

“

Quoted Magazine,
New York

”

“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 RUNDOWN

01 Meet The Founder
Rolf Leer's Vision

02 About Quoted Magazine
What exactly are we creating here

03 Where You Can Find Quoted
Get to know where we are available

04 Micro-Influencer Network
Leverage your brands message with our content creators

05 Rates & Specs
How much and what size?



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.

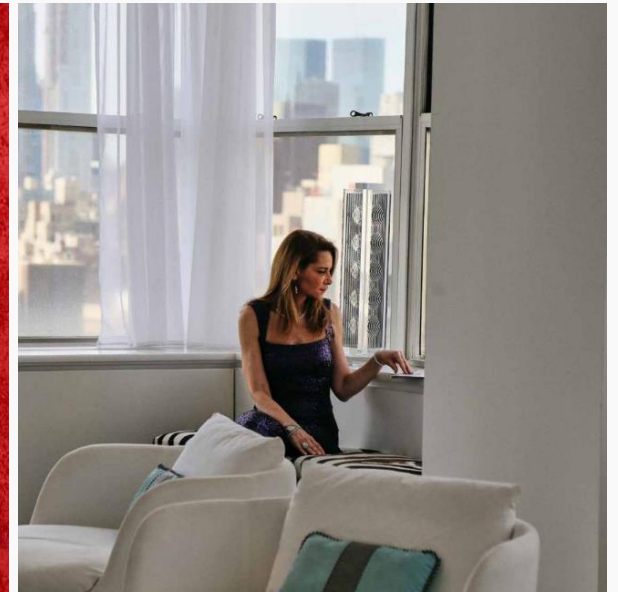
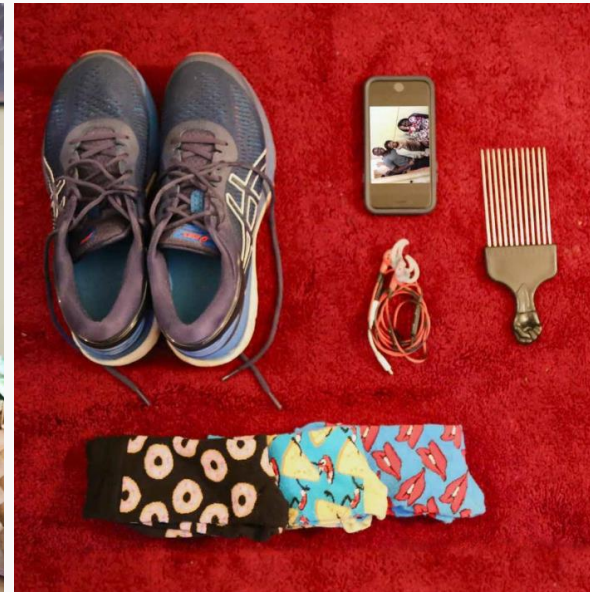
He decided to share these insights through his own publication and Quoted was born.

ABOUT QUOTED MAGAZINE

Quoted is a contemporary city magazine, available digitally and in print to trendy locals and curious NYC visitors.

Every issue of Quoted intimately profiles 10 New Yorkers in their homes. Through unedited narratives, photographs, video content and recommendations, Quoted invites the reader backstage to experience the real New York.

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 the city represents.



Send us a “quote”
on instagram
#quotedmagazine
and tell us what
you love about
New York.

Follow us @quoted_magazine



TARGETED COMMUNITY

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. Adults 25-34 comprise the majority of the title with a W56 / M44 split.

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.

QUICK MAGAZINE FACTS

2 issues per year

Spring/Summer (April-September)
Fall/Winter (October-March)

300,000

Print audience per issue

4.2 million

Video interviews accessible as in-flight entertainment
to Scandinavian Airlines and TAP Portugal passengers

2 million

Digital magazine accessible as in-flight entertainment to
Scandinavian Airlines passengers

+ Digitally accessible to download for passengers flying Lufthansa, Austrian Air, SWISS, TAP

PRINT AUDIENCE

01

VOLUME TRAFFIC

Distributed at 150+ trendy New York locations in downtown Manhattan, Brooklyn, Harlem, and LIC

Membership clubs: Ludlow House, Spring Place, The Wing, Soho House

Coffee shops: Butler, El Rey, Devocian, Coffee Project New York

Lifestyle: Perrotin, Tictail, Norman, Kinfolk

02

HOTEL PARTNERSHIPS

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

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

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

03

AIRPORT LOUNGES

Distributed at international airport lounges at JFK:

Lufthansa, Swiss, Virgin Atlantic, Air France and Emirates Air

04

STOCKISTS

Based on frequent requests online and through social interactions, Quoted is available for purchase online tictail.com subscriptions and through select newsstands and specialty magazine shops.

DIGITAL AUDIENCE

01

EXCLUSIVE IN-FLIGHT PARTNER

Available on Scandinavian Airlines in-flight entertainment systems as the only digital magazine to passengers on long-haul flights

Six daily flights to NYC

Flights to Washington, Chicago, Miami, Boston, San Francisco, Los Angeles, Hong Kong, Shanghai, Beijing, and Tokyo

02

AIRLINE NETWORK

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

03

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

04

ISSUU Discovery Platform

Partnered with the leading digital publication discovery platform reaching new readers everyday as well as connecting through Instagram Stories allowing for an easy digital reading experience

VIDEO AUDIENCE

01

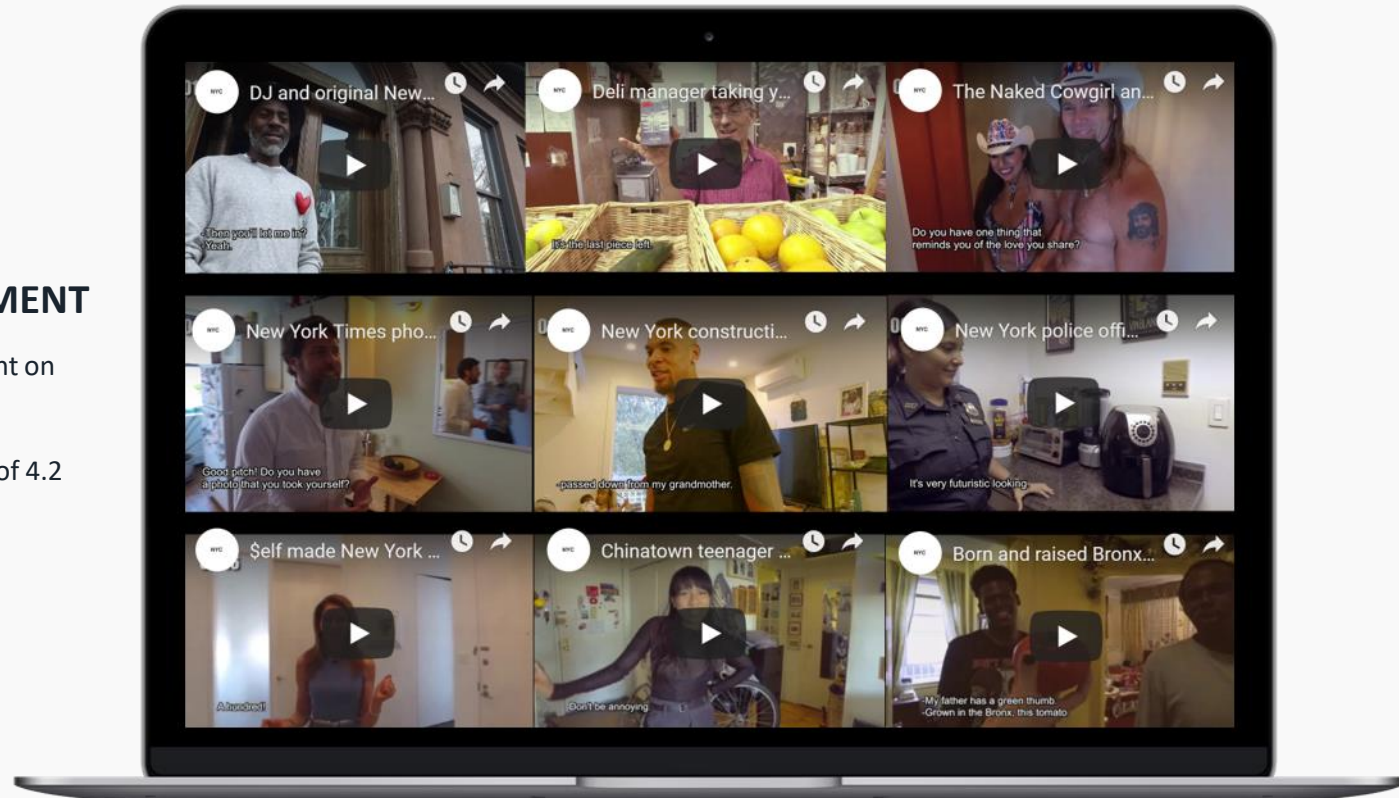
ONLINE

For every profile in Quoted Magazine, we produce an unfiltered and unrehearsed 3-minute video interview supplementing the printed edition; creating additional ways in which to consume that content. These extensions are available via the website, YouTube, and Instagram.

02

IN-FLIGHT ENTERTAINMENT

Available as in-flight entertainment on Scandinavian Airlines and TAP Air, accessible to an annual audience of 4.2 million.



COMPLETE LIFESTYLE DISTRIBUTION LIST

Quoted is distributed at 150+ lifestyle retail stores,
restaurants, and coffee shops.

Reunion Cafe	Tictail	Paper Coffee	The Paint Box	Kinloch Salon	Sonder Hair Studio	Hamilton's Bakery
Black Brick	Off the Bridge	Gagosian	Beauty Design	Shizen	Art + Autonomy Salon	Matto Espresso
KávÉ Espresso Bar	El Rey Coffee Bar &	Darkstar	Three Kings Tattoo	High Horse Salon	ATO Salon	Studebaker Cafe
Kaffe1668 South	Luncheonette	Brooklyn diamond	Crema	Salon87	CLW Hair Fashion	Kava cafe
FIKA	The Granddaddy	Rapha	Bellocq tea	Little Axe Salon	Sam Brocato Lounge	Seven grams
Jack's Stir Brew Coffee	Blue Bottle Coffee	Happy bone	Wolves Within	Sanctuary Salon	Scissors Salon	Green grape annex
Joe's coffee	New Territories	Gasoline Alley Coffee	Littleneck	Cutler Brooklyn	Cutting Edge Salon	Bittersweet
Seven Grams	Hairrari	About Coffee	Le Labo	The Bird House	Cutler Soho	Absolute coffee
Baked	Everyman Espresso	Nespresso Boutique	Gotan	The Flats BKSPEED Coffee	Saturdays West Village	Baba coffee
Saturdays Soho	Bakeri NYC	Prologue Coffee Room	The Flat's BK Speed Coffee	Charter Coffeehouse	Molly's Cupcakes	Urban vintage
Think coffee	Kona coffee and company	Variety	Toby's Estate Coffee	Variety Coffee Roasters	Kobrick Coffee Co.	BKG coffee roasters
Everyman Espresso	Coffee Project New York	Maman	Sweatshop	The West Brooklyn	Spring Place	Tit & wonder
Ground Support	Champion Coffee	The Lot Radio	Oslo Coffee Roasters	Ludlow Blunt	Kava cafe	Snowdays cafe
La Colombe Coffee Roasters	Sweetleaf Coffee Roasters	Homecoming	Devocion	City of Saints Coffee Roasters	Seven grams	Peckish
La Colombe Torrefaction	Norman	Cafe Grumpy	KávÉ Espresso Bar	Blue Bottle Coffee	The Monkey Cup	The Ashland Marketplace
Chalait	Butler	Odd Fox	Butler	Black Star Bakery&Cafe	Kuro Kuma Espresso	Anchor coffee and corp
Pueblo querido	Dumbo House	Upright Coffee	Freehold	Kinfolk clothing store	Lenox Coffee	Burly
Bakeri NYC	design cafe usagi	Cup	Aveda salon & spa	Upstate stock	Manhattanville Coffee	Sincerely Tommy
Budin	Birch coffee	URO Café	Abracadabra	The Wing	Double Dutch Espresso	Brooklyn Kolache
Mud	cafeina espresso bar	Eagle Trading Co.	Sey Coffee	Hungry ghost	Harlem Blues Cafe	Stone Fruit
Ninth Street Espresso	Toby's Estate LIC cafe &	Konditori	And/Or Coffee	Sey Coffe	The Chipped Cup	BKLYN Blend
B cup	courtyard	Bull In The Heather	Black Brick	Joe	Sugar Hill Cafe	Vineapple cafe
Ludlow House	CLEEVr BLEND LIC	Kennaland	City of Saints Coffee Roasters	Bell's Coffee & Design	Caféine	FEED shop & cafe
Cafe Grumpy	sweetleaf roasters	Sharp Studio	Tar Pit	Oak bond street	Harlem Coffee	Brooklyn Roasting Co.
Perrotin	Black Star Bakery & Cafe	Sparrow Salon	Mountain Province Espresso Bar	Fox & Jane Bowery	Ciolaingo Coffee Company	Matchaful Cafe
Project Cozy	Communita	Exhibit : A Salon	Cup	Hair Philosophy	One girl cookies	

COMPLETE HOTEL DISTRIBUTION LIST

Quoted is distributed at 35+ NYC boutique and
design hotels.

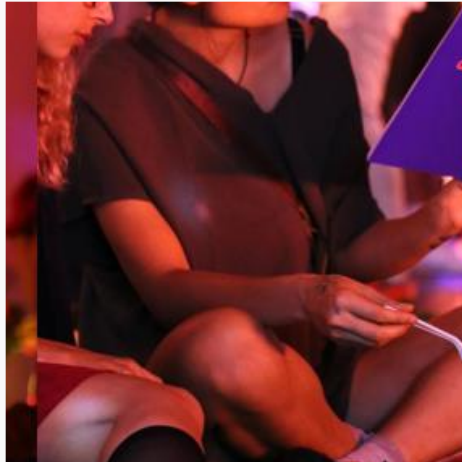
Freehand Hotel
The Tillary Hotel
Ace Hotel
The Bowery Hotel
Soho Grand
Roxy Hotel
Hugo Hotel
The Box House
Nomo Soho
The Greenwich Hotel

Walker Hotel
Habitat 101
Frederick Hotel
Franklin Guesthouse
The Highline Hotel
The Williamsburg Hotel
HotelAmericano
Boro Hotel
Henry Norman Hotel
Brooklyn Hotel

McCarren Hotel
The Mercer
Refinery Hotel
The Ludlow
Hotel Indigo
Eventi
Hotel on Rivington
Gramercy Park Hotel
Crosby Street Hotel
The Sixty

The Broom
Hudson Hotel
The Ridge Hotel
Gatsby Hotel
Orchard Street Hotel
The Standard Hotel
Dream Hotel
The NoMad Hotel.

MICRO-INFLUENCER NETWORK



**STYLE IS A WAY
TO SAY WHO
YOU ARE
WITHOUT
HAVING TO
SPEAK**

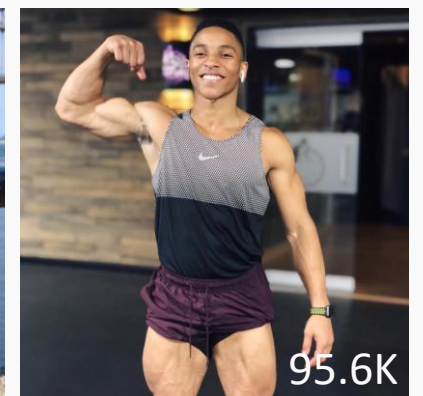
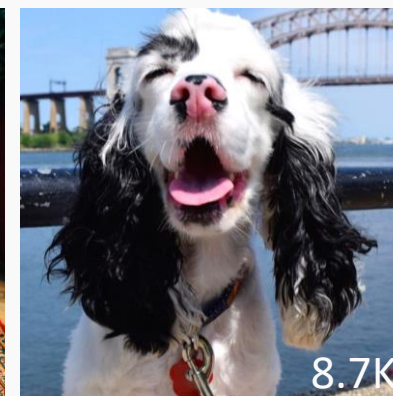
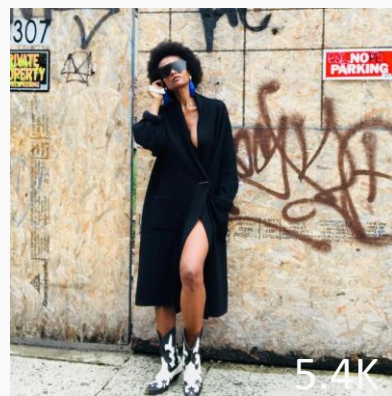
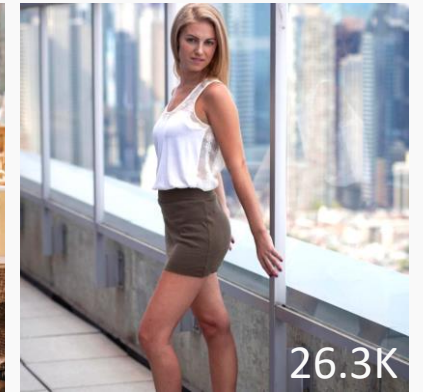
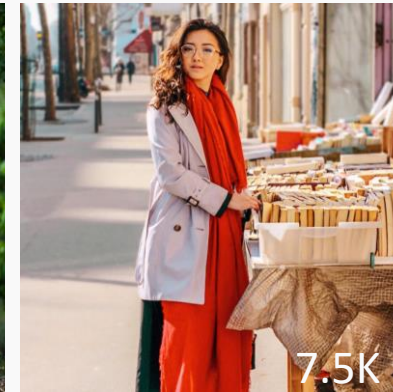
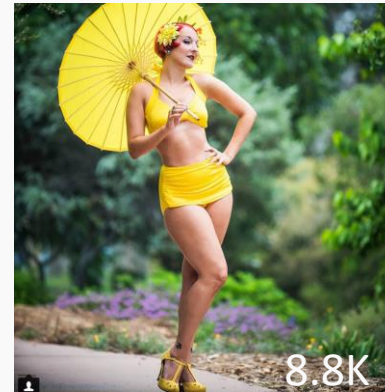
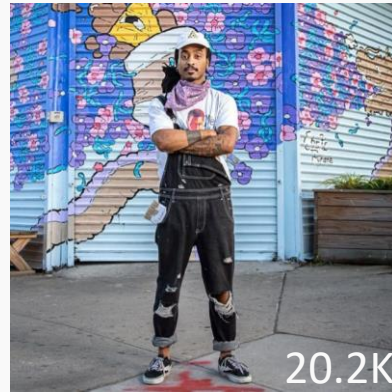
Mediahub reported that influencers with a four- or five-figure following drove 85% higher engagement than those with followers in the six-figure range.

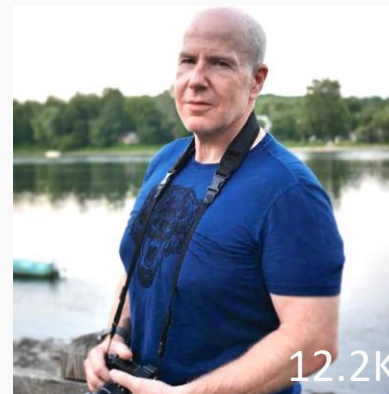
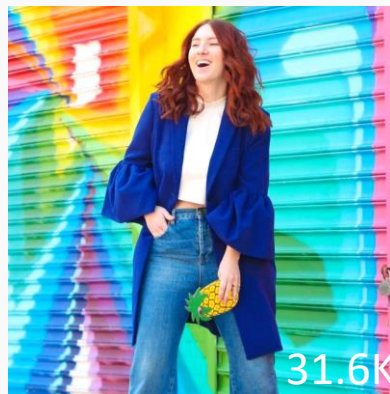
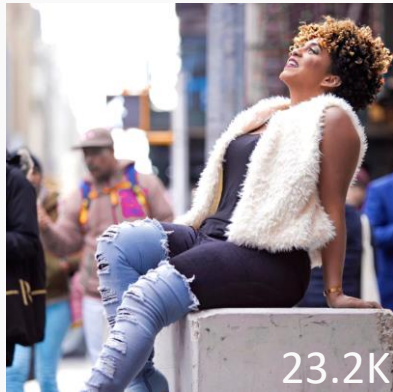
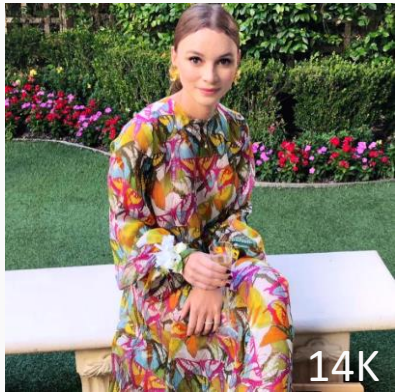
Campaigns that utilize micro-influencers are also 6.7x more cost-effective than campaigns that utilize larger audiences.



Our catalogue includes over 80
influencers spanning several
categories, including:

lifestyle
fashion
beauty
fine art
business
real estate
wellness
fitness
travel
music/radio



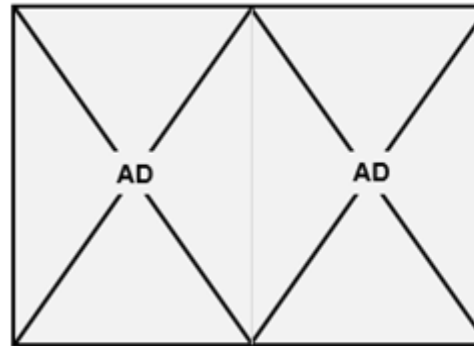


Amplify your brand message with local, NYC based micro-influencers with a genuine passion for their communities.

RATE CARD & SPECS

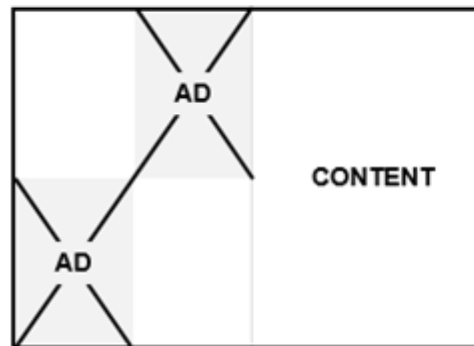
Unit	Rates in USD net
Digital	Potential reach: 2 million +
Double Page Spread	\$ 4,600
Single Page	\$ 2,500
Print	Audience: 300,000
Double Page Spread	\$ 7,100
Single Page	\$ 3,550
SAS + TAP	Potential reach: 4,2 million
Video sponsorship	
Exclusive static pre-roll	\$ 5,000
Influencer Activation	Inquiry for brand partnerships

*Ad placement can be converted to branded content for additional \$1,200



DOUBLE-PAGE SPREAD

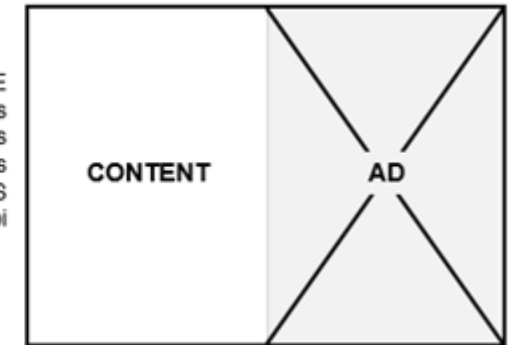
Non-bleed: 16.54 x 11.69 inches
 Bleed: 17.54 x 12.19 inches
 Trim: 17.04 x 11.94 inches
 Color Profile: PMS
 Resolution: 300 dpi



1/4 PAGE

Non-bleed: 4.135 x 5.845 inches
 Bleed: N/A
 Trim: N/A
 Color Profile: PMS
 Resolution: 300 dpi

ALL 1/4 PAGE ADS WILL BE IN BLACK AND WHITE



FULL PAGE

Non-bleed: 8.27 x 11.69 inches
 Bleed: 8.77 x 12.19 inches
 Trim: 8.52 x 11.94 inches
 Color Profile: PMS
 Resolution: 300 dpi

“THANK YOU
We look forward to
exploring opportunities
together
rolf@quotedmagazine.com
(929) 241-6637”