

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 neighborhoods of New York City, LA, and Downtown Miami.

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, LA, Downtown Miami 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.

CONSUMER SPENDING POWER

8.8 BILLION NYC

5 BILLION LA

3.25 BILLION MIAMI

DOWNTOWN TEAM



GRACE A. CAPOBIANCO
CEO and Publisher



RINGO R. SEEBER
Creative Director



NICOLE HADDAD
Shelter Editor



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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**

AVERAGE HHI IN DOWNTOWN **LOS ANGELES**: **\$86,300**

AVERAGE HHI IN DOWNTOWN **MIAMI**: **\$100,000**

THE POWER OF DOWNTOWN



AVERAGE HOUSEHOLD INCOME

\$150,000+

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

CALENDAR



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 Downtown Miami, the United States, and the world.



SUMMER

THE GIVERS/THE TECHIES: The people and organizations who are making a difference in Downtown Miami, 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 Downtown Miami.



FALL

THE CREATORS/THE EDUCATORS: If Downtown Miami 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.

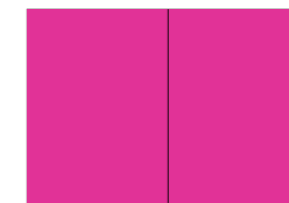


WINTER

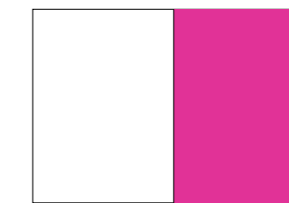
THE CELEBRATIONS: It's the season for celebrating and *Downtown* editors share their favorite secret spots to shop, to dine, and to dream. And for those who prefer to celebrate away from home, our Resort section will whet your appetite and inspire you to pack your bags for exotic beaches and beautiful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



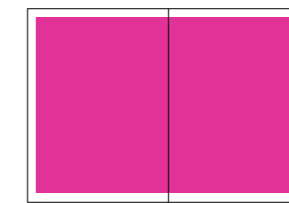
DOWNTOWN SPECS AND DEADLINES



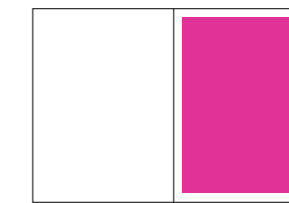
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9.5 in x 12 in
(bleed: 0.25 in)



18 in x 11 in



8.5 in x 11 in

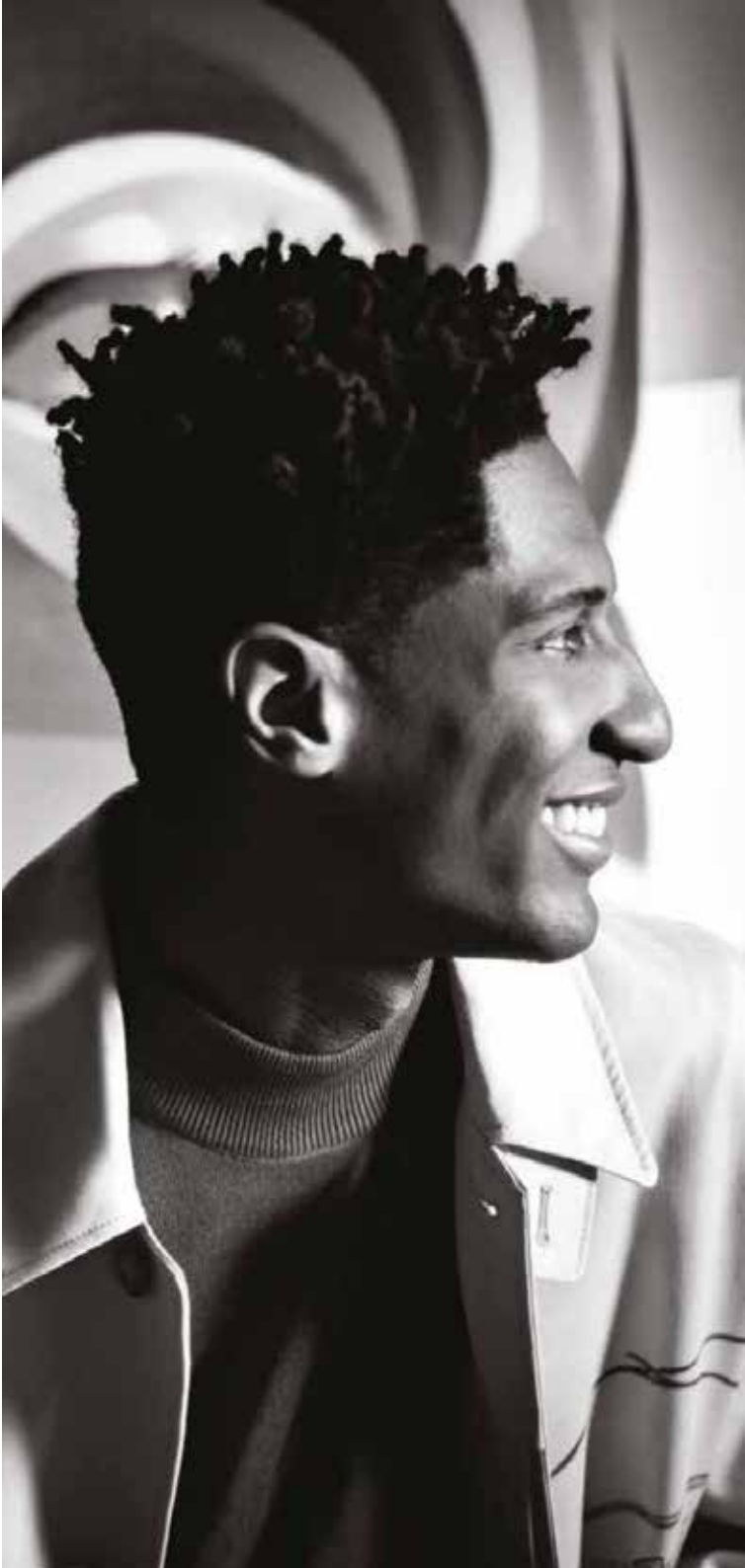
2022 DEADLINES

Spring *March 11th*

Summer *June 6th*

Fall *October 3rd*

DOWNTOWN DISTRIBUTION



NEW YORK, MIAMI, LOS ANGELES

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

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JFK, New York City
LAX, Los Angeles
TETERBORO, New Jersey
HEATHROW, London
UK KINGSFORD SMITH, Sydney Australia

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