



the stash. nyc edition

MEDIA KIT 2026

WHO WE ARE



The Stash is the newest city guide magazine launching in NYC. In a city overflowing with options, we are the filter. We don't list everything, we stash the best - a curated periodical for travelers and locals who just want to know what to do and where to go.

STASHDD is building a network of neighborhood shops that can be hubs for visitors and locals who are out and about. Stash a bag or suitcase, have a package waiting safely for you. But first, we want our brand to be a trusted guide to the cities we call home.

Most guide magazines sit in dusty lobby racks, passively waiting to be picked up. *The Stash* is different; *We physically hand our copies to active travelers in the city's highest-traffic corridors.*

We don't just increase your reach, we *own* the precise moment of decision for travelers exactly when they are ready to spend.

the stash.

WHY ADVERTISE WITH US?



THE DISTRIBUTION DIFFERENCE:

- **High Visibility:**

Your brand is placed where the people are.
We're placing the magazine into the hands of the best crowds in NYC - high-value exposure.

- **Cultural Credibility**
- **Engaged Audience:** Readers are active explorers - they eat, shop, party, and post. Our readers are spenders - nightlife, fashion, food, experiences.
- **Scarcity=Value:** Our low ad to content ratio means you get noticed AND remembered

THE EFFECT:

- Estimated minimum Return On Investment of \$4 per \$1 spent
- 80% Higher Brand Recall Rate vs digital ads
- 82% Trust Rate vs 40% for digital ads

the stash.

AUDIENCE & CAPTURED INTENT



Travel is still highly impulse-driven.

70% of travelers look for "what to do next" while already on the ground. *The Stash* captures that high-intent moment.

When we hand a traveler a guide, we are providing the solution to their most immediate question: "What next?"

Travelers and locals alike want a trusted source to guide them, and *digital ad fatigue is real*. The numbers show the difference print can make.

Print ads have over 70% higher brand recall and over twice the level of trust.

By pairing minimalist print layouts with seamless QR codes and social engagement, we bridge the gap between offline inspiration and online conversion instantly. It's a physical-to-digital funnel with zero friction.

the stash.



the stash.

REACH & ENGAGEMENT

20,000

Copies Handed Directly to
Target Audience

60,000+

Estimated Total Readership

40%

Ad-to-Content Ratio: We keep ad
volume lower than industry
average, to keep readers engaged
and make you stand out

CURRENT AD RATES

Full Page - \$3500

Half-Page - \$2200

Quarter-Page - \$1300

Eighth-Page - \$850

Back Cover - \$5300

Inside Back - \$4000

***DON'T HAVE A PRINT-READY AD?
OUR DESIGN TEAM CAN
CREATE THE PERFECT ONE!***

the stash.





CONTACT & NEXT STEPS

Secure your spot in The Stash.

Space is strictly limited, to maintain our
low ad ratio.

Email blake@stashdd.com or call
862-449-2729 to book your placement
today.

the stash.

the stash.

July 2026

NEW YORK

World Cup Fever Continues

Enjoy Every Moment With Or
Without A Ticket

Perfect City Nights

Ideas and itineraries to
kickstart your weekend

The Summer Shortcut

How To Do Late July Right

the stash.

THE PULSE — NYC

July 18 → August 14 — What's hot, new, and worth your time right now

A WHAT'S BUZZING RIGHT NOW

The cultural moments actually pulling crowds this month.

01 MoMA PS1 Warm Up — Long Island City

Warm Up is NYC's most influential summer music series — experimental DJs, international acts, and a courtyard that turns into a full-scale scene. The concrete walls trap the bass in a way that feels intentional, and the crowd leans curious, stylish, and ready to dance.

→ **Why now:** The July lineup is stacked with global artists + NYC collectives.

02 SummerStage — Central Park

SummerStage is a New York institution — outdoor shows under the trees with clean sound and a crowd that treats the park like a venue with no walls. The programming blends major headliners with community nights, and the atmosphere is unbeatable when the air cools.

→ **Why now:** Several big-name artists are performing free shows this month.

03 Rooftop Films — Across the City

Rooftop Films has been projecting indie films across NYC for nearly three decades — warehouses, rooftops, riverfront lawns. Each screening feels like a pop-up community, and the programming is sharp enough to make you feel like you discovered something.

→ **Why now:** Their summer documentary series is getting huge turnout.



B NIGHT SHIFT

Where the city feels most alive after 11 PM — and why.

01 The Garret — West Village
Hidden above a Five Guys, The Garret is one of NYC's great tucked-away bars — warm lighting, strong cocktails, and a room that feels like a secret even though everyone knows about it. The crowd is intimate but lively, and the energy hits right after midnight.

→ **Why now:** Their late-night DJ sets are back for summer.

02 Elsewhere Rooftop — Bushwick

Elsewhere is one of the city's most important independent music venues, and the rooftop is its summer crown — open air, skyline silhouettes, electronic sets, and a crowd that leans adventurous.

→ **Why now:** Their summer rooftop series is one of the best in NYC.

03 The Ear Inn — Hudson Square

One of NYC's oldest bars — dim, warm, atmospheric, and full of character.

The Ear Inn feels like stepping into a preserved piece of the city's past, but without any of the tourist-trap energy.

→ **Pair it with:** A walk along the Hudson Greenway afterward — the river breeze



the stash.

CITY IN PLAY

THE JULY PLAYBOOK

New York in late July, correctly done.



01 BOOK THE TICKET
MoMA PS1 / Warm Up / Shakespeare in the Park
PS1's Warm Up brings global DJs and serious energy to Long Island City's courtyard nights. Then head uptown for free Shakespeare—blankets, bagels, snacks, and brass in the air.

02 START IN QUEENS
Queens Night Market
Sample your way around the world—dumplings, ramen, mango sticky rice—with the Manhattan skyline flickering behind you. It's busy, it's joyful, it's quintessential July.

03 DO MIDTOWN CORRECTLY
Lincoln Center Summer for the City
Chamber music, dance, film, and family shows in the open air and iconic halls. Culture without the city, and most of it free.



04 BOOK DOWNTOWN DINNER
Somerset / Ormeau / George's Chateau
Korean soul at Somerset, Coastal Italian energy at Ormeau, classic neighborhood charm at George's. These tables, these perfect reasons to linger downtown.

05 GO WHERE THERE'S SOUND
The Pocket / Pier 17
Catch a live set at The Pocket's intimate outdoor listening room. Then head up to Pier 17 for bigger stages and live broadcasts. The skyline's headliner.

06 USE THE AUGUST EDGE
Restaurant Week / Whiskey Bazaar
Pair almost any fine-dining, truck-party, and boundary-pushing act. August rewards the early mover—and July is when you lock it in.

“The best July nights start with one strong yes.”

06 THE STASH

COOL DOWN

THE AIR-CONDITIONED SANCTUARY ROUTE

2 to 5 p.m., Manhattan, no suffering.



PLAYFUL PICK
MCNY / Songs of New York
An interactive live letter to the city's southside. Walk through the sounds that built New York, from block parties to basement shows. Nostalgic, immersive, and quietly brilliant.

WHY THIS WORKS
You stay cool, feed your brain, and still have the whole night ahead. Culture in the afternoon feels like a cheat code—and the city opens up again when the sun goes down.

THE RULE
If you're sweating before 5 p.m., you're doing it wrong. Come in, recharge, then go own the night.

AFTER
2 to 5 p.m. You get healthy, crowded, and ac-

THE PULSE — NYC

July 18 → August 14 — What's hot, new, and worth your time right now

A / THE SLOW SET

GOLDEN HOUR DRIFT

Where the city actually goes when the light gets soft — and why.

01 Pier 3 — Brooklyn Bridge Park

Pier 3 is the quietest, breeziest part of Brooklyn Bridge Park — a wide, open lawn facing the skyline with nothing to interrupt the view. No playgrounds, no sports courts, no crowds. The landscaping creates a natural wind corridor off the East River, so the temperature drops noticeably as the sun sets. It's where New Yorkers go when they want a sunset that feels cinematic without the chaos of the other piers.

PAIR IT WITH: Pier 3 — a restored 1930s schooner docked at Pier 3 serving cocktails, oysters, and cocktails on the water. The boat's west-facing angle gives you one of the best sunset views in the city.

02 The High Line at 14th Street

This stretch of the High Line catches the Hudson breeze and the golden reflection burning off Manhattan's rooftop. The plantings are at peak summer bloom — grasses, sedums, and wildflowers — and the view of the city is one of the few places where you can walk slowly in July and still feel as moving.

PAIR IT WITH: The Whitney Museum — a world-class museum of American art with a rooftop terrace overlooking the river. The summer exhibitions always put crowds.

03 Domino Park — Williamsburg

Designed by the same team behind the High Line, Domino Park sits directly on the river with clean sightlines, warm reflections, and an elevated walkway that catches the evening breeze. The park's industrial history gives it a unique look — old refinery structures, modern landscaping, and wide-open viewing. It's one of Brooklyn's most reliable sunset spots.

PAIR IT WITH: Lasser Wolf — a rooftop Israeli grill with skyline views, charcoal-kissed skewers, and a summer vibe that's impossible to fake.

B / THE COOL ROUTE

AFTER-WORK COOL DOWN

Where people actually go when they step out of AC into 90° heat.



01 The Ready Rooftop — East Village

The Ready is engineered for summer: broad decks, overhead mist fans, a retractable roof, and a chilled backyard party aesthetic that never feels forced. It's breezy even on heavy days, and the crowd is a mix of local regulars and people who know exactly why they came — to cool down fast.

WHY NOW: Their new frozen lineup just dropped for July and is already everywhere on IG.

02 Grand Banks — Hudson River

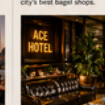
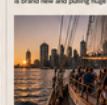
A historic schooner docked at Pier 25 serving cocktails, oysters, and river art that actually cools you down. The boat rocks gently, the views stretch across the Hudson, and the whole experience feels like a summer cheat code. It's one of the few places in Manhattan where the temperature noticeably drops.

WHY NOW: Their second split menu is brand new and pulling huge crowds.

03 The Ace Hotel Lobby — Nomad

The Ace lobby is one of NYC's great indoor refuges — low lighting, strong AC, long communal tables, and a steady hum of people cooling off, working, or waiting for the heat to break. It's a mid-summer hideout disguised as a lobby.

PAIR IT WITH: Black Seed Bapels right next door — still one of the city's best bagel shops.



the stash.

CITY IN PLAY

THE FERRY AUDIT

A better way to get there. In summer, the ferry can be the smartest leg of the night: less heat, less friction, better view, better entrance.

“The skyline is part of the plan.”



the stash.

MIAMI

