MEDIA KIT 2022

DOWNTOWN MAGAZINE

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

DIGITAL

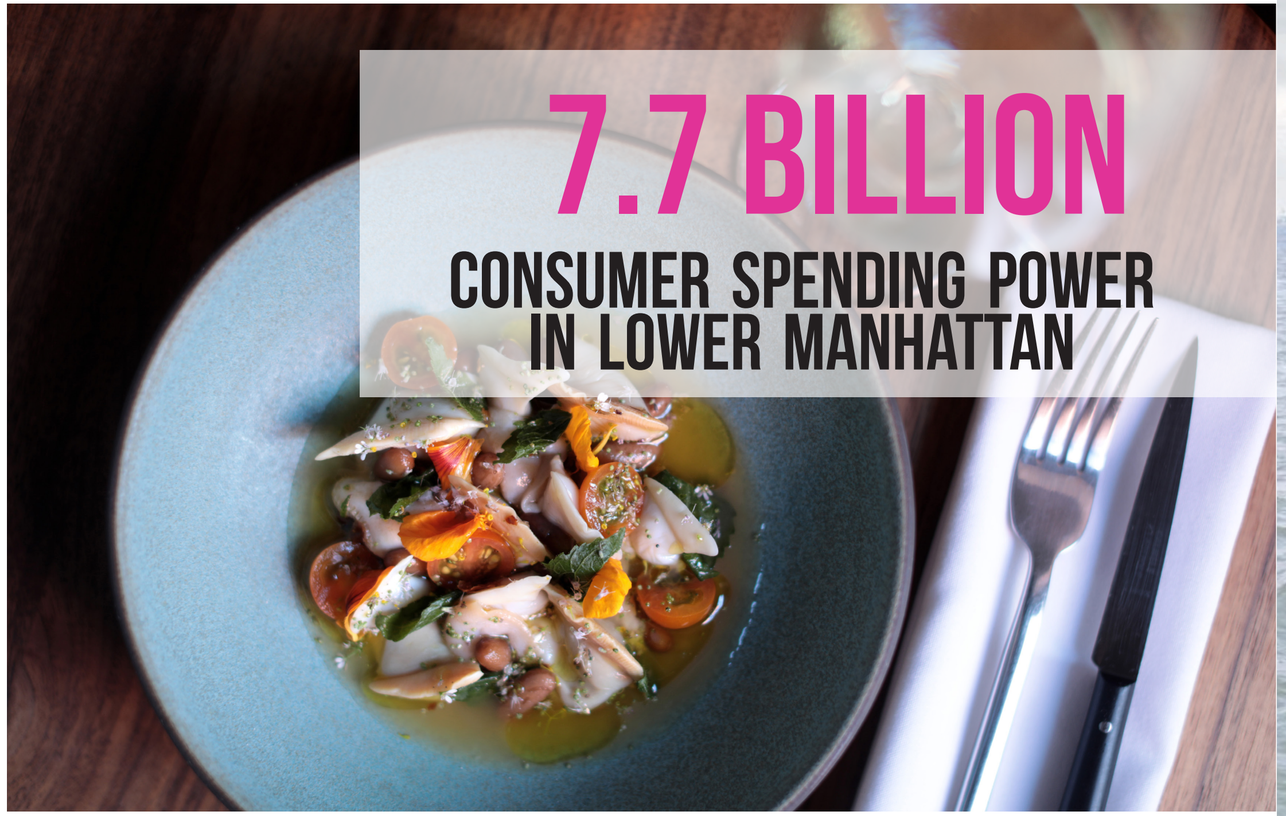
Creatively executed content across *Downtown's* multi-platform digital assets, including video, custom-designed experiential marketing funnels, takeovers, social media campaigns, partnerships with celebrities, international talent, and influencers. The Downtown app offers a new issue quarterly for 12 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. Available for purchase at 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

DOWNTOWN TEAM

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CEO and Publisher

RINGO R. SEEBER
Creative Director

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Shelter Editor

DEBORAH L. MARTIN
Editor in Chief

DANIEL METZ
Associate Editor

NOEMI FLOREA
Associate Editor

FERNANDA MUELLER
Food Editor

LINDA SHERIDAN
Managing Editor

MICHAEL FIEDLER
Photographer

ANDREW MATUSIK
Photographer

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

THE POWER OF DOWNTOWN

HOUSEHOLD INCOME

$261,000+

63% eat gourmet food

83% will pay anything when it comes to health and family

62% took two or more trips abroad

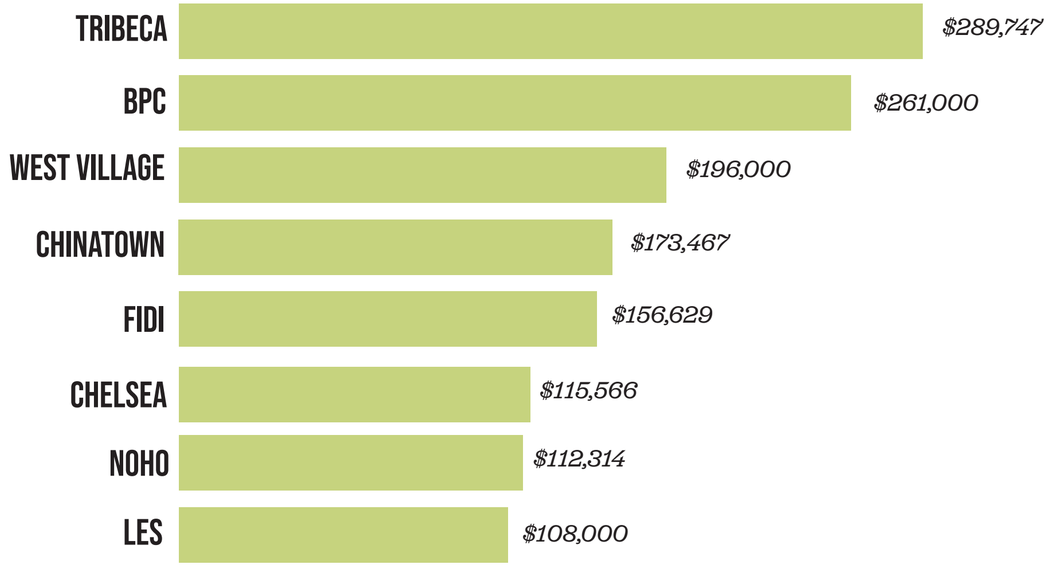
COMPARED TO THE GENERAL POPULATION, *DOWNTOWN MAGAZINE* READERS ARE:

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

MEDIAN INCOME



CALENDAR

WINTER

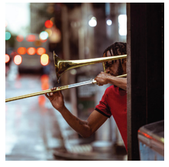
THE CELEBRATIONS: It's the season for celebrating and *Downtown* editors share their favorite secret spots to shop, to dine, and to dream. And for those who prefer to celebrate where the palm trees sway, our Resort section will whet your appetite and inspire you to pack your bags for exotic beaches and beautiful locales.

SPRING

THE REFORMERS: Climate change affects everything from financial stability to public health, and is both a global and hyper-local issue. We examine the big ideas and individual efforts contributing to the greening of New York City, the United States, and the world.

SUMMER

THE GIVERS/THE TECHIES: The people and organizations who are making a difference in Lower Manhattan, and the world. We shine a light on our neighbors —both public and private—who are giving back in ways that may surprise, and most certainly will inspire. Plus a deep dive into the tech industry in New York City.



FALL

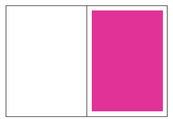
THE CREATORS/THE EDUCATORS: If New York is the center of the creative universe then *Downtown* is its epicenter. Find out who is moving the needle in the creative arts. And just in time for back-to-school, a look at some of our most innovative educators and schools.

DOWNTOWN SPECS AND DEADLINES

19 in x 12 in
(bleed: 0.25 in)

9.5 in x 12 in
(bleed: 0.25 in)

18 in x 11 in



8.5 in x 11 in

2022 DEADLINES

Winter	*January 18th*
Spring	*April 5th*
Summer	*June 6th*
Fall	*October 3rd*

Ad Buy 1X- 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.
*DISTRIBUTION SUBJECT TO CHANGE BASED ON STRATEGIC OPPORTUNITIES AND READER AND MARKET NEEDS.

DIGITAL RATES

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

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

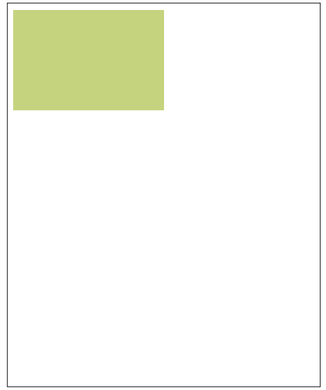
DOWNTOWN RATES

PRINTED AND DISTRIBUTED 43,000

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

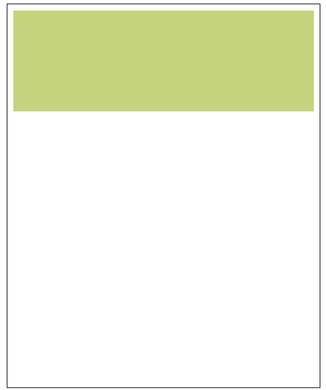
DOWNTOWN NETWORK

AD RATES FOR NETWORK PAGES



$300

1/8 of a page
Listing with photo and info



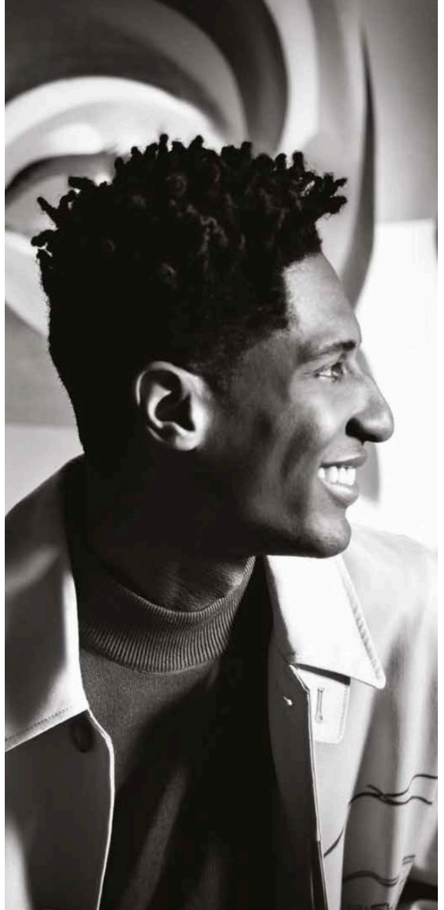
$750

1/4 of a page
Listing with photo and info

($8.33 per quater)

MARKET YOUR BUSINESS TO 45,000+ READERS.

DOWNTOWN DISTRIBUTUOIN



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 AND UNITED AIRLINES HEATHROW FLIGHTS

AIRPORT LOCATIONS
JFK, New York City
TETERBORO, New Jersey
HEATHROW, London

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