

TRIBEZA Magazine

ART DIRECTION + GRAPHIC DESIGN + WEB DESIGN + COPYWRITING + STRATEGY + EVENT CONCEPTS + ADVERTISING DESIGN + NEWSLETTER DESIGN + TRAINING

LEFT RIGHT MEDIA'S PUBLISHING BACKGROUND has equipped the firm with an extensive knowledge of all aspects of magazine design and advertising. As writers and designers, we know that a great story is made even better by great design.

During our time with *TRIBEZA*, we provided design support to the Art Director by taking over advertising design, mapping and management during the magazine's redesign. For four issue cycles, our design team took over as *TRIBEZA*'s Art Director and Senior Designer, designing the publication entirely – front and back of book layouts, graphics, feature stories, advertisements, etc. During this time, our team led art direction at photoshoots, managed photographer and illustrator assignments and handled production schedules. We also worked directly with the Publisher and Director of Sales to create a new sponsored content program that aligned with the magazine's monthly editorial calendar. We reviewed and updated *TRIBEZA*'s media kit with new pricing and opportunities to increase revenue month-to-month.

We also have experience developing web banner and tile advertising for *TRIBEZA*, which was a critical deliverable for the project. LRM not only developed various tile advertising for many of *TRIBEZA*'s print clients but also defined the advertising inventory (vertical, banner, billboards, interstitials) and framework as part of the website redesign. Advertising placements were also developed into the *TRIBEZA* Talk newsletter that Left Right Media branded and developed as part of the digital strategy. As strategists, LRM also priced all ad units and packages to increase digital revenue.

TRIBEZA has a wide and diverse audience that view the publication's properties and sections from a variety of methods. From a design perspective, it was key that all advertising units were designed to be mobile-friendly and with optimized calls-to-actions that were native for each delivery platform (weekly newsletter delivery, e-mail blasts, web banners, sidebar ads,

interstitials). Compelling imagery and marketing headlines were chosen to improve conversion and to clearly communicate brand messaging across a variety of sectors (retail, dining, real estate, event announcements, etc.).



Our brand-wide improvements not only strengthened the identity of the publication, but it also increased *TRIBEZA*'s revenue month-to-month.

TRIBEZA Magazine

CLIENT CONTACT: George Elliman, 512-426-1629, george@tribeza.com
8 employees, May 2015 - July 2016, \$10,000/mo retainer

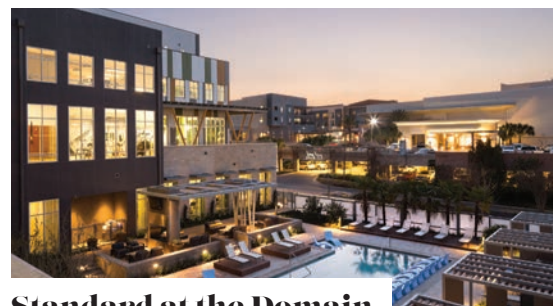
SPECIAL ADVERTISING SECTION



Where to Live & Stay in Austin

A GUIDE

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Standard at the Domain

Rock Rose is one of the most welcomed newcomers when it comes to neighborhoods and nightlife in Austin. The Standard at Domain, North Austin's premiere luxury apartment complex, overlooks the stretch of buzzing restaurants, bars and retail, and is quickly becoming one of the best places to live Uptown. The Standard features all the full amenities you'd expect in a high-end residence, from sparkling pools and rooftop terraces for entertaining to fitness classes in their state-of-the-art studios. Add the walking proximity to all the Domain offices - Whole Foods, Top Golf, Nordstrom (opening soon!), Saint Genevieve and Core Power Yoga to name a few - this is the place to be. Not to mention that The Standard has also

partnered with many restaurants and shops to offer residents exclusive discounts in and around the Domain!

Unique to the Standard is their Social Concierge Team, which provides welcome packages to new residents, hosts private resident events, holiday parties, casual meet-ups and more. They hosts gatherings with local neighborhood restaurants, coffee trucks and even Vappy Hours for the furrier residents (they are the dog-friendliest).

The Standard opened in January 2016, and is welcoming prospective residents to tour the space daily.



STANDARD at the DOMAIN
11711 Domain Dr.
TheStandardAtDomain.com



RESIDENCE

tribeza.com | WY 2016 65



the space

BETWEEN

THESE FOUR PROPERTIES BLEND INDOOR LIVES WITH THE WORLD OUTDOORS. BY JAMES RUIZ

SPRINGTIME IN AUSTIN is a fleeting moment of transition between mild winters and scorching summers. Like our strange and wonderful weather, our outdoor living areas reflect a life lived both indoors and outdoors. Here, we take a look at how designers created beautiful living spaces to marry the amenities and style of a home interior with natural elements and outdoor activities.

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tribeza.com | WY 2016 75

TRIBEZA sponsored content ad sections

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Designed
in Austin.
Made in
Texas.



Designed
in Austin.
Made in
Texas.



Since 1977



Designed in Austin. Made in Texas.
Allen's Boots | Since 1977



OAK LEGS AREN'T JUST FOR ANTIQUES.
Shown: Thoroughly Modern Analog Table and Drop Chairs.



  115 West 8th Street Austin 512.480.0436 scottcooner.com

Digital advertising banners for tribeza.com

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Ahead Of The Game

HOW TYLER HANEY'S OUTDOOR VOICES IS HELPING AUSTIN

By Hannah Minton
Photographs by David Robinson

“Do you want to talk in Sand Dune?”

On first meeting, Ty Haney resembles a Brandy Melville fever dream: blond hair, plain white T-shirt, denim skirt, ankle socks peeking over beige sneakers. Moments before, she had introduced herself as Ty in the cool-girl range of a lower-register voice, offering a hand decorated with a gold bracelet and scarlet polish. There is no discernible makeup (or need for it) on her face.

Upon the question, she turns a shoulder to look out the window. It's raining.

"Yeah, I guess a walk is out of the question."



After being encouraged as a child to use her indoor voice, Haney chose to put a spin on the age-old adage with the name of her company.

Sand Dune, named after the Colorado national park, is a comfy side room at the marketing and design offices of Outdoor Voices, a local activewear company with a cult following. The office is one of three buildings on the lot that make up the company's headquarters on East 2nd Street. Outside, the buildings aren't marked by any major signage. Local architect Will Fox, who heads store design for the brand, designed the offices' interiors in a similarly minimal palette of neutral floors, walls and wood accents. Color is reserved for racks of sample garments, a few rugs, and pops of the brand's signature "Deep Sea" blue.

In Sand Dune, we perch on a wide Deep Sea-cushioned bench. It quickly becomes apparent why Haney would've preferred a walk — she's more comfortable in motion. She sits on one foot and then the



LIVING PRINT DESIGN TEMPLATE

TRIBEZA's print magazine is known for its beautiful design. For the website redesign we challenged ourselves with replicating that look and feel, while elevating the experience with a mobile-first design and multimedia features.

CUSTOM DEVELOPMENT

For TRIBEZA, we also needed to integrate a custom ad platform that allowed a digital space for their advertisers. The ad sections and galleries were designed with custom javascript. Additionally, the ads utilize a scroll-depth feature to stick on the page as the user reads through the article.

SEE THE FULL ARTICLE

Follow the link to read the full story

[Ahead of The Game](#)