



DNAinfo NEW YORK
MEDIA KIT 2016





Who We Are

DNAinfo New York combines up-to-the-minute reporting with the latest technology to deliver neighborhood news to highly engaged New Yorkers.



What We Cover

Our team of 50 professional journalists in New York City cover news and events in the neighborhoods. We deliver this content in real-time across all digital and social media platforms.



Why DNAinfo

DNAinfo engages an affluent audience and delivers results-oriented neighborhood advertising campaigns for businesses like yours. With 97% of consumers now searching for businesses online, DNAinfo provides a targeted platform to connect your business with a highly desirable New York demographic.



"What impressed me about working with DNAinfo was the coordinated effort deployed toward maximizing our campaign's success... it was clear that an entire team was working behind the scenes to help us achieve our targets."



"Our advertising firm continues to renew campaigns with DNAinfo because of solid results... In fact, our banner ads have high click-through rates that generate leads on both rental and sales properties."



"We decided to work with DNAinfo because we felt they did excellent work... we feel this is the one of the few advertising opportunities that is profitable for us."



"We find that working with DNAinfo.com has been a very rewarding experience."



"Working with DNAinfo has been a great way for our company to make sure we are reaching the people we serve, which couldn't be more important."



"As the owner and creative director of Barbara Campbell Accessories I am so proud to be part of the holiday gift guide publication... I feel part of a successful growing online publication."

Traffic



**4.5
MILLION**
Page Views

**2.5
MILLION**
Unique Visitors Monthly

Social Media



85,000+
Facebook Fans



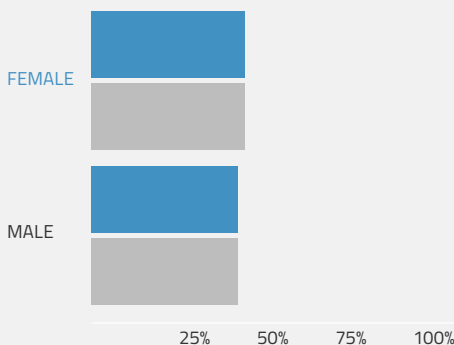
34,000+
Twitter Followers



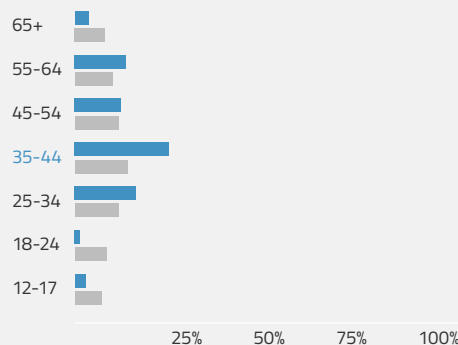
70,000+
Newsletter Subscribers

Demographics

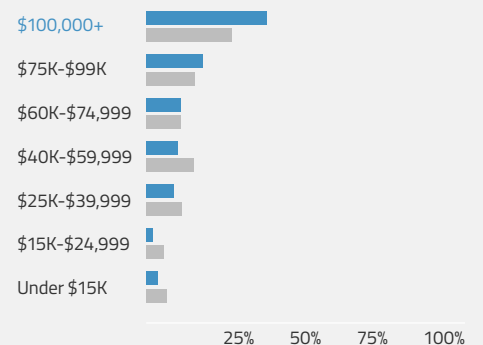
GENDER



AGE



HH INCOME



■ DNAinfo.com
■ National Internet Avg.

Source: Google Analytics

DNAinfo has a full range of digital and print options to meet your marketing and advertising goals.



Display: Make an impression on your neighborhood, borough or city! Super banner, sky scraper, box ad, branded skin takeover, email newsletter, footer.



Mobile: Make an impression to your consumers on the go.



Email: Get your offer out to our over 70,000 newsletter subscribers. Sponsor our email newsletter with a 300x250 ad exclusive, dedicated eblast featuring your offer and content.



Social Media (Facebook, Twitter, Instagram & Neighborhood Square):

Get people talking about YOU.



Sponsored Content: An informative article written about your business, with links to your landing page, and GUARANTEED views!



Content Sponsorships: Your display ads will be targeted around content relevant to your business or industry, as well as 100% share of voice on your content homepage! Sponsorships include: Real Estate, Education, Food and Drink, Health and Wellness, Shopping, Crime and Mayhem.



Podcasts: DNAinfo has added on-demand podcasts to our mix of online, social media and print platforms. We offer targeted 30 second ad spots where an reporter reads your ad and talks about how your brand affects New Yorkers.



Newspaper: DNAinfo has added a 100,000 circulation newspapers for distribution exclusively in the Upper West Side, with more neighborhood newspapers on the way!



Neighborhood Square: Where your neighborhood consumers come to interact.

Complement DNAinfo's strong digital platform offerings with the power of print on the Upper West Side!

Demographics

Population: 149,783

Median household income: \$95,928

Males: 70,001

Females: 79,775

Median Age: 39.8 years old

Average household size: 2.0 people

Ad Sizes

Front Page Banner (Horizontal) 10.875 x 2.243

Inside Full Page - 10.875 x 20.472

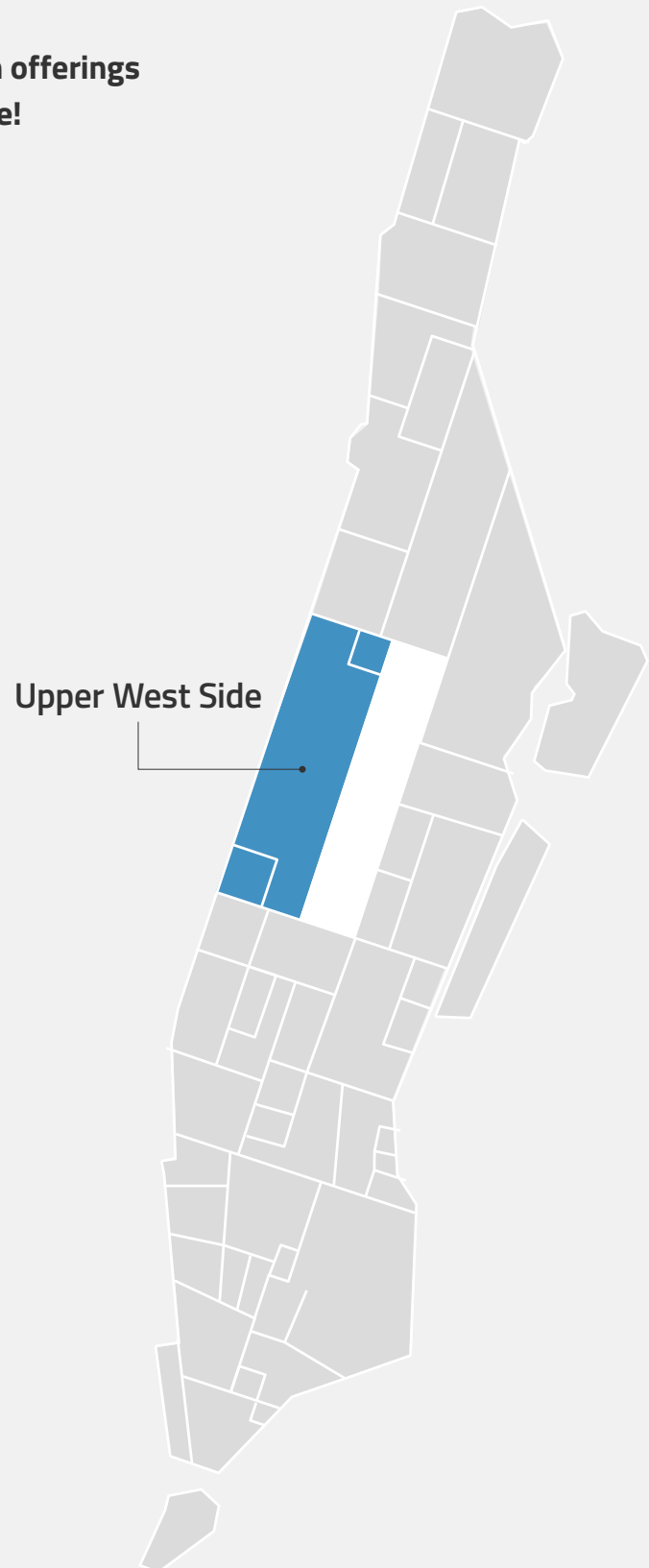
1/2 Horizontal - 10.875 x 10.179

1/4 Page - 10.875 x 5.035

1/6 Banner - 10.875 x 3.319

Biz Card - 4.232 x 2.375

Back Full Page - 10.875 x 21



DNAinfo New York has been recognized and awarded for excellence in reporting and journalism from some of the city's most prestigious professional journalism organizations, including: the New York Press Club, the CUNY School of Journalism and the Newswoman's Club of New York.

theguardian

"At a time when the mainstream media is struggling to redefine its role, DNAinfo.com has created an inspirational model for quality local news coverage."

NEW YORK OBSERVER

"It's an online-only news site that is constantly updating with hyperlocal micro-scoops written in lucid, pun-studded tabloid prose."

ADWEEK

"They say there are eight million stories in New York City. But DNAinfo.com...may soon prove the old adage modest in scope."

THIS IS HOW NEW YORK WORKS
CAPITAL

"The site's competitors have been in a sweat ever since DNAinfo entered the race with its frequent scoops and more nimble approach to breaking-news."

NEW YORK

"Highbrow and Brilliant."