

A blurred city street scene featuring a multi-story brick building in the background, a yellow taxi cab in motion, and a person riding a bicycle in the foreground. The scene is captured with a motion blur effect, suggesting a busy urban environment.

DNAinfo.com **New York**
neighborhood news

MEDIA KIT 2014



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

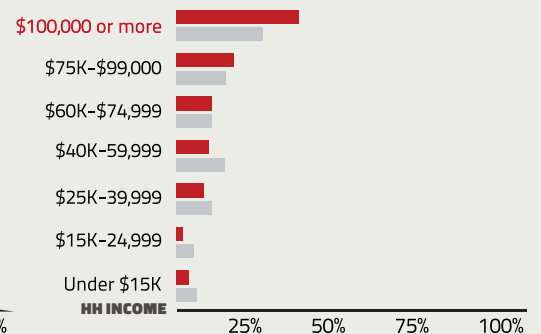
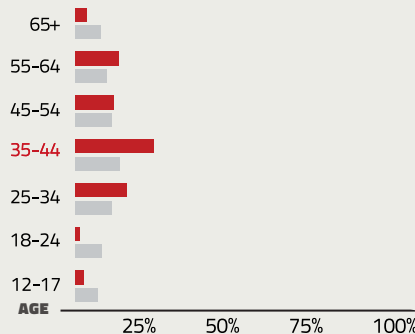
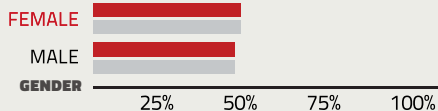


DNAinfo engages an affluent audience and delivers results-oriented neighborhood marketing campaigns for local businesses. *With 97% of consumers now searching for local businesses online,* DNAinfo.com provides a platform to connect your business with a highly desirable New York demographic.

DEMOGRAPHICS

*comScore Data 2013

■ DNAinfo.com
■ National Internet Avg.



TRAFFIC



2.5
MILLION
Visitors Monthly

2
MILLION
Unique Visitors Monthly

SOCIAL MEDIA



40K Facebook Fans



20K Twitter Followers



100K+ Newsletter Subscribers

DID YOU KNOW...?

71% of all Internet users get their news online
(Pew Internet)

73% of consumers search for discounts and promos online
(Eventility)

97% of consumers search for new businesses online
(Eventility)

59% have gone into a store because they found a coupon online
(Pew Internet)

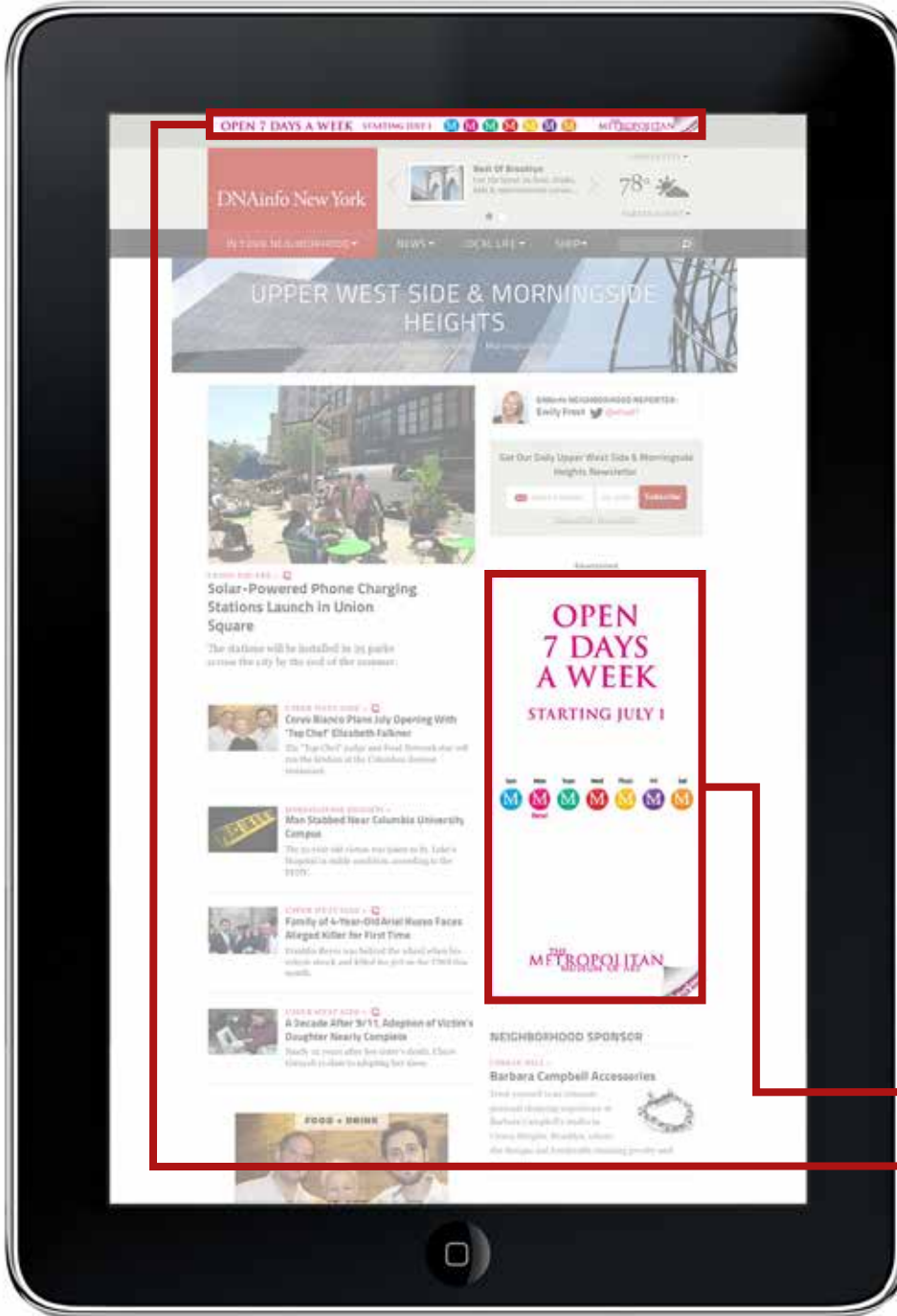


NEIGHBORHOOD HOMEPAGE SPONSORSHIP DETAILS

- 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-through-rate 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

QUEENS

Astoria & Long Island City
Flushing & Whitestone
Forest Hills, Rego Park & Jamaica

Jackson Heights & Elmhurst
The Rockaways

BRONX

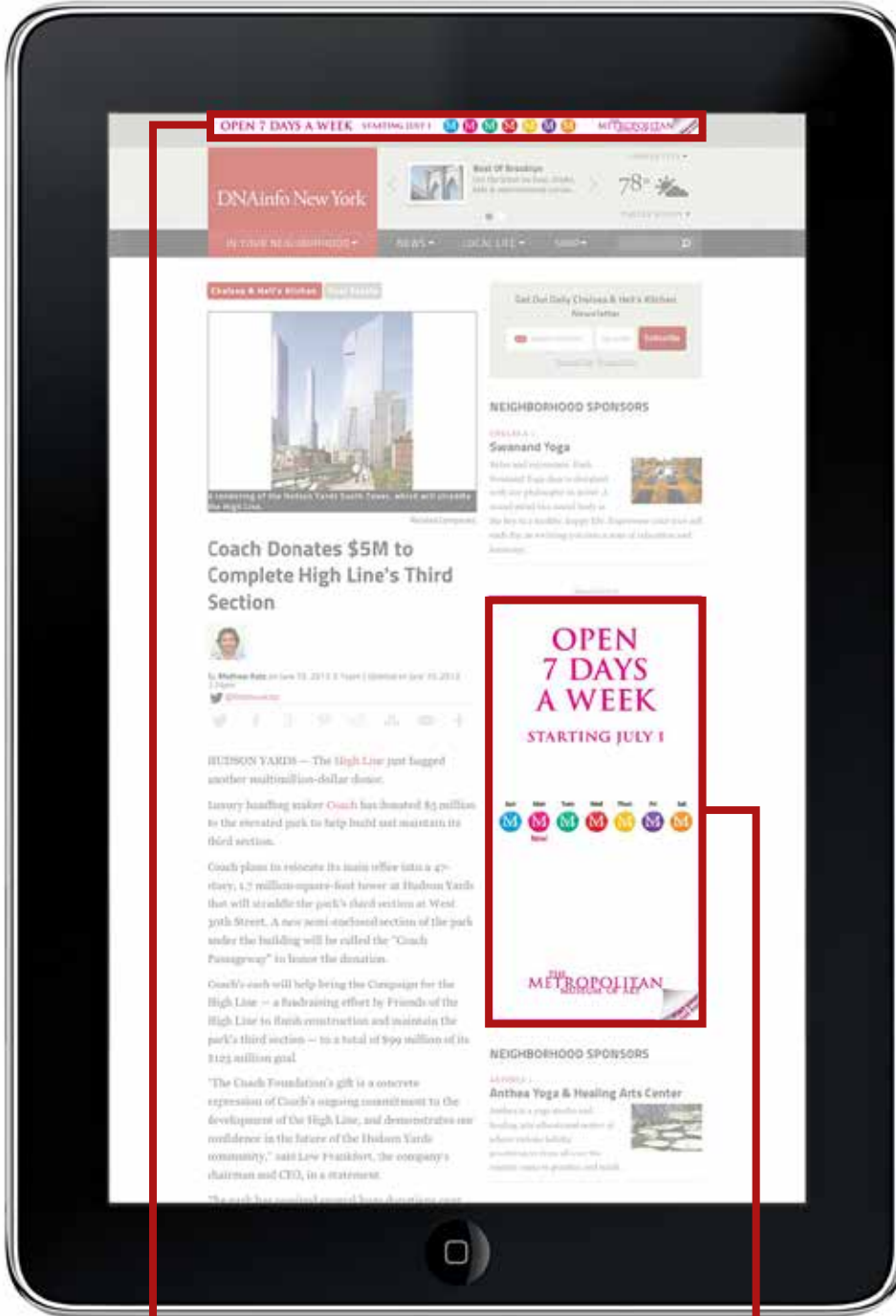
Fordham & Tremont
Norwood & Bedford Park
Riverdale & Kingsbridge
South Bronx
Woodlawn & Wakefield

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



980x45 ad placement

300x600 ad placement



SPONSORED POST DETAILS

- 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



SPONSORED CONTENT DETAILS

Our marketing experts will work with you to craft quality branded content that allows you to connect with our users on a deeper level

Your Twitter feed

Your ad placement

Photos

Your ad placements

Your business article

The screenshot shows a mobile website interface for DNAinfo New York. At the top, there is a navigation bar with the Macy's logo and a banner for the 'FALL SPECTACULAR LOWEST PRICES EVENT 09.14'. Below the navigation bar, the main content area is divided into three sections:

- Top Section:** A red-bordered box highlights a Macy's advertisement titled '10 Perfect Gifts from Macy's From the Home Section'. The ad features the Macy's logo and a placeholder image of a snow cone.
- Middle Section:** A red-bordered box highlights a business article. The article title is 'The company is able to do that because of flexible leases, said co-founder David Carrell.' The text discusses the company's history, starting with a cart at the Brooklyn Flea in 2008 and opening a spot in Chelsea Market two years later. It mentions the company's landlord, Jamestown, and how they found a space they only needed to operate from April through October. The article also mentions that the company is allowed to sublet the space to other businesses and that they find their subletters through their social network.
- Right Section:** A red-bordered box highlights a Twitter feed. The tweets are from Macy's (@ShopMacy's) and discuss the #ShopMacy's photo shoot and holiday shopping.



NEIGHBORHOOD NEWSLETTER SPONSORSHIP DETAILS

- DNAinfo Neighborhood Newsletters are sent daily to 100K+ 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

Two 300x250 ad placements

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.

the guardian

"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."

ADWEEK

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

THIS IS HOW NEW YORK WORKS
CAPITAL

"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."

NEW YORK

"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

