

# 2019 MEDIA KIT



**am**NEWYORK

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# ALL THE NEWS YOU NEED IN A NEW YORK MINUTE

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amNewYork is a smart, sharply-designed print and digital publication that provides New Yorkers with content on New York City and the surrounding boroughs. amNewYork is available at high-traffic transit and tourist locations and delivered free to commuters via street teams and distribution boxes throughout the City. amNewYork is as much a daily habit for New Yorkers as their morning coffee.

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**HIGHEST NEW YORK CITY DISTRIBUTION AMONG NEW YORK CITY PAPERS**



Sources: amNewYork & Metro CAC Audit Reports, 12 months ended 9/30/18; NY Post AAM Audit Report, 12 months ended 9/30/18. New York Daily News AAM, Audit Report not available at this time.

Note: County projections based on one-day distribution (amNewYork & NY Post, Friday. Metro, Thursday)

# New York City

## The Largest Regional Economy in the United States

From the myriad of commuters who come in and out of Manhattan each day, to all the five-borough residents who call it home, New Yorkers are like no others—fiercely proud, unapologetically loyal, and 100% committed to the American Dream. This savvy and diverse population embodies the energy and optimism that defines the city.

Comprised of five boroughs—Manhattan, Brooklyn, Queens, Bronx and Staten Island—NYC is the most populated city in the country with over 8 million residents. As a center for global business and finance, NYC is home to the majority of well-known Fortune 500 companies. It is also home to some of America's best-known media and entertainment companies and professional sports franchises.

## News & Transit

New Yorkers choose amNewYork for its easy read and ability to get to the heart of important matters quickly and concisely. In the space of a subway ride, readers can learn the news of the day, gain important transit tips, and plan their evening activities.



## Health

New York's healthcare spending is among the highest in the nation and careers in healthcare are also among the fastest growing occupations, according to the Department of Labor. amNewYork is a rich source of information on both healthcare policy and employment opportunities.



## Education

New York boasts the third largest university system in the U.S. (CUNY), and a number of returning students. That's why amNewYork looks at the issues and trends (both editorially and through special sections) that affect students of all ages.



## Restaurants & Entertainment

New York City is one of the great culinary meccas of the world—bold flavors, diverse cuisine, and food enthusiasts eager to spend. amNewYork readers routinely fill restaurants and bars across the city. From fine dining to food trucks, amNewYork offers a variety of food and beverage coverage.

The fun doesn't stop there as residents of the city that never sleeps hit the town to take in all the city has to offer.

## Real Estate

New Yorkers turn to amNewYork's trusted content for ideas, information and inspiration to live their best lives. Our five borough residential real estate coverage helps prospective buyers and sellers explore, invest, improve or upgrade their #1 asset—their home.

amNewYork connects you with residents eager to find the best neighborhood for their families and their investment.



## Highest New York City Distribution Among New York City Papers

amNewYork continues to dominate as New York's #1 circulation newspaper among a crowded field of competitors. With its fresh perspective, free content and fast hand delivery, amNewYork is an integral part of New Yorkers' morning routines.



**THE BEST THINGS IN LIFE ARE FREE**  
NYC'S ORIGINAL FREE COMMUTER DAILY

### New York City 5 Boroughs Daily Circulation

<b>amNEWYORK</b>	<b>187,421</b>
<b>metr</b>	<b>162,514</b>
<b>NEW YORK POST</b>	<b>68,663</b>

Sources: amNewYork & Metro CAC Audit Reports, 12 months ended 9/30/18; NY Post AAM Audit Report, 12 months ended 9/30/18.

Note: County projections based on one-day distribution (amNewYork & NY Post, Friday, Metro, Thursday) New York Daily News AAM, Audit Report not available at this time.

### Manhattan Daily Circulation

<b>amNEWYORK</b>	<b>112,333</b>
<b>metr</b>	<b>107,204</b>
<b>NEW YORK POST</b>	<b>27,268</b>

Sources: amNewYork & Metro CAC Audit Reports, 12 months ended 9/30/18; NY Post AAM Audit Report, 12 months ended 9/30/18.

Note: County projections based on one-day distribution (amNewYork & NY Post, Friday, Metro, Thursday) New York Daily News AAM, Audit Report not available at this time.



# Print

## Newspaper

New York's favorite morning newspaper is distributed by hand via street teams and curbside boxes throughout the boroughs.

- Highest daily New York City distribution among all New York City papers
- Hand-delivered at high-traffic locations in and around Manhattan

amNewYork & Metro CAC Audit Reports, 12 months ended 9/30/18; NY Post AAM Audit Report, 12 months ended 9/30/18

Note: County projections based on one-day distribution (amNewYork & NY Post, Friday, Metro, Thursday) New York Daily News AAM, Audit Report not available at this time.



## Editorial Features

amNewYork offers topical content of interest to New Yorkers. Covering home, family, business and entertainment, amNewYork's themed sections\* help New Yorkers live their best lives.

### Monday

- Education
- Boroughs
- amPMc (McMullan)
- Eat & Drink

### Tuesday

- Business
- Style
- Eat & Drink
- Books
- Real Estate

### Wednesday

- Business
- Eat & Drink
- Health

### Thursday

- Education K-12
- Real Estate
- Travel
- Sunrise to Sunset (Seasonal)
- Eat & Drink

### Friday

- Business
- Weekend
- Eat & Drink

\*Subject to change



## Unique Print Opportunities

- Glossy, Bright White, or Newsprint Coverwraps
- Sticky Notes
- Pop-ups
- Integrated Advertising Units
- Sweepstakes & Contest Promotions
- Special Section Sponsorship Opportunities
- Exclusive Issue Ownership



STICKY NOTES

POP-UPS



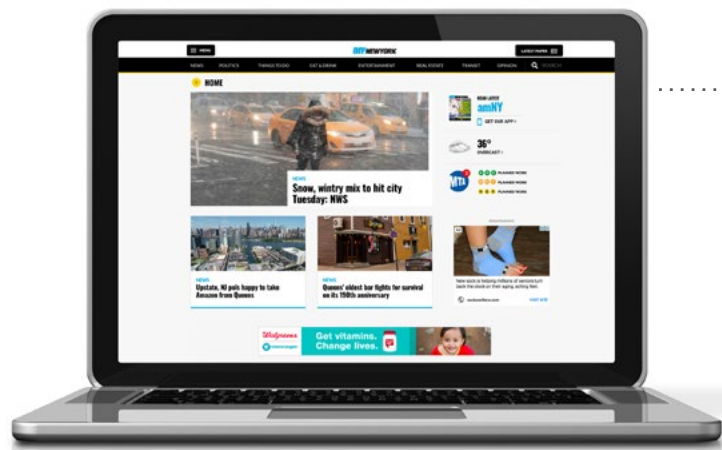
GLOSSY COVERWRAP

## Experiential Extension: Street Promoters

amNewYork's Street Promoters can be dressed in branded attire and distribute your flyer/offer to morning commuters along with amNewYork. Attire and marketing collateral provided by client.



# Digital



## amNY.com

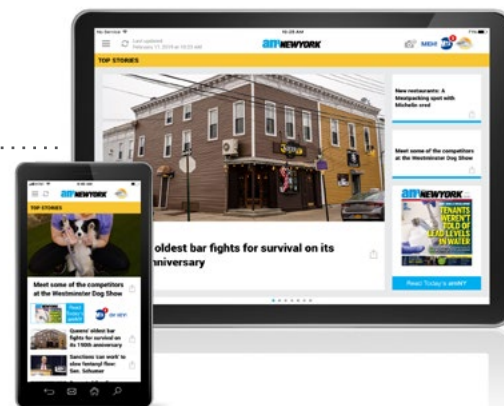
NYC's source for news and information with exciting interactive features and extensions.

- **2.1 million** average monthly page views
- **965,000** average monthly unique visitors
- **64%** of page views from mobile users

Source: Adobe Analytics, Q1 2019. Includes Web, App and Video Views.

## Mobile App

Our users are multi-device and connected 24/7. Our content-rich environment offers important transit, entertainment and City-based information in addition to news, sports and weather.



## Newsday Connect

- Full service website development & Internet marketing solutions for small businesses
- Strategies to increase web presence, expand customer base and drive revenue
- Search engine optimization brings website to the top of Google, Yahoo and Bing searches
- Social Media Manager packages take the hassle out of social media by managing and monitoring a complete program for you



## Programmatic Direct

- Scalable, automated solutions that optimize budgets
- Regional and hyper-local
- Private Marketplace (PMP)

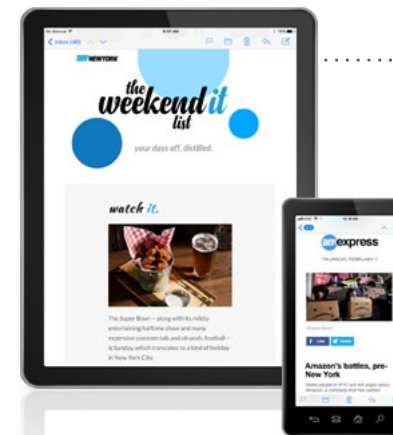
## Data and Analytics

- Reach Audience Extension
  - Contextual (Content) Targeting
  - Geo-Fence Targeting/Geo-Conquest Targeting
  - Re-Targeting
  - Mobile Location Re-Targeting
- Third-Party Data
  - Search Behaviors
  - Demographics
  - Interest/Intent



## amExpress, Daily and Weekend It List Newsletters

- Deployed to opt-in consumers
- Topical and timely
- Place your ad within content subscribers look for in their in-boxes daily



## AdMail/Email

- Direct-to-device communication to opt-in subscribers
- Dedicated and multi-brand emails may contain live links and downloadable coupons
- Target demographically and geographically



## Boroughs Editorial

Every Monday, amNewYork looks at the diversity and dynamics of each of New York's five boroughs. This insider's view of where to go and what to do focuses on one borough each week with a view of what's happening now. amNewYork's Boroughs editorial is a must-read for New Yorkers who are always on the lookout for the best their City has to offer, featuring:

- Trendy new art galleries
- Not-to-miss films and film festivals
- Must-try area restaurants
- And more!



## Special Editorial Features

amNewYork editors live and breathe our great City ensuring that all the special happenings and celebrations are covered in detail—for New Yorkers attending in person or in spirit. Coverage of these events gives the inside scoop on where to go, what to eat, and what to do around town. Special features include:

- St. Patrick's Day
- Tribeca Film Festival
- Cinco de Mayo
- Gay Pride Month
- Puerto Rican Day Parade
- And many more!



## Signature & Custom Events

amNewYork offers marketers a variety of experiential events to create awareness, convey information and stimulate trial. Sponsorships for these, and for custom-created events, are available on a first-come, first-served sole or category-exclusive basis.

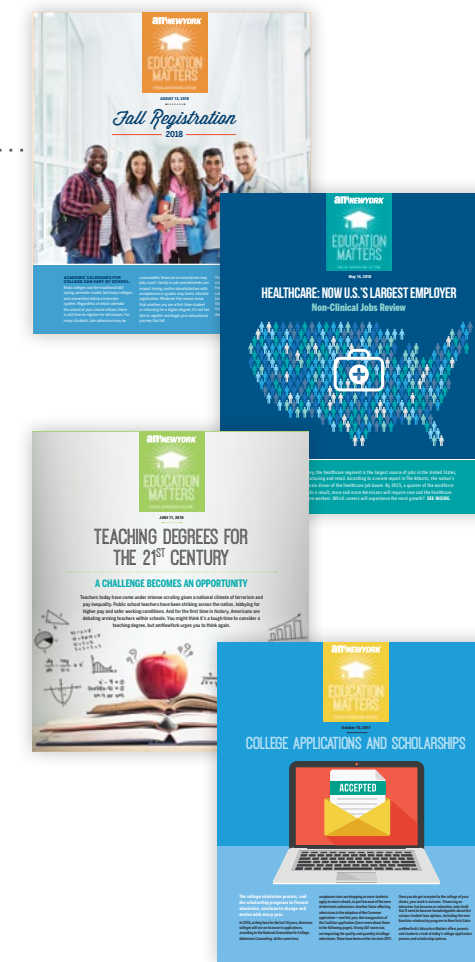
## Special Sections

amNewYork offers a variety of topical and themed content via our special interest sections throughout the year.

### Education Matters

Education Matters is designed for readers who are actively looking for information on area institutions, education trends, graduate programs, finance options, workforce training, and more! Available 12x per year.

Topic*	Issue Date*
Spring Registration	January 7
Financial Aid/Scholarships	February 11
Charter Schools	March 6
Latino College Expo	March 11
Teaching Degrees	April 8
Healthcare Career Paths	May 13
Fall Registration	June 10
Technology	August 12
Online Degrees	September 9
Careers in Hospitality/Food Industries	October 7
Grant Programs	November 18
Healthcare Career Paths	December 9



### Head to Toe Health

New Yorkers are ever on the lookout for ideas, inspiration and actionable information that can positively affect their health and that of their families. amNewYork's Head to Toe Health section covers the gamut of health issues with an emphasis on care and prevention. Available quarterly.

Topic*	Issue Date*
New Year, New You	January 16
Spring Into Health!	April 17
Summer Health/Mid-Year Health Check-Up	July 17
Health Awareness Month	October 16



## Brand360—Custom Content Studio

Branded content represents an increasingly popular and effective means of promotion for marketers. Custom content in the form of articles, photo listicles and video productions helps marketers bring their brands to life. Storytelling—using this print and/or digital form of advertising—is more organic, authentic and memorable, with compelling copy and visuals that increase viewability and shareability. With branded content/native advertising, marketers control the media and the messaging to offer actionable information about their brands.

### Custom Print & Digital Content

- Print and/or digital article pages turn custom-created or supplied information into a one-time or series of educational and informative content
- Photo listicles are ideal for graphically depicting aspirational and action-oriented tips, posing and answering questions, or providing detailed instruction
- Video galleries reinforce messaging with entertainment and information for tutorials, step-by-step instructions, client testimonials, location tours and more

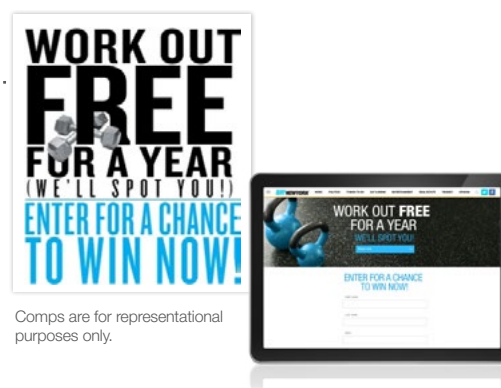


### Live Events—Consumer and B-to-B

- Bring your product or service to life in an experiential setting
- Align with Newsday/amNewYork's signature events to leverage interest and attendance
- Newsday's Brand360 may also work with you to create custom consumer and/or B-to-B events

### Contests & Sweepstakes

- Highly interactive, shareable across social networks, and serve as an excellent publicity for your brand
- Offers measurement, data capture, and name collection



Comps are for representational purposes only.

## Print Calendar: Editorial Features & Marketing Sections

### January

Golden Globes Preview	1/4/19
Education Matters MARKETING SECTION	1/7/19
AFC/NFC Championship Preview	1/16/19
Head-to-Toe Health MARKETING SECTION	1/17/19

### February

Black History Month	2/1/19
The Big Game Party Guide	2/1/19
Chinese New Year	2/4/19
New York Fashion Week	2/7-2/13/19
Grammys Preview	2/8/19
Education Matters MARKETING SECTION	2/11/19
Valentine's Day	2/13/19
Oscars Preview	2/22/19
Spring TV Preview	2/28/19

### March

Spring Movie Preview	3/1/19
Charter Schools MARKETING SECTION	3/4/19
Spring Music Preview	3/6/19
Education Matters MARKETING SECTION	3/11/19
Big East Tournament Preview	3/12/19
St. Patrick's Day	3/15/19
March Madness (NCAA) Preview	3/18-3/21/19
Style: Spring Preview	3/19/19
Spring Arts Preview	3/25/19
MLB Preview	3/28/19

### April

Education Matters MARKETING SECTION	4/8/19
NHL Playoff Preview	4/10/19
Masters Golf Preview	4/11/19
NBA Playoff Preview	4/11/19
Head-to-Toe Health MARKETING SECTION	4/17/19
Summer Real Estate Preview	4/18/19
Earth Day	4/22/19
Tribeca Film Festival Guide	4/24/19
NFL Draft Preview	4/25/19

### May

Cinco de Mayo	5/3/19
Mother's Day Guide	5/8/19
Education Matters MARKETING SECTION	5/13/19
Summer TV Preview	5/22/19
Summer Movie Preview	5/23/19
Summer Guide #1	5/30/19
Summer Guide #2	5/31/19

### June

Gay Pride Parade	6/3/19
Puerto Rican Day Parade Guide	6/7/19
Tony Awards Viewing Guide	6/7/19
Education Matters MARKETING SECTION	6/10/19
Father's Day Gift Guide	6/12/19
Summer Music Preview	6/19/19
NBA Draft Preview	6/20/19
NHL Draft Preview	6/21/19
NBA Finals	TBD
Stanley Cup Finals	TBD

### July

MLB All Star Game Preview	7/9/19
Head-to-Toe Health MARKETING SECTION	7/17/19

### August

Education Matters MARKETING SECTION	8/12/19
Fall TV Preview	8/21/19
Back-to-School Shopper's Guide	8/22/19
Fall Movie Preview	8/22/19
USTA Preview	8/26/19
Labor Day Weekend Guide	8/29/19

### September

NFL Season Preview	9/5/19
Fall Arts Preview	9/6/19
New York Fashion Week (Spring/Summer)	9/6-9/14/19
Education Matters MARKETING SECTION	9/9/19
Hispanic Heritage Month	9/13/19
Style: Fall Preview	9/17/19
Fall Real Estate Preview	9/19/19

### October

New York Comic Con Preview	10/3/19
Education Matters MARKETING SECTION	10/7/19
Wine & Food Festival Guide	10/10/19
Head-to-Toe Health MARKETING SECTION	10/16/19
Halloween Guide	10/25/19
MLB Playoffs	TBD
NHL Season Preview	TBD
NBA Season Preview	TBD

### November

NYC Marathon Coverage	11/1/19
Best of New York I	11/12/19
Best of New York II	11/13/19
Education Matters MARKETING SECTION	11/18/19
Thanksgiving Shopping Guide	11/27/19
Winter TV Preview	11/27/19
Holiday Movie Guide	11/29/19

### December

Cyber Monday	12/2/19
Holiday Gift Guide	12/3/19
Education Matters MARKETING SECTION	12/9/19
Last-Minute Gift Guide	12/17/19
New Year's Party Guide	12/27/19

Note: Dates subject to change.



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