



dna info | NEW YORK
MEDIA KIT 2016



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 in New York City cover news and events in the neighborhoods. We deliver this content in real-time across all digital and social media platforms.



Why DNAinfo

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



"What impressed me about working with DNAinfo was the coordinated effort deployed toward maximizing our campaign's success... it was clear that an entire team was working behind the scenes to help us achieve our targets."



"Our advertising firm continues to renew campaigns with DNAinfo because of solid results... In fact, our banner ads have high click-through rates that generate leads on both rental and sales properties."



"We decided to work with DNAinfo because we felt they did excellent work... we feel this is the one of the few advertising opportunities that is profitable for us."



"We find that working with DNAinfo.com has been a very rewarding experience."



"Working with DNAinfo has been a great way for our company to make sure we are reaching the people we serve, which couldn't be more important."



"As the owner and creative director of Barbara Campbell Accessories I am so proud to be part of the holiday gift guide publication... I feel part of a successful growing online publication."



"Working with DNAinfo has always been a smooth and collaborative relationship. As one of the top independent schools in Brooklyn, we have had a long relationship with DNAinfo that has helped us successfully market a spectrum of events, from getting new parents to come and visit the school to celebrating our class graduates and registering for summer camp. We look forward to new and exciting ways to explore marketing trends and continue our relationship with DNAinfo!"



"Working with DNAinfo has been such a pleasure. They help me target the key areas most appropriate for our school, and makes advertising sensible and efficient."



"DNAinfo NY is a pleasure to work with, always available to help and advise on both a creative and strategy level. The results and feedback from the 1st month have been excellent, we will certainly be advertising again, it is money well spent."



"I like to advertise with DNAinfo.com because I feel that it is the most effective marketing possible in local advertising. My guests are local and the ability to pinpoint my message to my neighborhood is critical.... I want focused targeted messages to the people who count, my guests and my neighbors all across the Upper West Side."



"The staff at DNAinfo is extremely courteous and their service consistently efficient. With every campaign we have run, they have been successful in reaching our target audience while maintaining excellent communication in the process."

Traffic



**7+
MILLION**
Page Views

**2.5
MILLION**
Unique Visitors Monthly

Social Media



121,000+
Facebook Fans



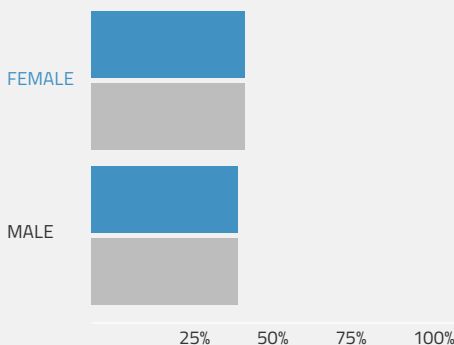
40,000+
Twitter Followers



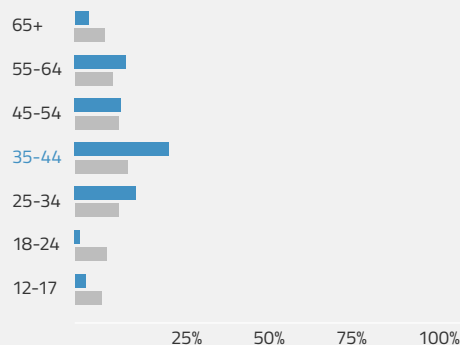
108,000+
Unique Newsletter Subscribers

Demographics

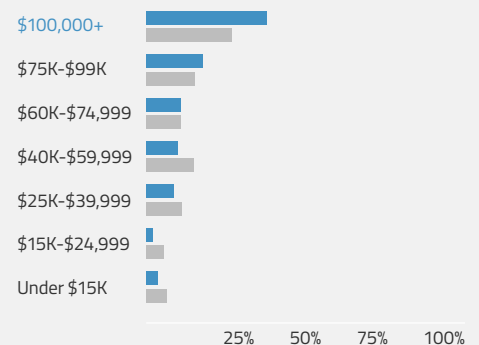
GENDER



AGE INDEX



HH INCOME INDEX



■ DNAinfo.com
■ National Internet Avg.

Source: Google Analytics

Contact us at sales@dnainfo.com or call us at 646-435-9100.

Get your advertising campaign started today with your neighborhood experts at DNAinfo.

810 7th Avenue, Suite 800
New York, NY 10019

DNAinfo has a full range of digital options to meet your marketing and advertising goals.



Display: Make an impression on your neighborhood, borough or city! Super banner, sky scraper, box ad, branded skin takeover, email newsletters and footers.



Mobile: Make an impression to your consumers on the go.



Email: Get your offer out to our over 80,000 newsletter subscribers. Sponsor our email newsletter with a 300x250 ad, or an exclusive dedicated eblast featuring your offer and content.



Social Media (Facebook, Twitter, Instagram & Neighborhood Square):
Get people talking about YOU.



Sponsored Content: An informative article written about your business, with links to your landing page, and GUARANTEED views!



Content Sponsorships: Your display ads will be targeted around content relevant to your business or industry, as well as 100% share of voice on your content homepage! Sponsorships include: Real Estate, Education, Food and Drink, Health and Wellness, Shopping, Crime and Mayhem.



Podcasts: DNAinfo has added on-demand podcasts to our mix of online, social media platforms. We offer targeted 30 second ad spots where a reporter reads your ad and talks about how your brand affects New Yorkers.



Neighborhood Square: Make an impression on this dynamic social platform powered by DNAinfo. Neighborhood Square is where your customers interact about the latest happenings in their neighborhood!

DNAinfo 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."

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."