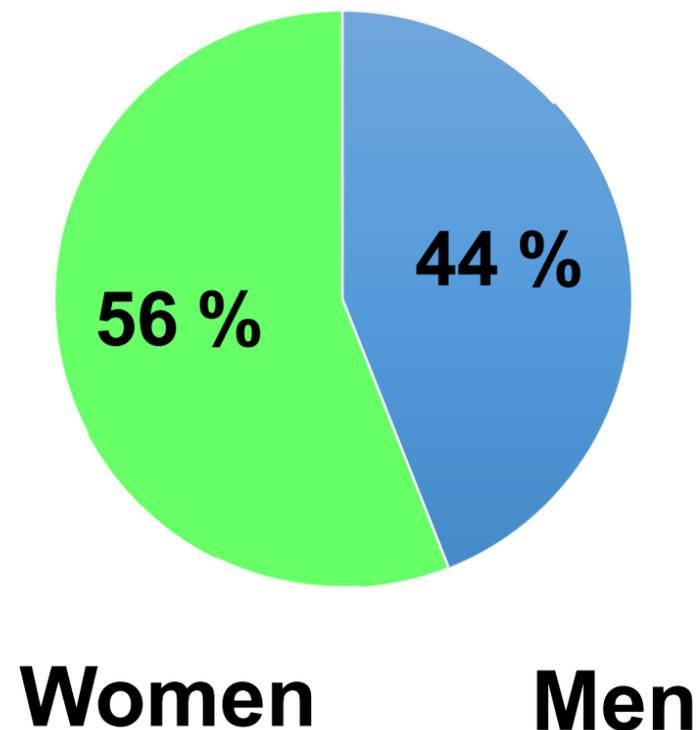
# READERSHIP AND COMMUNITY

**360,000**

Readers

**25-34**

Average age range



## **Local cultural creatives**

Our readers are non-conformists and independent creatives that work and socialize at coffee shops, coworking spaces, and membership clubs in New York City.

## **Explorers, not tourists**

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

# MULTI-CHANNEL DISTRIBUTION

## Print readership: 320,000

### LIFESTYLE LOCATIONS

Distributed at **300+ trendy locations** in downtown Manhattan, Brooklyn, Harlem, and LIC. These include coffee shops, membership clubs, tattoo parlors, and hair salons. The Wing, Devocion Coffee, Rooted, and Ludlow House are only some places where you can read us.

### HOTEL PARTNERSHIPS

In-room and lobby distribution at **35+ leading New York boutique hotels**, including the Williamsburg Hotel, Hotel Hugo, Ace Hotel, the James, and Soho House

### AIRPORT LOUNGES

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

Our new partnership with Global Media Hub will expand our distribution to include lounges at Newark and Laganardia Airports.

### STOCKISTS

Quoted is available for **purchase online** and at **fifteen select local channels** like Barnes & Noble Union Square, Casa Magazines, 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. Many 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.

# WHAT PEOPLE SAY ABOUT QUOTED



"There's a feeling of kindness in its pages and a deep love of this city. I saw immediate parallels between the publication and High Maintenance. Plus I like that the pages are comprised only of its subjects' words."

***Katja Blichfeld, Creator, writer & director***



"The print-only 'for influencers by influencers' platform serves as Gen Z's iteration of cult trendsetting magazines *Nylon* or *Paper*."  
[\(full article here\)](#)



"We've worked with Quoted on two different occasions: first, with an influencer event they arranged at our showroom, and second, through a co-branded event series at Soho House. Seamless collaboration, great promotional value, and tremendous contact with our target audience. They've created events with our goals in mind and delivered."

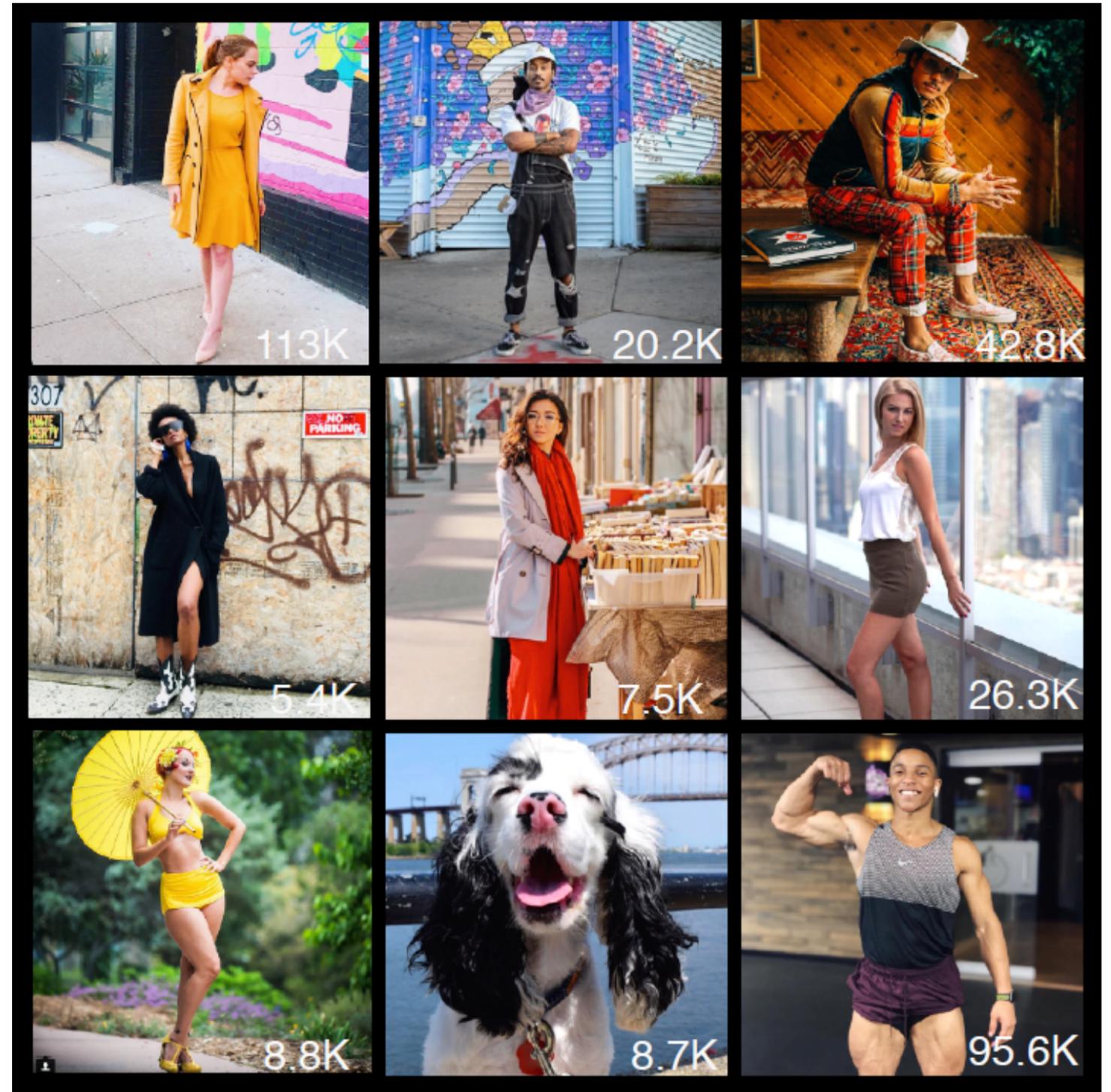
***Sanne Ytting, CEO MENU, New York***

# OUR INFLUENCER NETWORK

Quoted Magazine has curated a network of **160+ New York-based micro-influencers** with between 5-90K followers. They act as ambassadors for Quoted, and can be activated by our brand partners, as well.

Our network has a collective followership of **3.1 million followers.**

Median age range is **22-32 years.**



Members of our influencer network are **locals with genuine interests and passion for their communities**. They are diverse in appearance, culture, interests, and industries—much like the city itself. **Get your products in the hands and on the lips of the culture-makers of the city.**

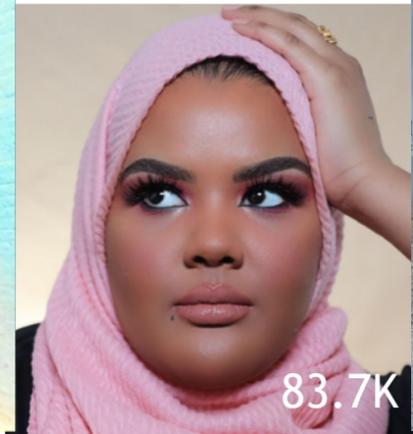
Influencers can be activated for:

- One-off posting activity
- Longer-term campaigns
- Influencer events

Age range: 18-59  
Median age range:  
22-32

55% female  
35% male  
10% non- binary

Lifestyle  
Entrepreneurship  
Wellness & Fitness  
Travel  
Entertainment  
Beauty  
Fashion  
Photography  
Food  
and more!

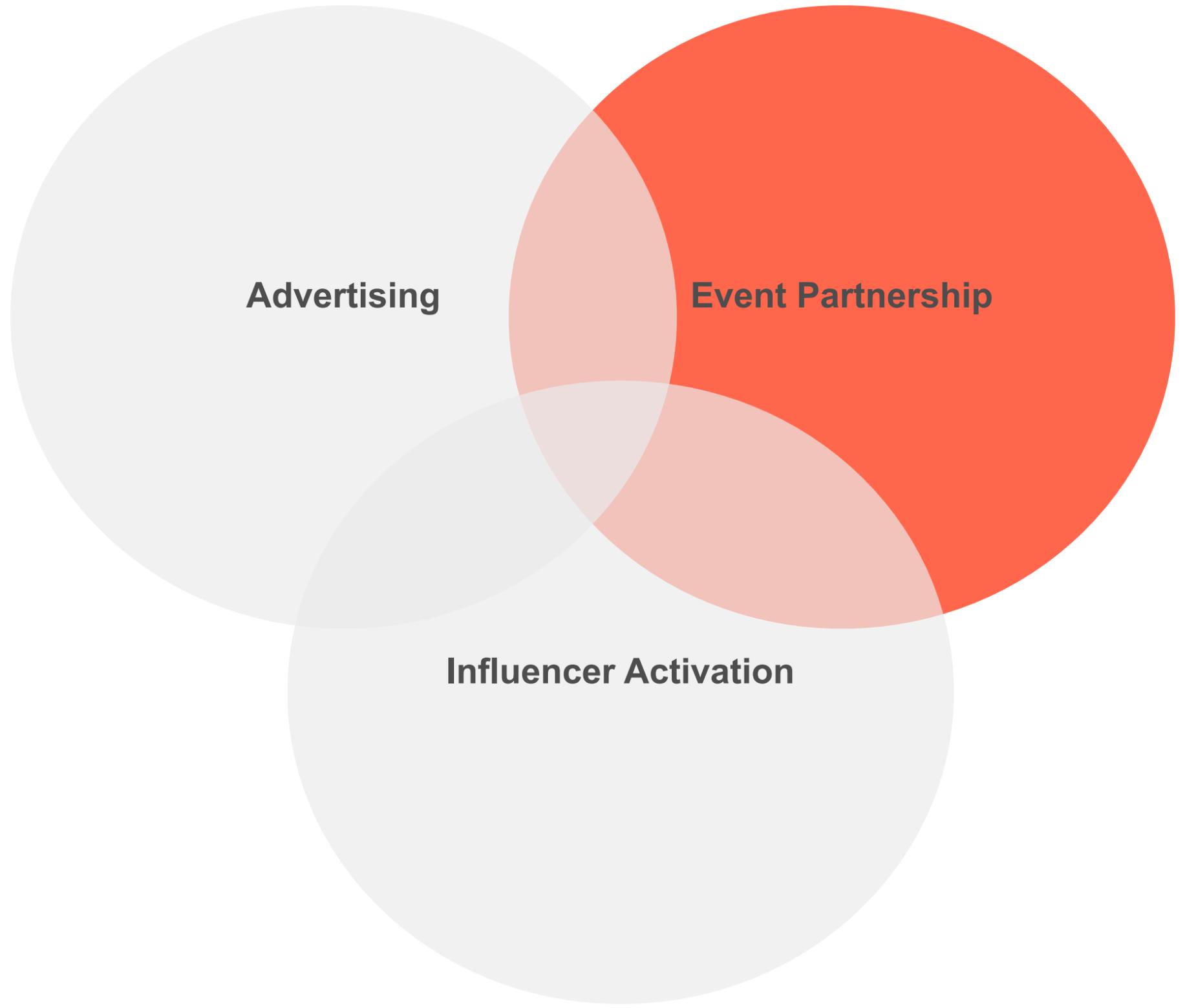


# PARTNERSHIP OPPORTUNITIES

A readership of 360,000 New York culture-makers and affluent travelers.  
A micro-influencer community consisting of 160+ New Yorkers with engaging followers.  
Established relationships with a variety of venues in the city.

Quoted would love to explore how we can elevate and grow your visibility through influencer activation, events, advertising, or a combination of these.

In the following pages we introduce you to our partnership opportunities and some examples of our previous collaborations.

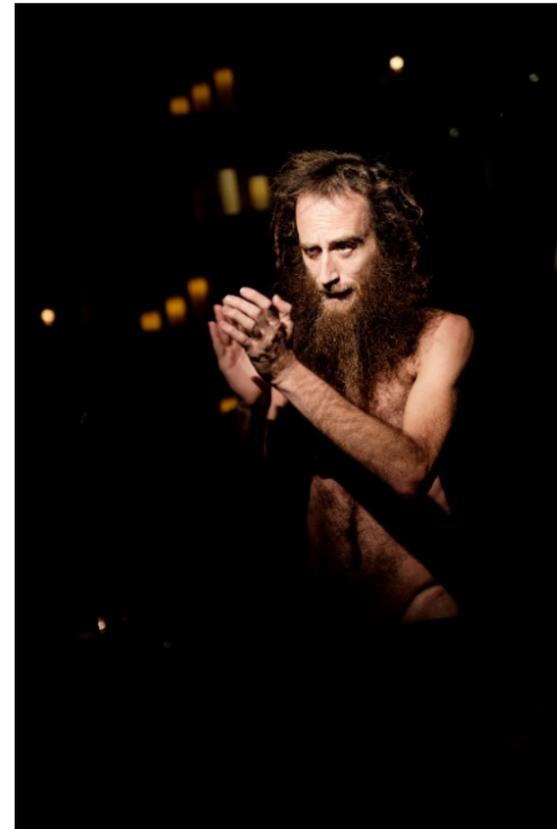


**Advertising**

**Event Partnership**

**Influencer Activation**

# EVENT PARTNERSHIP



As the competition for attention in the city becomes increasingly challenging, brands must find new ways to get their products in front of the right people.

Quoted offers a 360° approach to partnership events; planning, execution, and a guest list including our network of 160+ micro-influencers.

# 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

Influencers' reach through event posting: **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

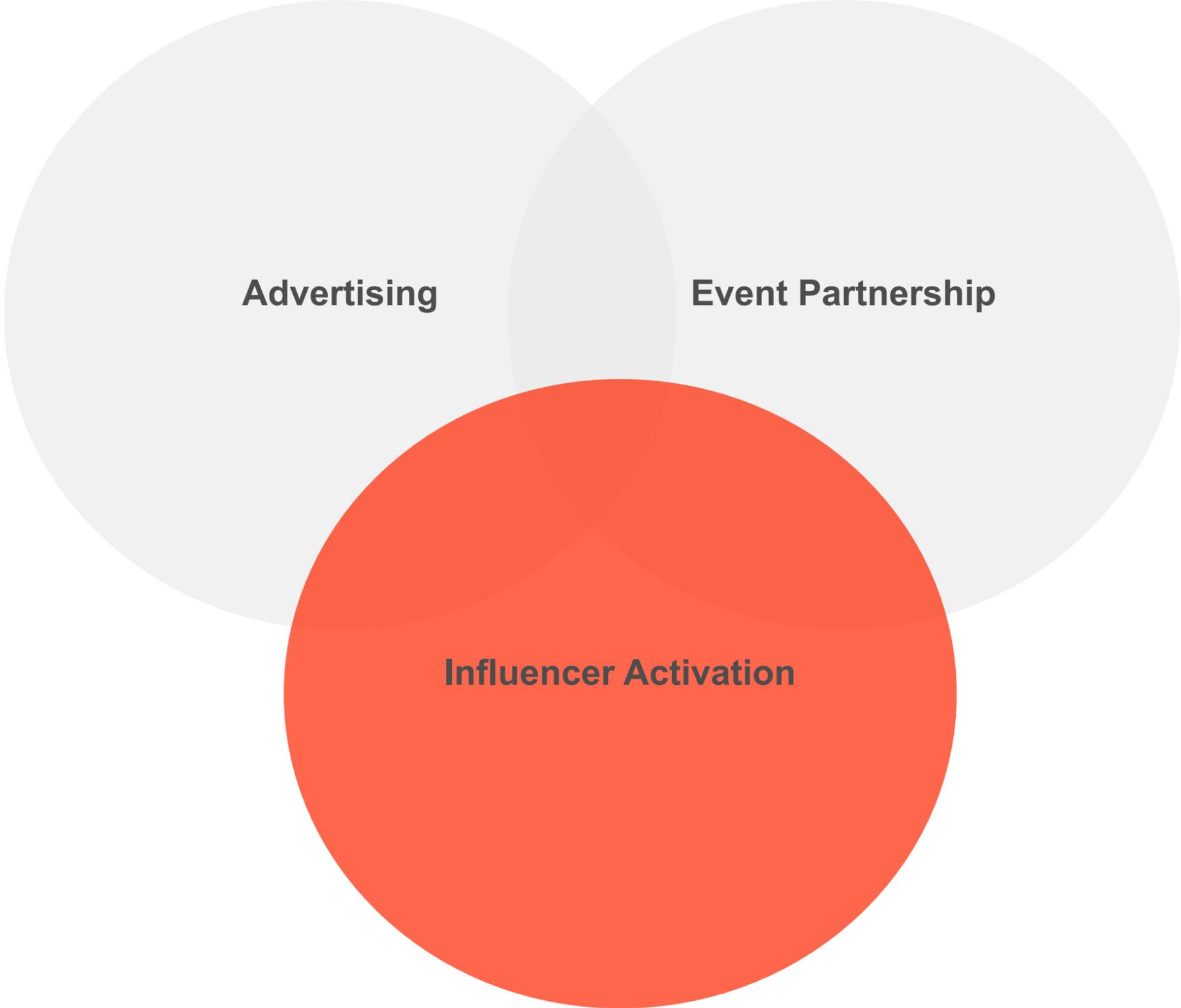


MENU, a Danish furniture design company, partnered up with Quoted to expand their brand awareness among the cultural elite of New York. Quoted curated an experience at Soho House to give MENU access to the members.

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.**



**Advertising**

**Event Partnership**

**Influencer Activation**

# INFLUENCER ACTIVATION

## TENTRR + CAR2GO

Car-sharing service, Car2Go, wanted to increase awareness of its seasonal trip packages and highlight the ease and convenience of their service. Campground rental site, Tentrr, wanted to showcase the many amenities guests could find on their campsites. Quoted brought the two brands together for a campaign that gave followers an idea of how to plan an adventure outside the city. Five micro-influencers were activated; their posting efforts resulted in a **cumulative reach of 56,000**, as well as **over 18,000 interactions**. They documented their journeys to their Tentrr sites and the activities on the sites.

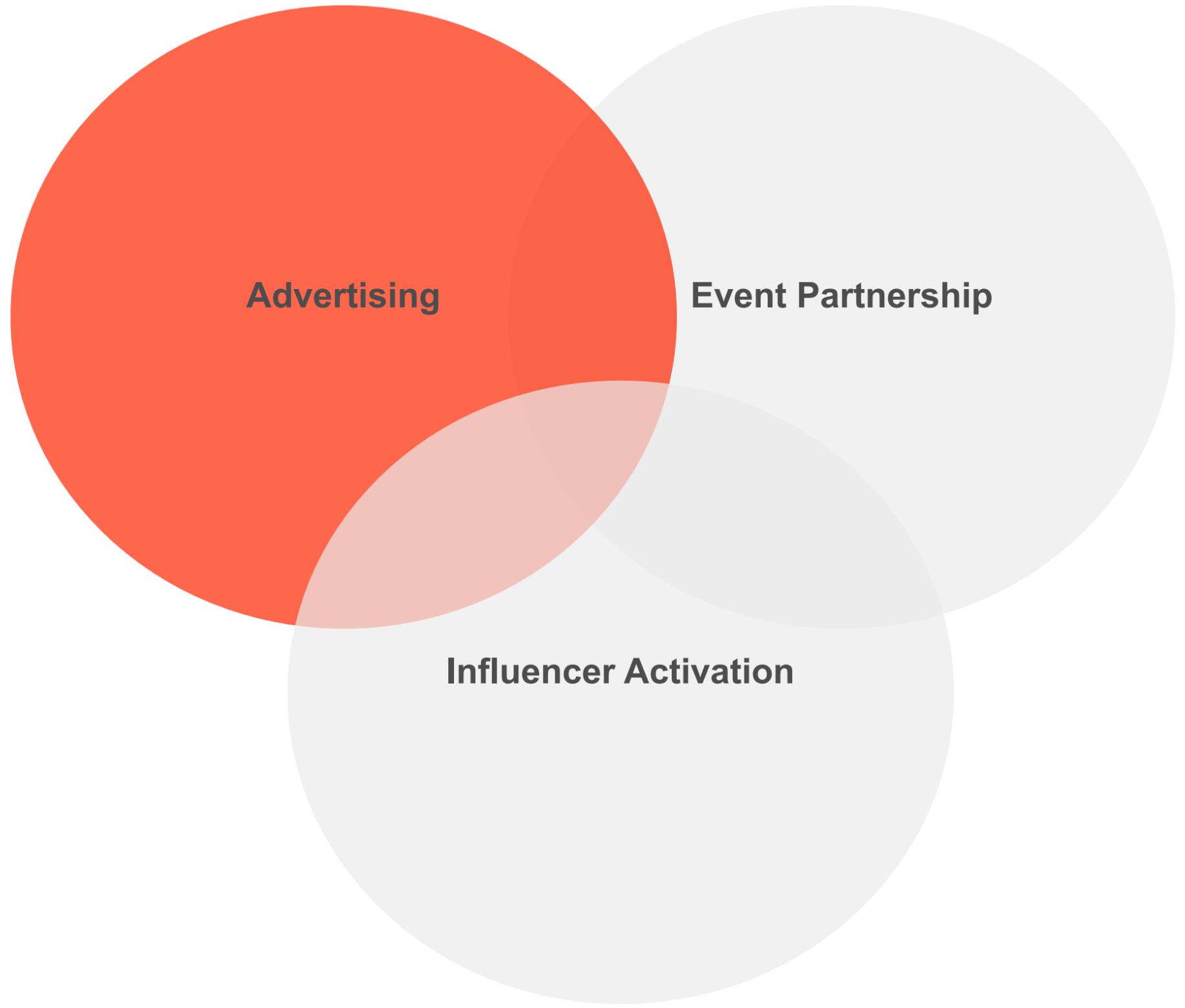
## BROOKLYN 5K + HUMMEL SPORTSWEAR

The Brooklyn Chamber of Commerce activated six micro-influencers (approximately **100,000 followers total**) to promote its first Brooklyn 5K and encourage enrollment. We facilitated a co-branded effort with Hummel Sportswear to further legitimize the run. Influencers documented their exercise routines as they prepared for the event, and documented the 5K itself.

## CHAMBERS HOTEL

The Chambers Hotel wanted to attract visitors to its hotel, and get content for its own social media promotion purposes. They invited six micro-influencers for a staycation. The objective was to show Chambers' prime Midtown location and its comfortable and elegant rooms. The influencers documented the aesthetic of the hotel as well as offsite activities to inspire visitors and create a positive brand association with the hotel. The posts resulted in a **cumulative reach of over 112,000**, as well as **over 45,000 interactions**.





**Advertising**

**Event Partnership**

**Influencer Activation**

# TRADITIONAL ADVERTISING



Do you already have creative that you love? Quoted will strategically place your traditional ads between relevant profiles and content. This way, we cultivate an environment in which the reader can trust your message.

# BRANDED CONTENT

Quoted offers branded content concepts aligning with the editorial layout of the magazine for the price of the ad space plus a production fee.

## Monobrand advertorials...

**Q&A**

Sponsored by Brodo  
Instagram @brodo  
brodo.com



Shot at Brodo Soho Window, 236 Lafayette Street.

Is there a difference between a New Yorker and a visitor when they're ordering at your window?  
New Yorkers are not patient. They come, they know what they want, and that's it. People that visit are more likely to have a conversation and ask for suggestions.

How did drinking broth all of a sudden become so popular?  
Brodo is something old with a new twist. It's your grandmother's chicken soup stock reimagined and taken to places she never thought of. It's packed with quality ingredients so it sits comfortably in the intersection of eating food that not only tastes good to you, but is good for you as well.

What makes it so healthy?  
Broth was the world's original "superfood". It's healing to the body because of its ingredients

and their properties, and healing to the soul in the same way sitting and mulling over your stressors with a cup of tea is.

What do you recommend to customers that are new to broth?  
I always recommend people to try «The Jess». It's my own signature. It's an experience. It's a variation of our «Tuscan Sun» which consists of rosemary oil and garlic with a squeeze of lemon. I'll add coconut oil and butter to give you an adventure.

Who should never buy a cup of broth?  
Dude, everyone should buy broth. You're cold? Stop at one of our stores. You're sick and in a rush? Stop at one of our windows. You need a therapist and don't want to spend \$50/hr? Stop at the window and for \$12 you can grab something delicious for your belly, and an ear for your problems.

20

# Naughty Drawer

Purchase products at Museum of Sex at 5th Avenue and 27th St.



## 1. SORAYA STIMULATOR, LELO

"I bought this vibrator last year for my birthday. In fact, I used it before going out that same night and it definitely helped usher in a new year of my life (with much higher standards). This stimulates the clitoris and the G spot very thoroughly. It really aims to please."

## 2. CUFFS & FLOGGER, ROUGE

"Last week was great; I got a promotion and a raise! To celebrate, I spent the weekend in nothing but these cuffs getting flogged by my Owner like the good sub I am. It was the most relaxing weekend I've had in a long time."

## 3. SONA STIMULATOR, LELO

"When I first got this, I thought, it's a vibrator; I know what I'm getting myself into. I was so wrong. It's not

even a 'vibrator'! It uses sonic waves and pulses to stimulate more of your clitoris than a traditional vibrator can. This means I don't even have to apply it directly to my clitoris, which is great because I'm quite sensitive. I also use this over my panties, on my nipples—even on my partner. It's the most versatile toy in my drawer."

## 4. WITCHES, SLUTS, AND FEMINISTS

"You can definitely experiment with your sexuality here. But, like any place, some people feel threatened by how free you are. A friend gave me this book when I was feeling mentally exhausted by a lot of these toxic attitudes. It reminds me that although society has often worked against women, there have always been those who've refused to be silenced. It also encourages me to be as free with my voice and my sexuality as feels right, because

so many people before me did not have that privilege (and many still don't)."

## 5. S(E)X ROLL, JIVA-APOHA

"The city's energy can be very stressful, which is why it's so important to find time to be in the moment and unwind. I use this CBD roller when I'm in the mood, but anxious. It makes my vulva feel so relaxed. Plus, the buildup for an orgasm with this oil is slow, smoldering, and delicious: perfect for 'me time'."

## 6. HEX CONDOMS, LELO

"When I know I'm safe, I lower my inhibitions. Everyone wins in bed with that attitude. These condoms are very thin and they have a hexagonal texture, so they feel amazing. I've had the strongest orgasm of my life with these."

## 7. LOLLIPOP, PANDORA'S POPS

"They were giving these out at a party. I thought it was such a fun gag gift. The first few licks were good, but I didn't realize how much I liked it until I stopped thinking and let it express itself. It felt different the more I turned it over with my tongue, and definitely turned me on. You lower your inhibitions when you think about how something feels, how it tastes."

## 8. HUGO REMOTE-CONTROLLED TOY, LELO

"This toy is loads of fun. It's operated by remote control, so you can use it by yourself or be at your partner's mercy. Just be aware that you're in for some explosive results—and you probably can't take back any promises you make in a fit of ecstasy. It's dangerous like that. I learned that the hard way."

...and multibrand advertorials.

# PARTNERSHIP OPPORTUNITIES

## Advertising

Quoted has earned a cult following of 360,000 affluent travelers and local culture-makers. We can give you access to these through traditional advertising or branded content.

## Influencer Activation

Quoted has built a community of 160+ New York micro-influencers who span multiple industries. These can be activated for brand awareness and promotion.

## Event Partnership

Quoted tailors brand experiences to get your products in the hands and on the lips of the culture-makers of the city. Our guest list consists of our micro-influencer community as well as other influential New Yorkers.



# EDITORIAL CALENDAR & RATE CARD

## Issue 7

Release date: Mid-February 2021  
Booking deadline: January 5, 2021  
Material deadline: January 15, 2021

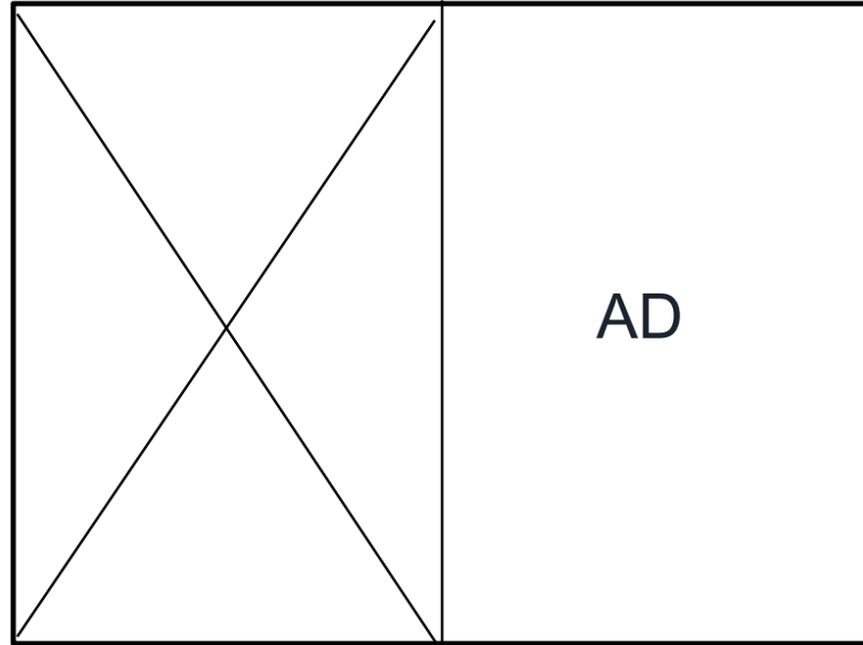
## Issue 8

Release date: Mid-August 2021  
Booking deadline: July 5, 2021  
Material Deadline: July 15, 2021

### Rates in USD net

1st spread	<b>13,300</b>
2nd to 5th spread	<b>10,500</b>
Facing editor's letter	<b>7,400</b>
Facing TOC	<b>7,000</b>
Last spread on C3	<b>8,000</b>
C3	<b>5,800</b>
Single page – ROB (no position)	<b>5,300</b>
Double page – ROB (no position)	<b>9,500</b>
Product placement/preroll video content	<b>Upon request</b>
Micro influencer activation	<b>Upon request</b>
Branded content production fee	<b>TBD</b>

# SPECS



## SINGLE PAGE

Format: 8.27 X 11.69 inches  
Bleed: 8.77 X 12.19 inches  
Trim: 8.52 X 11.94 inches

Color profile: CMYK  
Resolution: 300 dpi



## DOUBLE PAGE SPREAD

Format: 16.54 X 11.69 inches  
Bleed: 17.54 X 12.19 inches  
Trim: 17.04 X 11.94 inches

Color profile: CMYK Resolution:  
300 dpi



*“Every time I return home to New York, I step into the stream of energy that’s here. It never stops. It doesn’t miss me when I’m gone, but it also doesn’t begrudge that I’ve been away. I’m right back in it, and it’s never going anywhere.”*

**“I look forward to working with you!”**

**Rolf Leer**

**929 241 6637**

**[rolf@quotedmagazine.com](mailto:rolf@quotedmagazine.com)**