



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

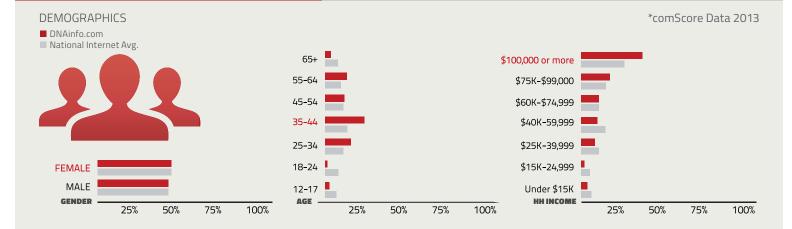
Our team of 50 professional journalists cover news and events in the neighborhoods. We deliver this content in real-time across all digital and social media platforms.



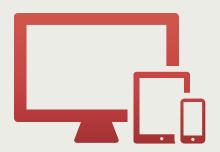
WHY DNAinfo.com



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



TRAFFIC



Visitors Monthly

MILLION **Unique Visitors Monthly**

SOCIAL MEDIA



30K Facebook Fans





DID YOU KNOW ...?

71%

of all Internet users get their news online

(Pew Internet)

97%

of consumers search for new businesses online

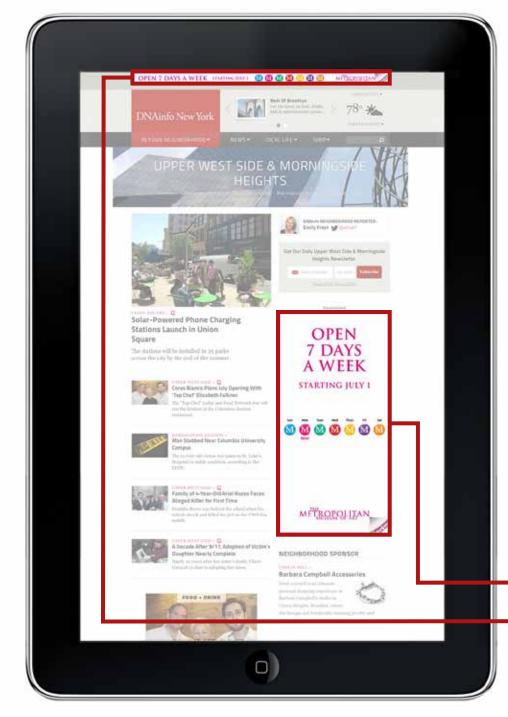
(Eventility)

73% of consumers search for discounts and promos online

(Eventility)

have gone into a store because they found a coupon online

(Pew Internet)





NEIGHBORHOOD HOMEPAGE SPONSORSHIP DETAILS

- Sponsor your neighborhood homepage with ads connecting you to the neighborhood readers you want as loyal customers
- Neighborhood homepage sponsorship allows you to have an online billboard in front of an affluent and engaged reader
- DNAinfo banner ads have an average .22% click-throughrate compared to the national average of .09%
- Readers access their neighborhood pages daily to find out what's happening in and around their neighborhoods

300x600 ad placement

980x45 ad placement

MANHATTAN

Chelsea & Hell's Kitchen
Downtown
East Village & Lower East Side
Greenwich Village & SoHo
Harlem
Midtown
Murray Hill, Gramercy
& Midtown East
Upper East Side &

Roosevelt Island Upper West Side & Morningside Heights Washington Heights & Inwood

BROOKLYN

Bedford-Stuyvesant Cobble Hill, Carroll Gardens & Red Hook Crown Heights & Prospect Heights Fort Greene & DUMBO Park Slope, Windsor Terrace & Gowanus Williamsburg, Greenpoint & Bushwick

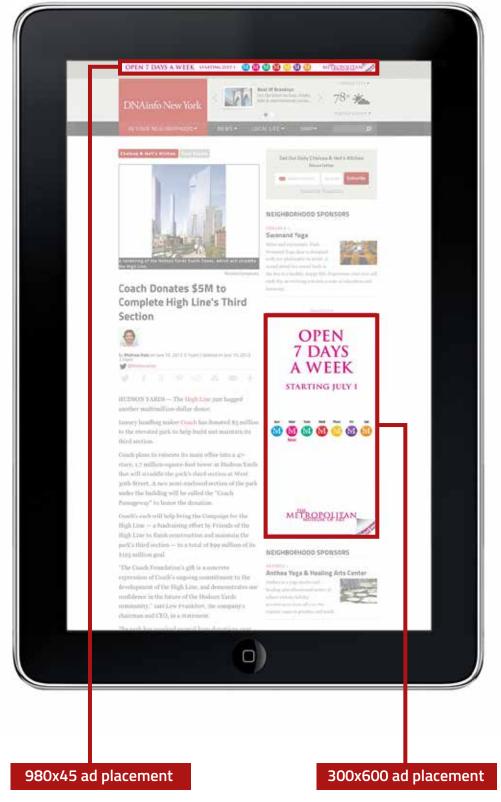
OUEENS

Astoria & Long Island City Flushing & Whitestone Forest Hills, Rego Park & Jamaica Jackson Heights & Elmhurst The Rockaways

BRONX

Fordham & Tremont Norwood & Bedford Park Riverdale & Kingsbridge South Bronx Woodlawn & Wakefield

STATEN ISLAND





STORY PAGE BANNER ADVERTISING DETAILS

- Neighborhood story pages are the most heavily-trafficked pages on DNAinfo
- Story page advertising connects your business with relevant neighborhood content - for example, Upper East Side story visitors will see ads relevant to the Upper East Side
- Story page banner ads drive traffic to your website and brand you at a neighborhood level
- Story page banner ads are packaged by impressions
 campaigns start at 10k guaranteed ad impressions





- Sponsored Posts are delivered on neighborhood and topic pages
- The posts tell the story of your business and attract neighborhood readers
- Sponsored posts allow you to embed your own useful, engaging content within DNAinfo, right alongside editorial
- Sponsored Posts can link to your website, special offer, or your Neighborhood Storefront on DNAinfo

Sponsored Posts

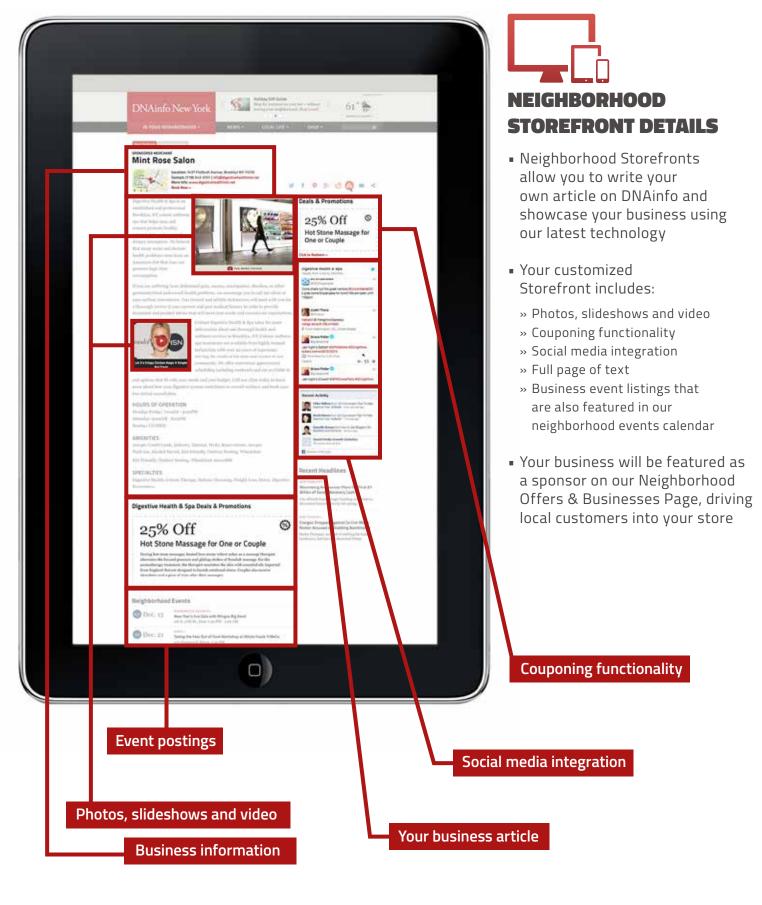




TOPIC SECTION SPONSORSHIP DETAILS

- Promote your business to New Yorkers interested in specific topics including Food & Drink, NYC Kids, Health & Wellness, Shopping, Real Estate and more
- Content is updated multiple times daily, driving thousands of loyal readers to their favorite section each day
- Sponsored Posts are embedded within topic pages and include your deals, events, offers and more
- Sponsored Posts link directly to your website or your Neighborhood Storefront

Sponsored posts







NEIGHBORHOOD NEWSLETTER SPONSORSHIP DETAILS

- DNAinfo Neighborhood Newsletters are sent daily to 90K+ subscribers across all five boroughs
- DNAinfo Newsletters feature the most recent news and events, each day, by neighborhood
- DNAinfo newsletters have an average open rate of 25%, compared to the 11.5% national average

300x600 ad placement

Since 2011, DNAinfo.com 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."



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



"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."



"Highbrow and Brilliant"

DNAinfo's neighborhood marketing campaigns can be tailored to meet your objectives.

We have seasonal and monthly packages available.

We look forward to being your marketing partner!

REQUEST MORE INFORMATION

sales@dnainfo.com

