



Quoi: Media Kit // 2019

LEFT BANK MEDIA

noun.

def: A multi-platform media company that works with a global community of DIY and emerging artists to showcase and support their work. The company specializes in **curating** content from emerging creatives, **cultivating** talent, and building an international **community** of artists.

related: Left Bank in Paris

~~TASTEMAKER~~ DOESN'T
EVEN COME CLOSE

BACKGROUND

Left Bank Media was founded by Kristyn Potter in 2014, with the launch of **Left Bank Magazine** -- a music and art online publication that represents underground and DIY artists from around the world. Over the past five years, the company has grown to include Left Bank Magazine print zines, global events (starting with NYC + London), the launch of Left Bank College (January 2019), Left Bank Buzz (March 2019), and High Street Disco (May 2019).

Left Bank Media LLC became formally recognized as a US company in April 2019.

OUR BRANDS

We own a suite of global sites that have captured the zeitgeist amongst niche communities.

LEFT BANK MAGAZINE

International magazine focused on music + art + skate/surf

LEFT BANK COLLEGE

A platform + community for college creatives to share work and gain access to valuable resources

LEFT BANK BUZZ

A boutique creative agency that works with emerging artists + lifestyle brands

HIGH STREET DISCO

International feminism + culture magazine for self-identifying women, allies, and feminists



AUTOUR DU MONDE

Left Bank Media prides itself on being an international media brand with a focus on authentically representing both western and non-western markets.

We have staff in Cardiff, London, Los Angeles, Lagos, New York City, Atlanta, Melbourne, and Toronto + contributors from Paris to Bali.

Our flagship site Left Bank Magazine operates with a local-made-global approach, and publishes art from creators in over 30 countries, including Nigeria, Isreal, Japan, Greece, USA, France, and Indonesia.

BRAND FOOTPRINT

Left Bank Media reaches culture creators across print, digital, and experiential:

- Left Bank Magazine website reaches **12K monthly views; 30K expected by EOY**
- Left Bank zine **sold in bookstores internationally**, including Oakland, Melbourne, Austin, Asheville, Manhattan + Brooklyn
- **Monthly and annual events in NYC + London**
- Left Bank Magazine and High Street Disco presence at **SXSW and Hester Street Fair**
- Left Bank College anticipated to reach **30+ colleges by EOY**
- Left Bank Magazine listed as a **Hype Machine blog**

TIMELINE

DECEMBER 2016

Launch of Left Bank Mag Zine + First Event

NOVEMBER 2018

First Managing Editor assigned

DECEMBER 2018

Launch of Left Bank Zine #2 + Release Show

FEBRUARY 2019

First International Show (London) + core site redesign (thanks Tom)

APRIL 2019

LLC approved (thanks New York State)

APRIL 2014

Launch of Left Bank Mag



AUGUST 2018

First hire made (thanks William)

FUZZY 2018

Drunken night brought about Left Bank College

+ hired around 15 more writers (soberly)

JANUARY 2019

Launch of Left Bank College



MARCH 2019

First SXSW appearance and unofficial showcases + launch of Left Bank Buzz



MAY 2019

Launch of High Street Disco



**“It’s been quite a ride for Left
Bank Media and it’s just the
beginning ...”**

- Einstein

OPPORTUNITIES

Left Bank Media is here to match your own tastemaking brand with our fast-growing international media company and influence.

- **PRINT**

- Left Bank Magazine zine branded content
- High Street Disco zine branded content
- Zine advertising across brands

- **DIGITAL**

- Site + social takeovers across brands
- Sponsored playlist on Left Bank Magazine + Left Bank College
- Branded content across brands
- Digital advertising across brands
- Monthly content partnerships

- **EXPERIENTIAL**

- Co-sponsorship of Left Bank Magazine Women and Non-Binary Musician Showcase
- Co-sponsorship of Left Bank Magazine monthly events

Please contact Left Bank Media Founder Kristyn Potter to discuss advertising and partnership opportunities and to move forward on next steps.

Thanks for your time and consideration.

Kristyn Potter

Left Bank Media

editor@leftbankmag.com

www.leftbankmedia.co



