



## **CITY LIMITS MEDIA KIT ADVERTISERS' GUIDE**

*City Limits is a leading civic news organization, publishing investigative journalism and resources for people who are passionate about New York City.*

[www.citylimits.org/advertising](http://www.citylimits.org/advertising)

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# About City Limits

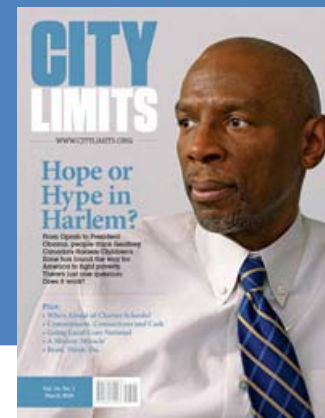
City Limits is a leading civic news organization, publishing investigative journalism and resources for people who are passionate about New York City.

**We chronicle the story of the city's urban agenda.**

**Our bi-monthly magazine and website provide** journalists, photographers, multimedia artists, and community voices a destination to uncover important facts and analyze complicated issues.

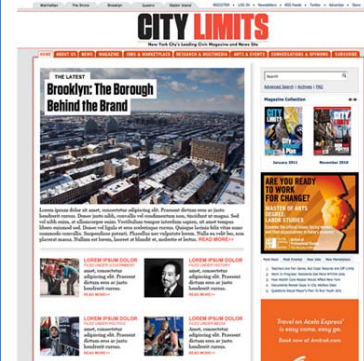
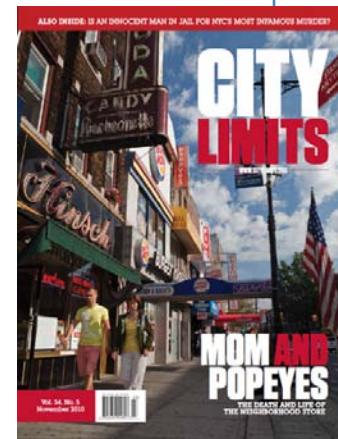
By providing **a rare platform for the city's different stakeholders** to make their voices heard on civic topics, we are the largest of the city's non-profit news organizations.

- 1) **Our Audience**
- 2) **Editorial Focus**
- 3) **Audience Interests**
- 4) **Our Advertising Partners**
- 5) **CityLimits.org**
- 6) **City Limits Magazine**
- 7) **City Limits E-Newsletters**



# CITY LIMITS

## Media Kit



# Our Audience

**We attract more than ½ million young and mid-age professionals, who are successful, civic-minded, and active change-agents.**

They follow, curate, and lead local and national conversations around important issues and depend on City Limits to stay informed. Our resources are catered to address their lifestyle and professional development needs.

**44%** – Male  
**56%** – Female

**Average Age** – 36  
73% of our audience is under 50

## Our Affluent Audience

42% – \$100k HHI +  
27% – \$60 - \$100k

## Demographic

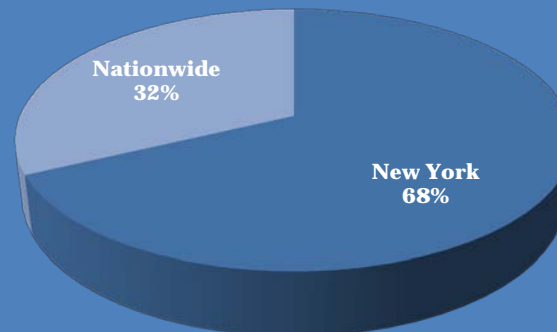
71% – Caucasian  
19% – African American  
5% – Hispanic  
4% – Asian  
1% – Other

## High Education Level

27% – Graduate  
42% – Bachelors

## No Kids In Household

77% – No Kids  
23% – Kid in Household



# Our Editorial Focus

**“If not for City Limits, no one would have paid any attention.”**

Our investigative journalism takes two approaches: localizing national stories and connecting neighborhood and city-wide stories to larger policy debates and decisions. Each investigation draws its own audience of readers, which includes influentials and advocates.

## Our Marketplace Niche

We are unique in New York’s media marketplace because our coverage spurs mainstream media coverage and is an agent for public policy change.

## Our Core Urban Issues:

Housing and Development • Government and Politics • Education  
Business and Economy • Health and Environment • Law and Justice

## Our Partners



The Ira W. DeCamp  
Foundation

# Audience Interests

Our target audience is passionate about New York City and the urban agenda in Washington D.C. and Albany. They represent the best and the brightest in government, non-profit, academia, social services, and media.

They are a progressive audience and participatory in the public discourse, through volunteer opportunities and community engagement.

## Audience Interests and Affinities

**Travel Destinations, Deals, and Opportunities**  
**Government and Political Campaigns**  
**Social Causes and Advocacy**

**Degrees and Leadership Programs**  
**Career Resources and Opportunities**

**Technology and Telecommunications**  
**Arts, Books, and Cultural Events**

**Non-Profit Services**  
**Environment and Sustainability Initiatives**

### Our Audience:

#### Also Reads...

The New York Times  
New York Observer

#### Visits Sites Like:

NYC.gov  
Idealist.org  
WNYC  
Planetizen  
NY Curbed

# Our Advertising Partners

Businesses, Brands, Non-Profits, and Organizations that have advertised with City Limits.

# CITY LIMITS

## Media Kit



MENDOZA COLLEGE OF BUSINESS



# CityLimits.org

The newly designed CityLimits.org is the largest non-profit civic news website in New York City — featuring regularly updated news stories, commentary, and community interaction. The site's research sections, career resources, arts and events, and compelling multimedia provide an indispensable resource for New Yorkers seeking civic news and information.

**50,000 Unique Visitors Per Month**

**22,000 Registered in My CityLimits**

**2,000 Facebook /Twitter Followers**

**450,000 Unique Visitors Per Year**

**65% of our daily visitors are new**

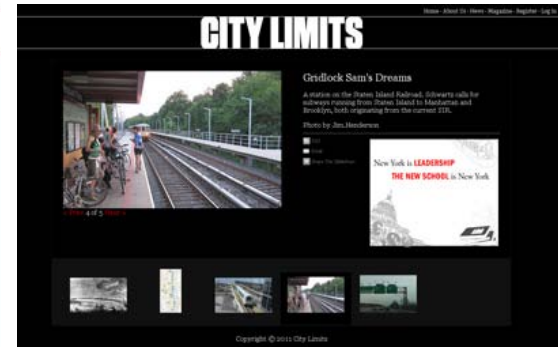
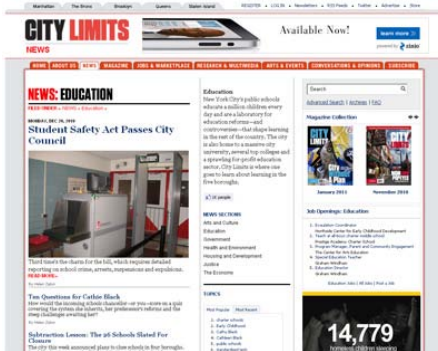
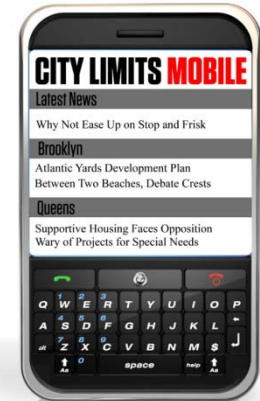
**200,000  
Monthly Page Impressions**

## Advertising Sizes

- 300 by 250
- 728 by 90
- 250 by 250
- 160 by 600

# CITY LIMITS

## Media Kit



# City Limits Magazine

Our award-winning magazine combines our long-form investigative journalism with eye-catching photography and designs by one of the nation's leading creative firms. Each magazine tackles one key investigative area with the goal of spurring discussion and generating interest around underreported issues.

Our core readership includes the region's top leaders in business, philanthropy government, and well-informed citizens and professionals who are passionate about the issues we cover.

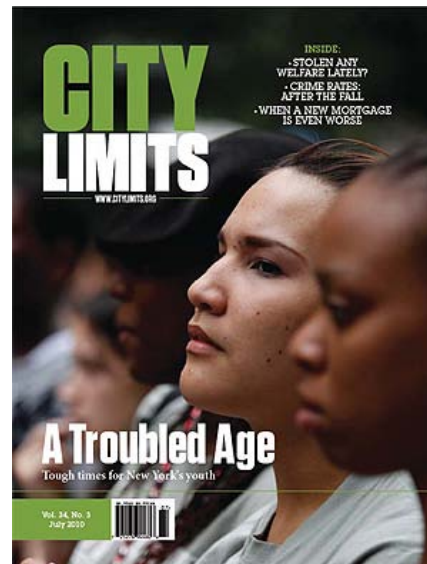
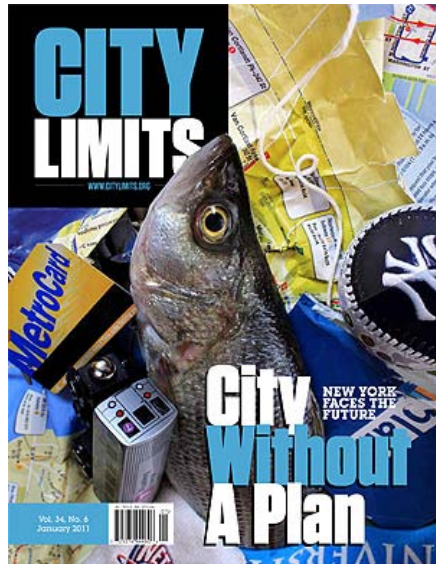
# CITY LIMITS

## Media Kit

**Bi-Monthly, Full Color Magazine**

**Readership: 10,000**

**Available in print and e-readers.**



HUDSON  
GROUP  
Retail Specialists

BARNES & NOBLE  
BOOKSELLERS

BORDERS®

# City Limits E-Newsletters

City Limits' e-newsletters reach influential leaders in the city's government, non-profit, advocacy, law, business, media, and academic sectors. The e-newsletters provide an effective medium to reach a targeted consumer base who trust City Limits platform for their informational needs.

**News E-mail • Career E-mail • Events Email • Monthly E-mail**

Nearly 22,000 subscribers receive our latest investigations, career opportunities, civic events and community announcements.

**24%**  
Director-Level Positions

**20%**  
Non-Profit Professionals

**7%**  
Government Agency Employees

**7%**  
Undergrad & Graduate Students

**3%**  
Journalists & Writers

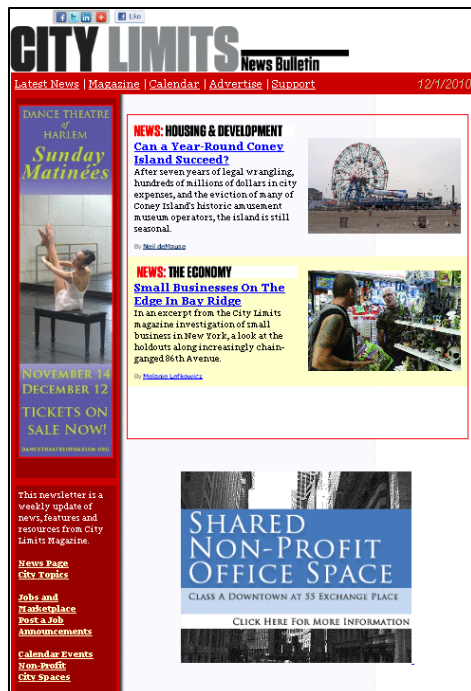
**21,000**  
Monthly Emails

**11,000**  
News Emails

**7,000**  
Career Emails

**1,000**  
Events Emails

**Average Open-Rates:**  
25-30 percent





# CITY LIMITS MEDIA KIT

## ADVERTISERS' GUIDE

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**Download Media Kit and Rate Cards**

[www.citylimits.org/advertising](http://www.citylimits.org/advertising)

