polly

polly magazine media kit | 2020

polly

Polly is a bi-annual, visually-driven, independently-published arts and culture magazine which merges world-class photography, compelling essays, and in-depth artist interviews. Polly provides art enthusiasts provocative insight into the worlds and the works of emerging and established artists over various genres, including fashion, art, food, music, literature, and design. By featuring regional, national, and international artists, Polly invites the world audience to experience the arts and culture of Cincinnati while creating a platform to introduce regional artists on an international stage. Furthermore, Polly is the result of the collaborative efforts of a remarkable range of creatives working behind the scenes to bring the pages to life.

POLLY DIGITAL

2019 ANALYTICS

18,521 PAGE VIEWS

77 COUNTRIES

5,351 SESSIONS (52% DESKTOP, 48% MOBILE)

3.46 AVG PAGES VIEWED/SESSION

Pollymagazine.com is a complement to the print edition of Polly magazine. In addition to offering exclusive artist interviews and cultural essays, #PollyOnline offers a broader range of content as it engages readers with photo galleries, videos, and behind-the-scene glimpses into the creative process.

POLLY READERS

Polly appeals to the artisan, the arts enthusiast, and those looking for a more insightful view into the world of art and culture. They have a love for the arts, travel, music, fashion, and fine dining. They celebrate beauty and thrive in being a part of the artist culture. Inquisitive by nature, Polly readers are nineteen to fifty-nine divided equally between men and women. Polly readers are technologically adept and engaged in social media.

POLLY DISTRIBUTION

Published bi-annually, Polly Magazine is available for purchase in the greater Cincinnati area at Joseph Beth Booksellers locations, and a growing number of specialty book retailers. Polly can also be found at select galleries, museums, upscale salons, specialty boutiques, and fine hotels. Polly is also available for purchase in the Polly Shop at pollymagazine.com in both print and digital formats.

POLLY SOCIAL MEDIA

UNITED STATES:

OHIO **NEW YORK** **KENTUCKY** **GEORGIA**
FLORIDA **CALIFORNIA** **ILLINOIS** **TEXAS**
TENNESSEE **PENNSYLVANIA**

INTERNATIONAL:

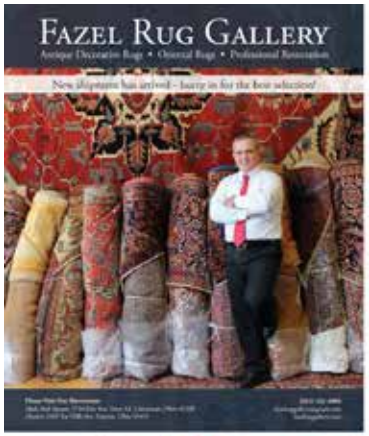
UNITED KINGDOM **ITALY** **INDIA**
CANADA **PHILIPPINES** **AUSTRAILIA**
FRANCE **GERMANY** **JAPAN** **MEXICO**

A growing number of Polly followers from all around the globe engage and connect daily via Twitter, Facebook, and Instagram.

Polly readers will also have access to a monthly newsletter which will be launched in the first half of 2020. This newsletter will further expand Polly's reach and branding by taking content straight to the reader's email inbox.

POLLY BESPOKE

Polly has the ability to conceptualize and create an artistic and imaginative advertisement based on your company's unique point of view. In addition, Polly can design your website, annual report, campaign, look book, or whatever custom needs you may have. Polly's recent bespoke advertisements include The Cincinnati Art Museum, Ombre Gallery, Cincinnati Art Underground, Queen City Clay, The Fazel Rug Gallery, and Studio 821.



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