



SHEPARD FAIREY & DEBBIE HARRY
BLONDIE MURAL
PHOTO BY BYTEGIRL

GALLERY OPENINGS
EVENT CALENDAR
IN-DEPTH INTERVIEWS
STUDIO VISITS
STREET ART CITIES MAP
ORIGINAL CONTENT
THE LIBRARY
ARTIST SERIES
#SOLDWASHERE
FESTIVAL COVERAGE
WEEKLY PODCAST
TRAVEL SERIES
MONTHLY STAFF SHOTS

MEDIA KIT



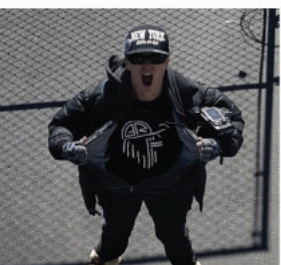
SOLD MAGAZINE: BY ARTISTS, FOR ARTISTS.

We are an online content provider for art from the NYC streets and beyond. Readers get the latest news & interviews, original photographs & videos, review our calendar of events, & listen to our podcast.

A COMPLETE DAILY DOSE OF ART.



It is the brainchild of JPO, Greg Frederick, and BD White, all artists in their own right. A quarterly printed magazine started in February 2016, with a launch party and 1st issue release at 17 Frost Gallery in Williamsburg, BK. Today, Sold is a platform of daily online content. The crew of original contributors led by Editor in Chief, Erica Stella bring unique interviews and coverage from different perspectives and viewpoints.



Our SOLDiers are a collective of some of the most passionate, resourceful, and supportive art enthusiasts around. We are photographers, writers, and influencers with a combined 100K+ followers across our social media platforms.



Our goal is to be the #1 source for all things art in NYC and worldwide. We have long-standing relationships with artists, curators and galleries who trust us to share their stories. Whether it be a fresh mural on the streets or an exclusive preview at an opening, our SOLDiers are first on the scene. Our passion for documenting this time in art history has given us the opportunity to reach fans across the globe, and be an artist's go-to when they come to NYC.

STAFF SHOTS

At the end of each month, we recap the freshest paint that our photographers and documenters captured. Most images are WIPs (work in progress) photos, but all public work that has been completed within the the last 30 days.



PODCAST

IN THE SPRAY ROOM

- Hosted by Big Ronnie, and a round table of Sold Magazine SOLDiers
- Each episode highlights an artist or group working today, conversation style interview where artists can tell their stories in a less structured environment
- In the first two years, we recorded 62 original episodes & recorded at live events, including the Moniker Art Fair, Welling Court Mural Fest, The Sampler BK, HG Contemporary, The Bushwick Collective, The Brooklyn Firefly, and The MoSA Bowery Opening Ceremony



IN THE SPRAY ROOM
GUEST DAVE NAVARRO



The work of @dgaleart painted at the community center in the pueblo at Mexico's Riviera Maya - Photo by John Domine

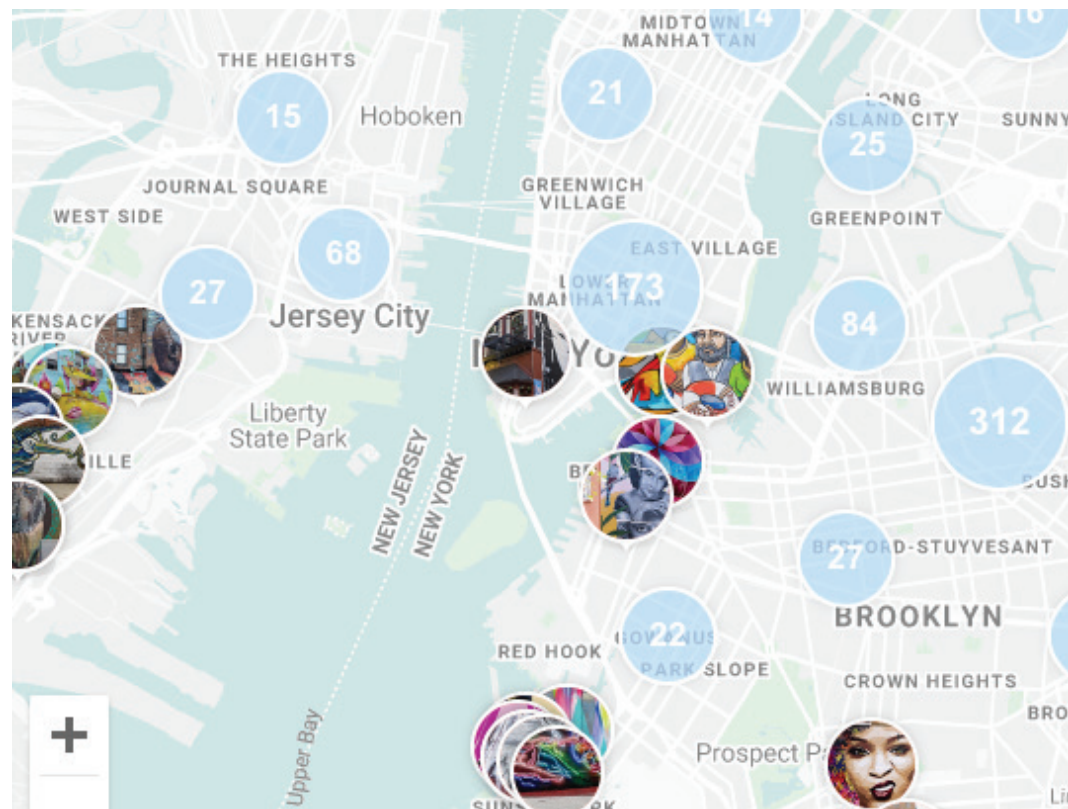
TRAVEL

Our SOLDiers have taken us along on their adventures from Melbourne to Montreal, Madrid to Mexico, and everywhere in between; wherever you find street art, you'll find Sold Magazine.

- ON THE ROAD
- IN SEARCH OF
- POW WOW, AKUMAL, CRUSH, ART BASEL
- CONTRIBUTORS IN CHICAGO & LOS ANGELES

MAP

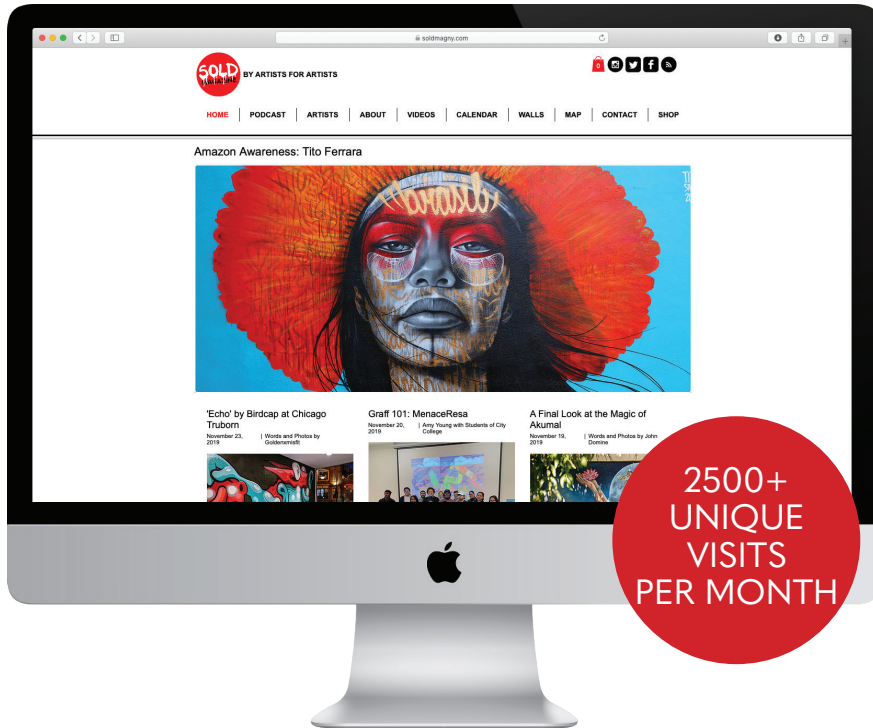
Sold Magazine has partnered with Street Art Cities, an app that's the perfect platform to discover public art worldwide. Street Art Cities hunters have mapped out over 16,000 artworks across 72 countries. It also offers detailed information on the artist and location and the ability to like and save pieces to search for later. Street Art Cities rely on our experts and it's just one more example of how we are your go-to documenters of art in NYC and beyond.



EVENT CALENDAR

Sold's event calendar of art openings and shows, is constantly being updated and there's a way for people to submit an event through our website: <https://www.soldmagny.com/calendar>

WEBSITE



51.3%

MALE

48.7%

FEMALE

MONDAY

HEAVIEST TRAFFIC

76%

UNITED STATES AUDIENCE

25-44 YEARS OLD

TOP AGE DEMOGRAPHIC

PODCAST



133

EPISODES
(73.5 HOURS OF CONTENT)

7000

DOWNLOADS

40%

NEW YORK CITY AUDIENCE

26.6%

CALIFORNIA AUDIENCE

INSTAGRAM
TWITTER
FACEBOOK
@SOLDMAG

14.5+
FOLLOWERS

SOLDMAGNY.COM

2,500+
UNIQUE
MONTHLY USERS

ADVERTISING/SPONSORSHIP

PODCAST SPONSORSHIPS

- Banner or logo on SoldMagNY.com partner page
- Post on site, with SM Blasts about the Sponsorship
- Invitations to Sold Events
- Commercial on podcast (1 other month)

OFFERING FOR FESTIVALS (NEGOTIABLE HOUSING/DAY RATE)

- Daily social media coverage, with proper artist handles and hashtags
Social Media followers 14k+)
- Live broadcast, daily IG posts, longer format interviews and in depth reporting
- Video, and Hi res photography by knowledgeable street art SOLDiers
- Pre event promotion with a story or interview on our site
- Artists spotlights & interviews during & after event
- Re-sharing of Press Release
- Research done in advance before event
- Podcast

OTHER WAYS TO BE SEEN

- Product Placement and Title Sponsor in Videos
- Banner or Ad on SoldMagNY.com
- Invitations to Sold Events
- Contests
- Table/Stand at Events
- Co-Branded Merch
- Story about the Sponsor, Founders, etc.
- Sponsor Branding on all Sold Flyers/Announcements/etc.
- Product placement in stories/videos
- Full page ad in annual print
- Story about a Collaboration between brand and artist
- Merch Links
- Product placement in videos

PARTNERS



Arlo
Hotels

EFFEN
VODKA

ST.ART

