

DOWNTOWN MEDIA GROUP

LIVING HIGH IN LOWER MANHATTAN



DOWNTOWN

T A B L E O F C O N T E N T S

LIVING HIGH IN LOWER MANHATTAN

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DOWNTOWN Media Group highlights a sophisticated appreciation for the culture that embodies Lower Manhattan. The DOWNTOWN brand encompasses several mediums, including a print magazine, DOWNTOWN Magazine, a website DOWNTOWNMAGAZINENYC.com, and a variety of other multimedia outlets.

DOWNTOWN Magazine is the **quintessential lifestyle magazine** capturing the heartbeat and attitude of this lavishly diverse community. As the first glossy publication to focus primarily on this area of New York City, DOWNTOWN Magazine provides smart, stylish coverage of all that Lower Manhattan has to offer.

DOWNTOWN's website, DOWNTOWNMAGAZINENYC.com, compliments the print magazine by **covering key issues**, personalities, events and initiatives—continuously maintaining high relevance and desirability.

In addition to creating unique editorial content, photography, and videography, DOWNTOWN plans events, using high-profile partnerships for catering, and readership databases for invite lists, including celebrity sponsors.

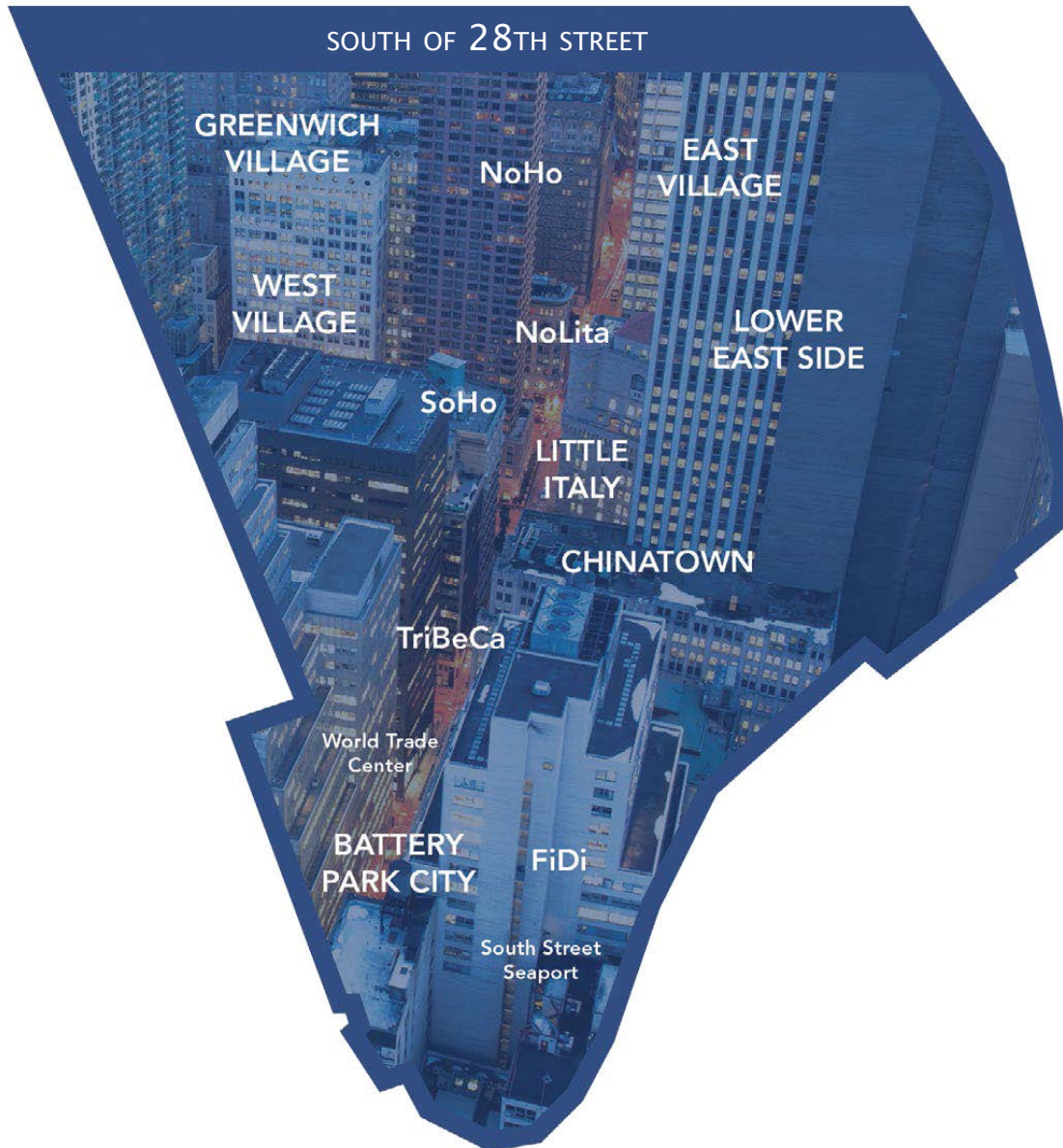
As the community has changed from local haven to global destination, so have we.



DOWNTOWN

W H Y D O W N T O W N

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DOWNTOWN Magazine is a publication for those who embrace Lower Manhattan as the center of New York, and thus, the **center of the world**. Lower Manhattan's population is affluent, well educated, and always looking for something new.

Lower Manhattan has a total of 380,236 full time residents, an 84% increase since 2000.

\$243,000

The mean income in the area south of Chambers Street is **among the highest** in all of New York City.

85%

At 85%, a strong majority of Lower Manhattan residents have a **college degree or higher**.

\$4,214

The median monthly rent in Lower Manhattan is **higher than Manhattan's** median monthly rent.

105%

In the past 10 years, the **number of children in Battery Park City** has increased astronomically.

#1

There are **more restaurants** per capita Downtown than anywhere else in the country.

33%

COUPLES WITHOUT CHILDREN

Couples in Lower Manhattan are 43 years old on average. One or both work in financial services, earning \$228,000+ per year. Almost half of these households own at least one car. Couples in this group dine out more than once a week and take several vacations a year (one is abroad). They frequent small music performances, as well as bars, lounges and clubs. They belong to a gym and are likely to own a pet, probably a dog.

27%

FAMILIES

The adults in this segment are about 44 years old. They are in a high-income bracket—earning \$252,000 per year in financial or business services. One of the adults might be a stay-at-home parent. Families are more likely to own their home than rent, and may own several other homes, as well as at least one car.

26%

MATURE AND SINGLE

The typical resident in this segment is a 40-year old woman who works in finance. She earns \$130,000 per year and dines out several times a week. She vacations more than once a year and one of those trips is likely to be abroad.

14%

RETIRED

The typical retired resident is 68-years old and has an annual income of \$72,000. These residents live very active lives; they dine out, go to movies, museums, art galleries and vacation domestically once a year.

Downtown Manhattan has experienced **astronomical residential growth**:

The Lower Manhattan residential community has **quadrupled** in the past 15 years.

Today there are roughly 29,000 residential units, home to over 380k residents.

Multiple office buildings have been converted into luxury apartments, including:

- 12 residential towers, which recently opened in 2014. 9 more will open by 2015.
- In 2016, 30 Park Place, Lower Manhattan's tallest residential tower, will be topped by 157 luxury condos.
- 24 more apartment buildings are set to open by 2017.



Downtown Manhattan is a business hotspot.

By the end of 2014, the Fulton Center will be connecting **11 subway lines** and adding over 70,000-square-feet of retail and office space, providing another premium transit and business hub in Lower Manhattan.

Media is one of the area's growing industries. In the past two years, **Broadcast Music, Inc., Times Inc., American Media**, and the **New York Daily News**, along with its sister company U.S. News & World Report, joined the growing roster of media companies south of Chambers Street.

Today, more than 60 media firms occupy 1.3 million square feet in Lower Manhattan. They will soon be joined by **Condé Nast**, which signed a \$1 million square-foot lease at 1 World Trade Center, opening by the beginning of 2015.



DOWNTOWN FITS IN

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- DOWNTOWN has entered its **fifth year** of publication
- Community leaders have supported the DOWNTOWN brand by taking an active role on our Advisory Board.
- DOWNTOWN **participates and partners** with Lower Manhattan industries including entertainment, political, food, hospitality, and athletics.
- Covers include: Ed Burns, Drew Nieporent, Leo DiCaprio, Mayor Michael Bloomberg, Beyoncé, Griffin Dunne, Ivanka Trump, Henrik Lundqvist, Christie Brinkley, Chris Noth, Harvy Keite, and Iman.





DOWNTOWN offers unique and desirable distribution, placing our advertisers in front of the most attractive visitors and residential readers.

NEW YORK

46,000 issues of DOWNTOWN Magazine are distributed throughout the New York Metro Area at high-end destinations including:

- In Room Hotels: The W Hotel Wall Street, The Conrad Hotel Wall Street, Duane Street Hotel
- Airline Lounges: British Airlines, American Airlines
- Retail Markets: Whole Foods, Target, Barnes and Noble, Duane Reade, Whites Pharmacy, King Kullen

GLOBAL

DOWNTOWN has worldwide distribution in airport affinity clubs and is available on three flights daily between London's Heathrow Airport and JFK in both first and business class.

The DOWNTOWN website offers content complementing our print version and more immediate and **malleable sales opportunities** to our advertisers.



Our team utilizes the particular strengths of various social media outlets—including **Twitter, YouTube, Instagram, Pinterest, Flickr, Tumblr, and Vimeo**—for targeted product promotion and particular capitalization of trending topics for optimum visibility.

Daily Facebook posts: including product promotion, encouraging dialogue, custom video content.

Featured editorial content on our website: written features, staff recommendations.

DOWNTOWN Media Group is fully integrated in the social media universe. Our team of **digital content strategists** fully leverages the reach and visibility provided by highly trafficked and popular social media platforms.

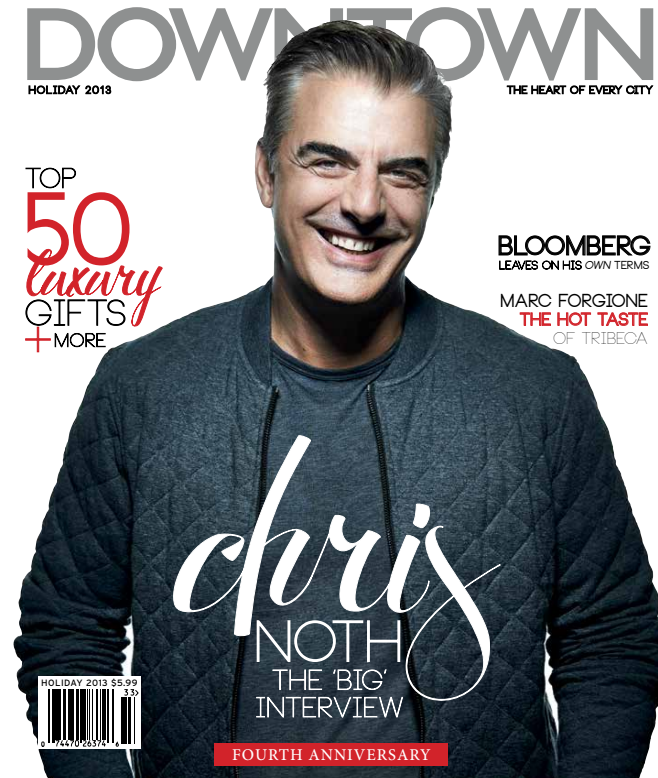
Our 24/7 social media coverage **maximizes the visibility and consumer integration** with your products, events and initiatives.

TURN KEY MARKETING SOLUTION

While our print distribution is both robust and available in prime destinations, DOWNTOWN also offers **unique and measurable** impact marketing solutions for our partners.

We work with our clients to create marketing programs and solutions **tailored to their individual needs** in industries ranging from hospitality, fashion, real estate, finance, luxury goods and beyond.

Our professional team of writers, designers, social media and digital content experts offer a full array of services: brand and communications collateral, rich media production, SEO and website design.



CONTACT

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