

2017 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. With a combined print and digital audience of nearly 1.3 million adults¹, amNewYork is as much a daily habit for New Yorkers as their morning coffee.

.....

**HIGHEST DAILY CIRCULATION
OF ANY NEW YORK TABLOID²**



Sources: ¹NY Scarborough, 2016 (Release 2), Base: NY DMA;
²amNewYork CAC Audit Report, 12 months ending 9/30/15

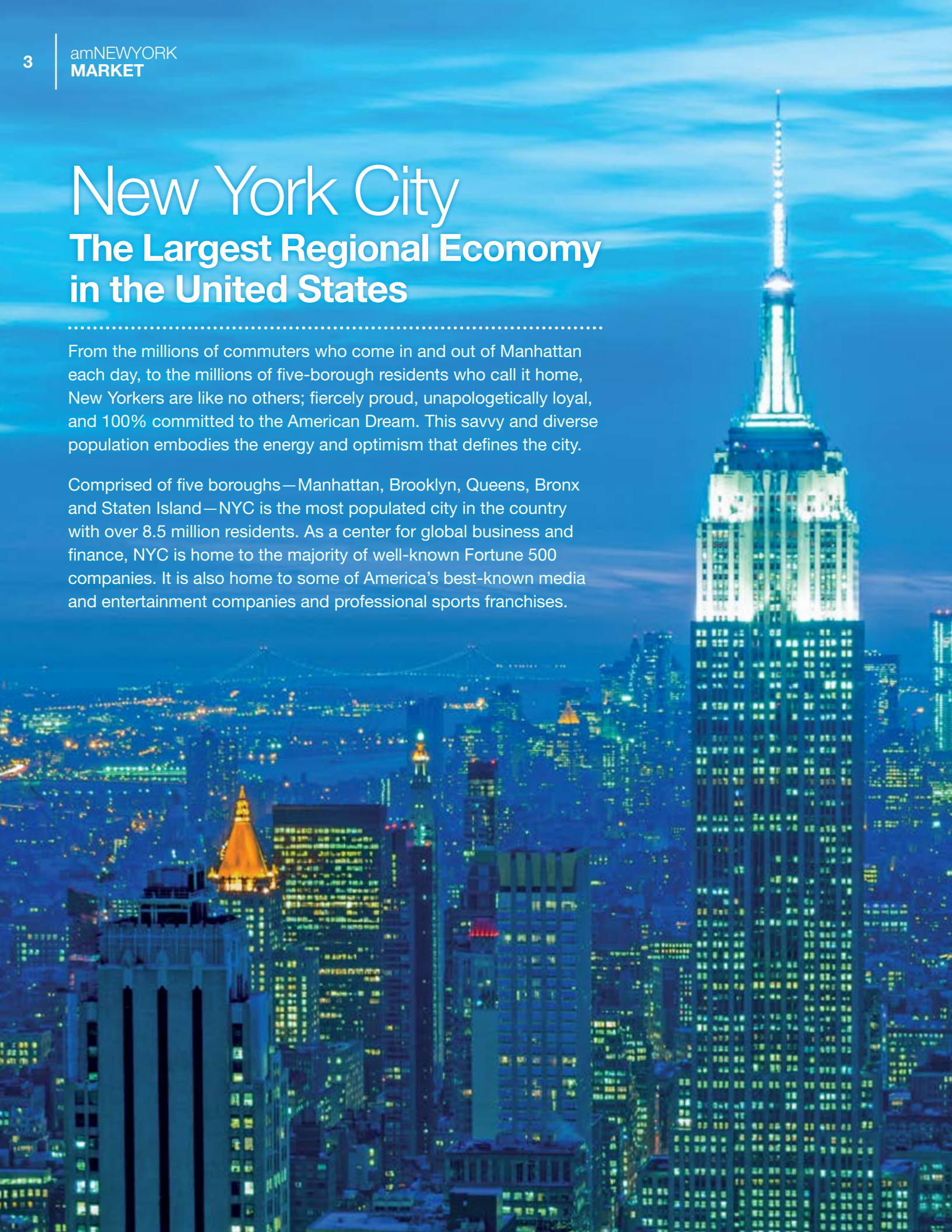
New York City

The Largest Regional Economy in the United States

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From the millions of commuters who come in and out of Manhattan each day, to the millions of 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 8.5 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 & Education

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.

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

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.

Sports

With eight, volatile professional teams, some New Yorkers might argue that sports is entertainment. That's why amNewYork brings the latest scores and stats in relatable language that only a hometown native can offer.

Serving as a game-changer in sports news coverage, amNewYork editors publish team victories, player profiles and behind-the-scenes information for devoted fans.



2,200,000
New Yorkers use public transportation to commute in and throughout NYC¹



166,580
New Yorkers took Adult Continuing Education classes in the past 12 months²



amNY readers spent over
\$43 MILLION
dining out in the past month²



475,000
amNY readers attended a professional sporting event in the past year²

Highest New York City Distribution Among All New York City Papers

New York City 5 Boroughs Daily Circulation

amNEWYORK 296,227

metr 199,385

DAILY NEWS 131,457

NEW YORK POST 89,546

Sources: amNewYork and Metro CAC Audit Report, 12 months ending 9/30/2015; NY Daily News and NY Post AAM Audit Report, 12 months ending 9/30/2015



THE BEST
THINGS IN LIFE
ARE FREE
WE WERE THE FIRST
FREE PAPER
IN NYC

Breakdown of Daily Circulation/Reach

	Manhattan	Queens	Brooklyn	Bronx	Other
Daily Circulation	209,731	43,456	36,679	6,361	2,751
Daily Reach	219,904	136,884	175,823	80,391	74,058

Sources: CAC Audit Report 12 months ending 9/30/15 (Projected Friday Average); Scarborough NY, 2016 (Release 2).



Audience Profile

amNewYork Print/Digital Weekly Audience

Gender

Men	47%
Women	53%

Age

Age 18 - 34	35%
Age 35 - 49	27%
Age 50 or Older	39%
Median Age (years among 18+)	43

Marital Status

Married	32%
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Level of Education

College Educated	65%
College Graduate	33%
Any Post Graduate	14%

Occupational Summaries *(among employed)*

White Collar	45%
Blue Collar	26%
Management, Business & Financial Operations	16%
Professional & Related Occupations	17%

Household Income

\$50,000+	45%
\$75,000+	32%
\$100,000+	21%
Average HH Income	\$46,258

Household Composition

Children in Household	32%
Own Residence	24%
Median Market Value of Owned Home	\$548,728



Print

The Newspaper

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

- Highest New York City distribution among all New York City papers
- **1.2 million** weekly readership
- Hand-delivered at high-traffic locations in and around Manhattan

Sources: CAC & AAM Audit Reports; Scarborough NY, 2016 (Release 2), Base: 5 Boroughs



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
- Brooklyn
- Patrick McMullen
- Pets

Tuesday

- Business
- Style
- Travel
- Secrets of New York (bi-monthly)
- City Living (bi-monthly)

Wednesday

- Business
- Dining Out
- Health

Thursday

- Real Estate
- Sunrise to Sunset

Friday

- Business
- Weekend

*Subject to change



EXCLUSIVE OWNERSHIP COVERWRAP

Unique Print Opportunities

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

STICKY NOTES



POP-UPS



PROFESSIONAL STREET PROMOTIONS



Digital



amNY.com

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

- **10.7 million** monthly page views¹
- **1.2 million** monthly unique visitors²
- **67%** of page views from mobile users¹

Sources: 1 Adobe Omniture February 2017; 2 ComScore February 2017

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.



Layout and design elements are subject to change.

Brand360 Custom Content Studio

- Fully customized branded messaging in the form of articles, photo listicles and/or video galleries, featuring links to your site
- Home page and section front headlines and display ads drive users to your content
- Targeted, social media amplification campaign to encourage sharing



Programmatic Direct

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

Data/Custom Targeting

- Data management platform

First-Party Data

- On-site Proprietary Data
- Site/Section Visitors
- Social Sharers
- On-site Searchers
- Subscribers

Third-Party Data

- Search Behaviors
- Browsing History
- Offline Purchases
- Demographics
- Interest/Intent



amExpress and Daily Newsletters

- Deployed to opt-in consumers
- Topical and timely

Email

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



Secrets of New York

amNewYork's signature editorial feature, exposes the behind-the-scenes stories, checkered histories, and titillating trivia on some of the City's best known landmarks.

- Appears 24/7 at amNY.com
- Bi-monthly (on Tuesday), in the print edition of amNewYork

A favorite of the press, "Secrets" has been picked up by every major news outlet. Eminently shareable, "Secrets" is also a social media phenomenon, with thousands of shares and likes.



Special Sections

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

- **Education Matters:** Designed for readers who are actively looking for information on area institutions, education trends, graduate programs, finance options, workforce training, and more! Available ten times per year.
- **Education Spotlight:** amNewYork's other education-focused section is published twice a year and appropriately timed around Spring and Fall registration periods for new and returning students.
- **Head-to-Toe Health:** This section covers the gamut of health issues with emphasis on care and prevention. Available quarterly, topics highlight overall health, allergies, chronic disease, and 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.



amNewYork's Street Elite

Combine the reach of outdoor advertising with involvement of performance art through amNewYork's Street Elite. Our Street Elite performance team is a group of trained actors who put the "expert" in experiential to create awareness and buzz for partnering brands. These professional actors, singers and entertainers bring advertiser messages to life in fun and attention-getting ways and actively engage with consumers. Positioned at some of the most heavily trafficked areas through Manhattan and the surrounding boroughs, Street Elite teams offer heightened exposure, experiential marketing and tremendous social sharing.

Our in-house promotion team works with partners to drive the results they need – be it tune-in, trial, new store opening, new product launches, or to build brand awareness.

Street Elite hits the streets during the morning or evening commute to hundreds of thousands of pedestrians per time period.



The Power of Two

Newsday & amNewYork

Newsday is Long Island's largest print and digital content provider. Together with amNewYork, its urban sister, they offer complete coverage of the most important, most affluent, and most influential seven counties in the NY DMA.

- **1.4 million** combined daily readership¹
- **5.7 million** monthly unique visitors²
- **Less than 5%** duplication between brands¹

\$100,000+ HHI Daily Reach

Newsday & amNewYork	473,988
The New York Times	388,636
New York Post	299,968
Daily News	297,054

Exclusive Readership

Over **887,000** Newsday and amNewYork daily readers are not reached by any other single New York newspaper (Daily News, New York Post or The New York Times)¹

87% Read only Newsday & amNewYork, not The New York Times
59% do not visit NYTimes.com

82% Read only Newsday & amNewYork, not the New York Post
81% do not visit NYPost.com

78% Read only Newsday & amNewYork, not the Daily News
72% do not visit NYDailyNews.com



Source: ¹Scarborough NY 2016 (Release 2). Base 5 NYC Boroughs and Nassau & Suffolk Counties; ²ComScore February 2017– Includes Newsday.com & amNewYork.com

Print Calendar: Editorial Features & Marketing Sections

January

Travel: Romantic Getaways	1/3/17
Golden Globes Preview	1/6/17
Education Spotlight MARKETING SECTION	1/9/17
Head-to-Toe Health MARKETING SECTION	1/18/17
AFC/NFC Championship Preview	1/20/17
Chinese New Year	1/27/17

February

Black History Month	2/1/17
The Big Game Party Guide (Super Bowl)	2/3/17
Education Matters MARKETING SECTION	2/6/17
New York Fashion Week (Fall/Winter)	2/9/-2/17/17
Grammys Preview	2/10/17
Valentine's Day	2/13/17
Travel: Spring Break/Cruises	2/14/17
Oscars Preview	2/24/17
Charter School Open House	2/27/17

March

Spring TV Preview	3/2/17
Spring Movie Preview	3/3/17
Education Matters MARKETING SECTION	3/6/17
Big East Tournament Preview	3/7/17
Spring Music Preview	3/8/17
March Madness (NCAA) Preview	3/10/17
St. Patrick's Day	3/17/17
Style: Spring Preview	3/21/17
Spring Arts Preview	3/27/17

April

Masters Golf Preview	4/6/17
Education Spotlight MARKETING SECTION	4/10/17
NHL Playoff Preview	4/12/17
NBA Playoff Preview	4/13/17
Head-to-Toe Health MARKETING SECTION	4/19/17
Tribeca Film Festival Guide	4/19/17
Spring Real Estate Preview	4/20/17
Earth Day	4/21/17
NFL Draft Preview	4/27/17

May

Cinco de Mayo	5/4/17
Education Matters MARKETING SECTION	5/8/17
Theater Guide MARKETING SECTION	5/10/17
Mother's Day Guide	5/12/17
Travel: Northeast Getaways	5/16/17
Summer TV Preview	5/24/17
Summer Movie Preview	5/25/17

June

Summer Guide #1	6/1/17
Summer Guide #2	6/2/17
Education Matters MARKETING SECTION	6/5/17
Puerto Rican Day Parade Guide	6/9/17
Tony Awards Viewing Guide	6/9/17
Father's Day Gift Guide	6/16/17
Summer Music Preview	6/21/17
NBA Draft Preview	6/22/17
NHL Draft Preview	6/23/17
Gay Pride Parade	6/23/17
Wimbledon Preview	6/30/17
Stanley Cup Finals	TBD
NBA Finals	TBD

July

Education Matters MARKETING SECTION	7/10/17
MLB All Star Game Preview	7/11/17
Head-to-Toe Health MARKETING SECTION	7/19/17

August

Education Spotlight MARKETING SECTION	8/14/17
Fall TV Preview	8/23/17
Back-to-School Shopper's Guide	8/24/17
Fall Movie Preview	8/24/17
USTA Preview	8/28/17
Travel: Fall Travel/Quick Getaways	8/29/17
Labor Day Weekend Guide	8/31/17

September

Education Matters MARKETING SECTION	9/5/17
New York Fashion Week (Spring/Summer)	9/7-9/14/17
NFL Season Preview	9/7/17
Fall Arts Preview	9/8/17
Museum Guide MARKETING SECTION	9/13/17
Style: Fall Preview	9/19/17
Fall Real Estate Preview	9/21/17

October

New York Comic Con Preview	10/5/17
Hispanic Heritage Month	10/6/17
Education Matters MARKETING SECTION	10/10/17
Wine & Food Festival Guide	10/11/17
Head-to-Toe Health MARKETING SECTION	10/18/17
Halloween Guide	10/30/17
Travel: Sun & Ski Special	10/31/17

November

NYC Marathon Coverage	11/3/17
Education Matters MARKETING SECTION	11/13/17
Best of New York I	11/14/17
Best of New York II	11/15/17
Thanksgiving Shopping Guide	11/22/17
Cyber Monday Guide	11/27/17
Winter TV Preview	11/29/17

December

Holiday Movie Guide	12/1/17
Holiday Gift Guide	12/4/17
Education Matters MARKETING SECTION	12/11/17
Last-Minute Gift Guide	12/19/17
New Year's Party Guide	12/29/17

Note: Dates subject to change.



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