



MAGAZINE

# DOWNTOWN

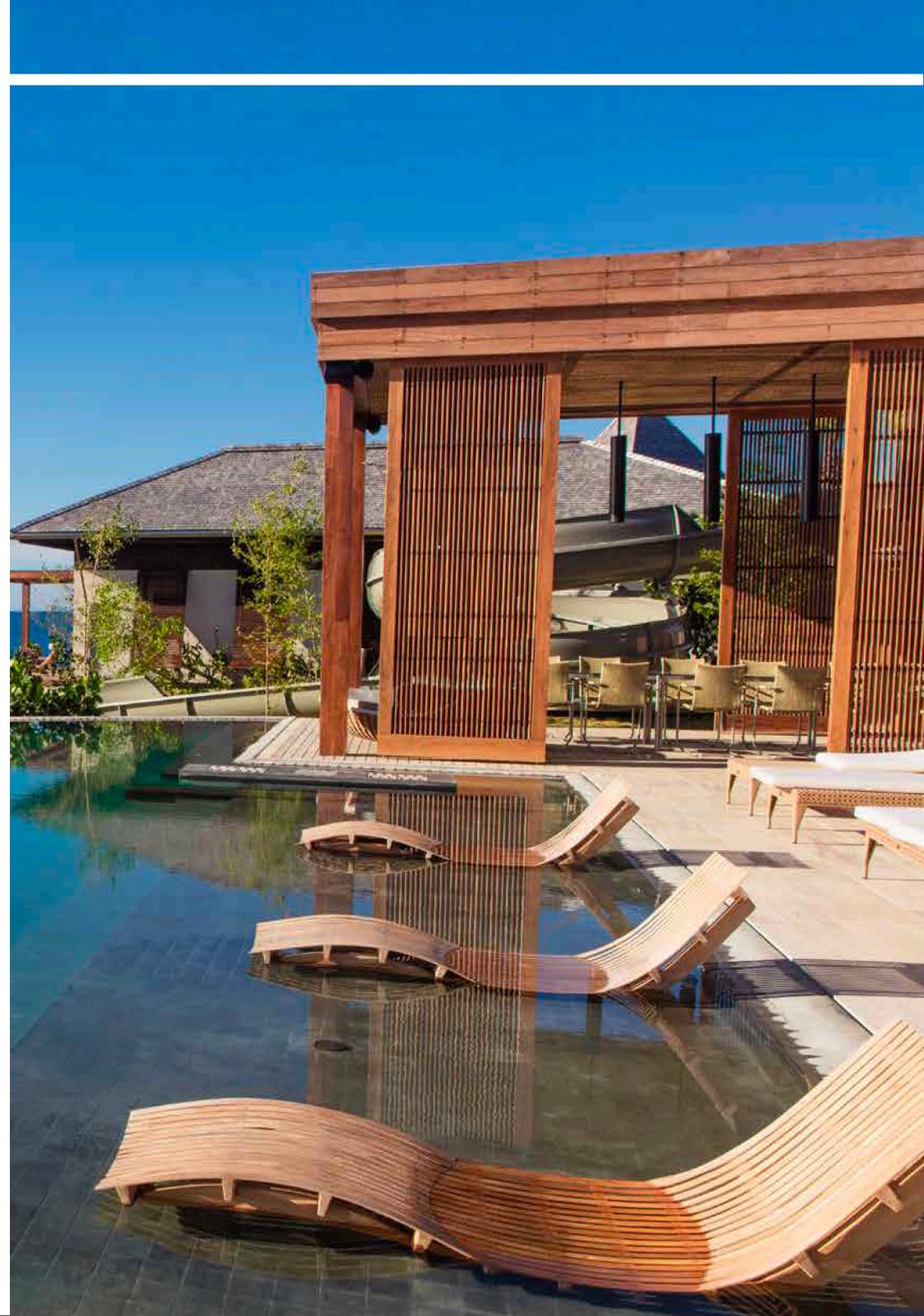
# **WE UNDERSTAND**

# **WE CONNECT**

# **WE ENGAGE**

We are the only publication that truly understands the heartbeat, attitude, and local vibe of the most rapidly growing affluent neighborhood of New York City: Downtown Manhattan.

Downtown Media engages and wins over the hearts and minds of high-spending downtown audiences through multiple platforms and touch-points: digital, print, and experiential live events.





## DIGITAL

Creatively executed content across Downtown's multi-platform digital assets, including video, custom-designed experiential marketing funnels, takeovers, social media campaigns, partnerships with celebrities, international talent, and influencers. The Downtown App offers a new issue every month for 12 months, to boost reader engagement with up-to-the-moment interactive content and advertising, and a fresher, bolder delivery of actionable information for the fast-paced Downtowner.

## PRINT

Printed quarterly, Downtown Magazine is a high production-value publication with engaging, insightful, and creative content that reaches readers in luxury hotels, residences, airline business lounges, and first class flights between New York and London, in addition to all of the major companies now headquartering in lower Manhattan. You may pick up a copy for purchase in Whole Foods, Barnes & Noble and Hudson News

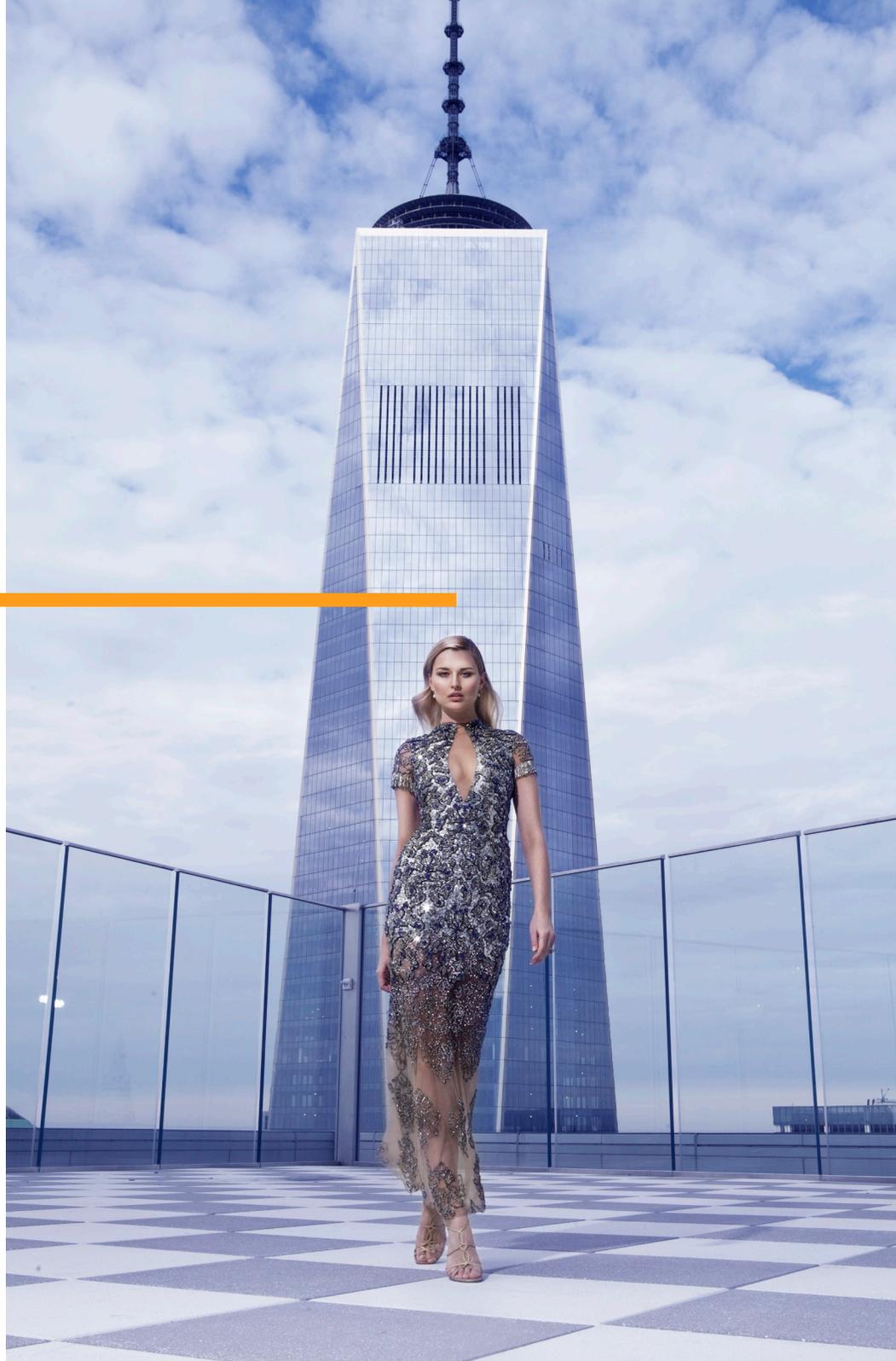
## EVENTS

Exclusive, curated, experiential events co-created with our client brands and leveraging our vast network of international creative talent including stylists, designers, premium venues, businesses, and celebrities.

Panel discussions on a broad range of hot topics from real estate to fashion and lifestyle, bringing together the most influential experts and the most interesting points of view in every sector.

**7.7 BILLION**

**Consumer spending power  
in Lower Manhattan in 2017**



**THE POWER OF DOWNTOWN**

# THE POWER OF DOWNTOWN



**Average HHI in Lower  
Manhattan \$261,000**  
vs. \$139,000 Average HHI  
in Manhattan, and growing

Average HHI in Lower Manhattan is up 7% since 2014.

614.8 million unique visitors, up 5% from 2015  
31 hotels, up 280% since 2002 with an additional 14 hotels in the pipeline.

18.9 million total square footage of office relocations to Lower Manhattan since 2005.

Office leasing activity is up 59% year over year.

Downtown Media is the only media company that has the ability to reach and engage the high-spending consumers in this rapidly growing Lower Manhattan market.

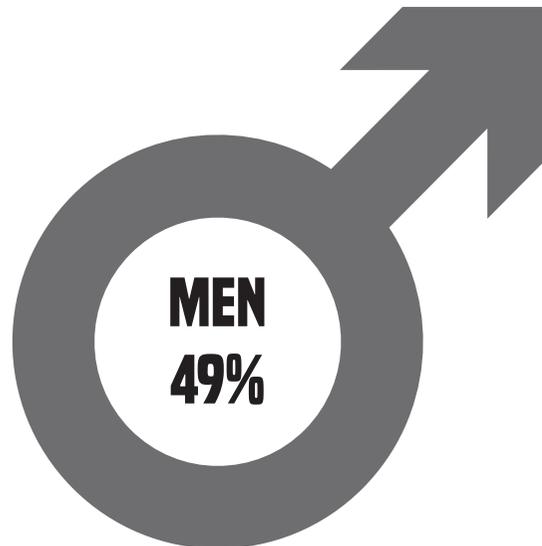
# THE POWER OF DOWNTOWN

## HOUSEHOLD INCOME

**\$261,000+**



**AGE  
AVERAGE**  
**34.9**



- ▶ 63% eat gourmet food whenever they can
- ▶ 83% will “pay anything when it comes to my health and family”
- ▶ 94% attended live theater in the past year,
- ▶ 62% took two or more trips abroad in the past three years

Compared to the general population, Downtown Magazine readers are:

- ▶ 71% more likely to have purchased high-end brands
- ▶ 50% more likely to shop at high-end retailers
- ▶ 50% more likely to belong to an arts association

## Fall 2018

The **WORK** issue. We will explore what it means to work, and live, in the new Downtown. With an influx of over 5,000 workers as World Trade Center 3 comes online, and new residential and office space opening every day, Downtown Magazine is the place to find everything you need to for your work and home life below 14th Street: the best coffee 24/7, the best grab-and-go lunches, the best place for an after-work cocktail or an important client lunch, we have it all. In addition, an in-depth exploration of what the new office looks like, from furniture to architecture, and how design affects our day-to-day environment. And because we are now enjoying all the benefits of working in a vibrant Downtown, we are also moving to the neighborhood in record numbers. Downtown will take a look at the chicest and hippest new addresses. And once you own that gorgeous space, you can also explore our new Shelter section to find out how to make it fabulous.

# CALENDAR

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Winter 2018

The women who are changing our world. Who are the new female “**Masters of the Universe**,” and how are they shaping everything from Real Estate to finance to art, culture, education, and politics? From Barbra Streisand’s new role as the Chairman of the Performing Arts Center, to restaurateurs, to Wall Street, to power players on the real estate scene and in politics, women are changing the face of Downtown. We will host panel discussions about this subject, in every category from real estate to the performing arts, bringing a powerful new group of women together to talk about their paths to success.

# CALENDAR

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## Spring 2019

The **Philanthropy** issue. Who are the new philanthropists and what are their causes? A roadmap for giving in every category from the environment to the arts, and everything in between. Events in conjunction with this issue will all have philanthropic beneficiaries. Our cover star will be someone who is making a spectacular impact in today's world of charitable giving and causes.

# CALENDAR



## Summer 2019

The Great Getaway issue. When the heat is on, Downtowners want to take a pause. From staycations to vacations, where we are going, what we are seeing, and what we are doing in the lazy hazy days of summer. From sunset cruises and weekends exploring the city, to the Greek Isles, the rolling hills of Ireland, and beaches north and south, Downtown is the place to find the hottest...and coolest... spots to relax.

# CALENDAR



## Fall 2019

The Work issue. The hottest neighborhoods to punch the time clock. Where is the fashion district now? Who has the best working loft space? Where are the artists? Where does the tech crowd hang out? A neighborhood by neighborhood exploration of making, doing, and creating Downtown.

# CALENDAR

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## Winter 2019

The Class of 2019. The Downtown editors curate a list of the best and the brightest of the year, in every category from Real Estate, business, finance, legal, education to art, music, culinary arts, theater, movies. Want to know who's who? You'll find them all in our Winter issue.

# DOWNTOWN RATES

Printed and Distributed 43 000

Ad Buy IX- 4X

- All rates are net
- Calendar, availability, and rates subject to change based on strategic opportunities and reader and market needs

DTM distribution model is designed to ensure we reach the most affluent and active consumers in our market. Statistical information is gathered from Downtown Alliance, Chambers of Commerce in Lower Manhattan, Lower Manhattan Development Corporation, local government agencies. Downtown Magazine NYC ensures access to consumers with household incomes in excess of \$173,000+.

\*Distribution subject to change based on strategic opportunities and reader and market needs.

Social media price TBD on level of engagement & number of platforms required

Product placement	\$125
Leaderboard	\$650
Sidebar	\$350
Sponsored post	\$600
Brand campaign	TBD

Full Page Super Premium (1st 25% of book)	\$15,400	\$13,850
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Full Page Premium (1st 50% of book)	\$11,550	\$10,975
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Full Page Run of Book (post 50% of book)	\$7,700	\$7,325
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Spread Super Premium (1st 25% of book)	\$29,250	\$22,050
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Spread Premium (1st 50% of book)	\$26,325	\$21,950
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Spread Run of Book (post 50% of book)	\$14,625	\$13,900
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Half Page Run of Book	\$4,620	\$4,400
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Quarter Page Run of Book (Post 50% of book)	\$3,080	\$2,925
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Cover 2 Page 1	\$30,800
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Cover 4	\$23,100
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Cover 3	\$16,950
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# OUR DOWNTOWN READERS



- **NEW YORK**  
Dawson Media, One Source, Ingram and Mitchells
- **275 LUXURY RESIDENTIAL BUILDINGS**
- **70 HOTELS**  
FOUR SEASONS HOTEL & SPA DOWNTOWN FOUR SEASONS  
RESIDENCES DOWNTOWN WORLD TRADE 3, 4, 7  
VISIONAIRE
- **50 WEST**  
WESTFIELD  
EATALY  
GLENWOOD  
THE TATE
- **L.A. | MIAMI | CHICAGO | NEW YORK**  
BARNES & NOBLE  
WHOLE FOODS  
HUDSON NEWS
- **AMERICAN AIRLINES FLIGHTS**
- **AIRPORT LOCATIONS**  
JFK, New York City  
TETERBORO, New Jersey  
HEATHROW, London  
UK KINGSFORD SMITH, Sydney Australia  
DUBAI DUTY FREE, Dubai UAE

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