

T H H I I R D

Media
Pack



“

There's the idea of being third culture. The first culture is usually talked about as the culture (or cultures) of your parents and your heritage, the second culture is that of the place (or places) you grew up or live, and the third is a combination of all these cultures, which highlights how multifarious people's stories are.”

RHONA EZUMA, CREATIVE REVIEW



OUR IDENTITY

THIIRD is a media and publishing platform that exists to amplify underrepresented voices in fashion, arts and culture.

The world we live in is a vast one. There are many ways of being, living and seeing, but so often in the media industries, we explore culture through the gaze that is monolithic, hegemonic and outdated. We want to change this.

Through centralising the thought, being and art of people of colour, women, the queer community, and others with marginalised backgrounds, we explore culture through a lens that embraces intersectionality, and champions change-making – for one and for all.

OUR AUDIENCE

THIIRD is read and backed by open-minded creatives between 18-34 who come from a mix of racial and cultural backgrounds.

Two-thirds identify as black and people of colour (BPOC) whose identities intersect with secondary categories of being **women and/or queer**. **The remaining third** are **white allies**, whom identify as from the latter categories.

Our supporters live in multicultural cities where migrant communities are a vital part of the social fabric. They are lovers of a broad blend of cultural art and have a deep desire to support social change and inclusion through their artistic tastes in fashion, music and entertainment.



OUR UNIVERSE

In the multi-media landscape, the position THIRRD holds is unique. It is both a manifestation of what inclusive representation should look like in media publishing and a vehicle for promoting diversity in the creative industry where the participation of professionals who are Black and ethnic minorities has been recorded at as low as 11%.



PRINT

Launched annually we print a 3,000 circulation which retails over a minimum of 6-8 months and is distributed sustainably using sale and return.

Each print issue is a creative exploration of a central theme/topic that taps into the mood of the moment. Through interviews, fashion, photography and writing we hand over responses to around a hundred burgeoning young talents with diverse backgrounds.

Issues are stocked in boutiques and galleries in cities across the UK, US and Europe, for example, London, Manchester, Leeds, New York, Los Angeles, Texas, Berlin, Amsterdam and Singapore.

years;
SYDNEY
BLEY;
FRANCESCA
LUMBO;
nglasses,
tylist's own;
trainers, FILA

PODCAST SERIES



After launching as a podcast-radio hybrid show and airing on Soho Radio to 400k monthly listeners, we now stream serialised shows which are available on all podcast platforms.

The THIIIIRD Waves show has at its heart an exploration of the intersection between culture, identity and art. We do this through one-off show dissecting topical issues and mini-series, such as our six-part show: All My Half East Asian BFFs.

Our shows regularly receive between 1200-1600 regular listeners.





25-300 people

EVENTS

Our events are designed to provide opportunities for new knowledge and experiences. We specialise in curating intimate events which hold 40-100 attendees. We have produced successful sell-out events in collaboration with partners and independently.

6K

SOCIAL

Via Instagram (6K followers) and TikTok (top views 13.1K) our social spaces are a hub for curated content, guides and reels that keep our community plugged into recommendations on news, entertainment and events.

Multi-channel

DIGITAL PLATFORM

THIRRD online routinely receives 2,300 monthly visitors. On it, we showcase written, visual and video content to promote the objectives of taking stances around social issues and celebrating underrepresented communities through creative mediums.

1.7K

NEWSLETTER

Our weekly newsletter allows us to intimately engage with our community of 1.7k subscribers. It has an open rate of 60-65% within the first 24 hours, and in it, subscribers receive updates on our latest online stories and recommendations on the best of what to read, watch, listen to and where to go.



“

[THIIIRD] is redefining our collective tomorrows by championing next-gen creatives from Black, people of colour, queer, trans and non-binary communities.”

LS:N GLOBAL

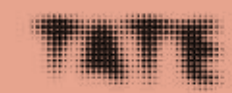
PARTNERSHIPS

The desire to tell better stories with interesting and intersectional representation is what fueled us to invest in the production and consultancy arm of THIIIRD.

Commercial collaborations are managed by THIIIRD's core team but within our network of contributors we have a plethora of talents who can and want to put their work to the

service of producing campaigns and delivering projects for progressive commercial brands.

Collaborating with THIIIRD is an enhancing opportunity for any brand wishing to create in ways that promote anti-racism, LGBTQ pride, gender equality and inclusion in exciting ways.



SERVICES



Consultancy and Production

Focusing on **creative direction** and **art direction**, we can source **teams, talents** and **cast** for projects, as well as ideation to deliver refreshing takes on concepts for partnerships.

Media partnerships

As a media partner our services of **copywriting, researching, promotional features** and more, showcasing the best of your brand to our community and vice versa.

Event Design

The curation of events and experiences that leave an impact. From **panel talks** to **workshops, openings** and **immersive events** - we partner to create something memorable.

**THANK
YOU
+
CONTACT**



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T H I I R D

ISSUE 6

BODY



MOVEMENTS

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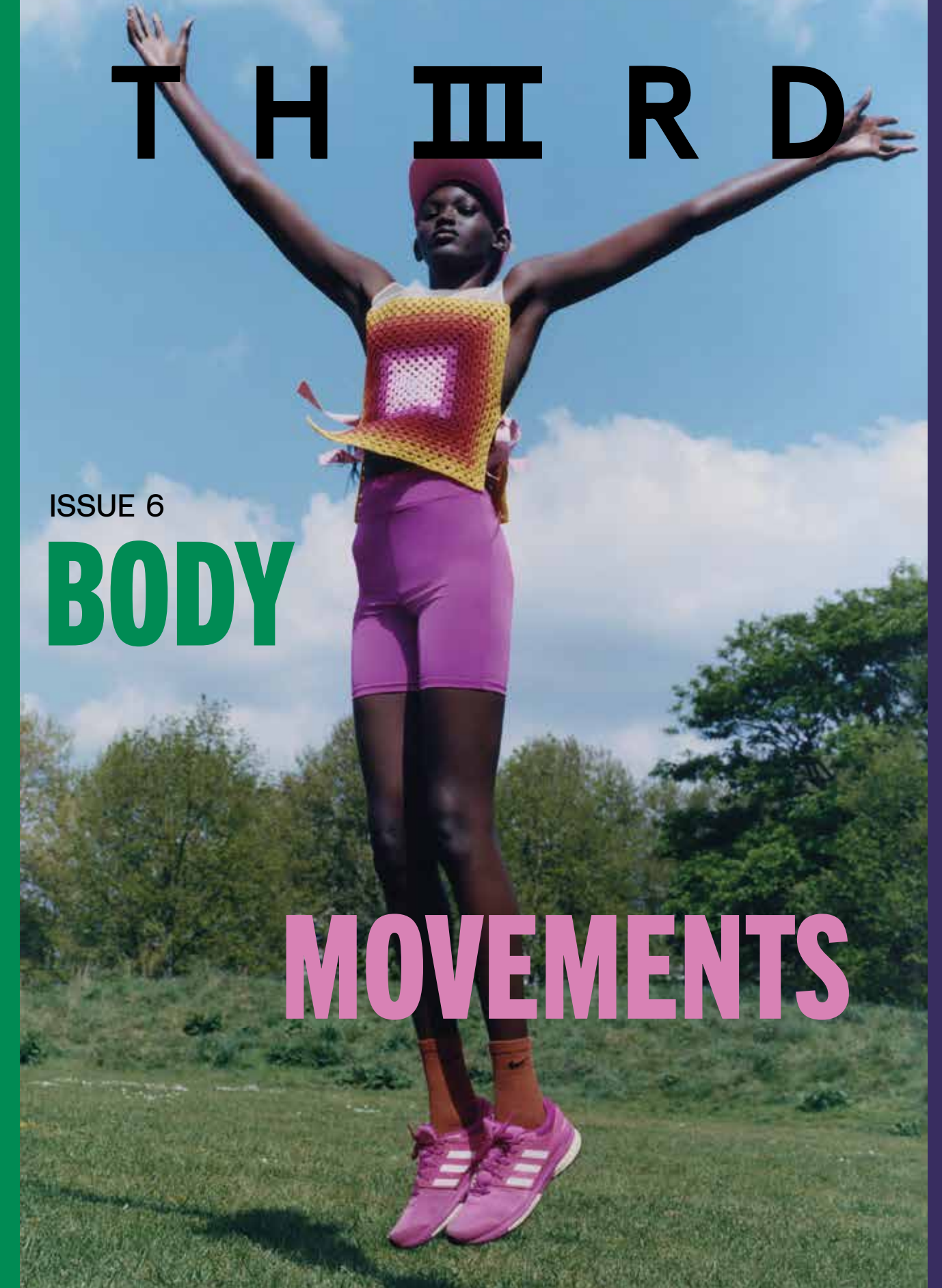


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