Investigating the City. Empowering Communities.

2018 Media Kit
City Limits is an award-winning, non-profit news agency that uses investigative journalism through the prism of New York City to identify urban problems, examine their causes, explore solutions, and equip communities to take action.

Our readers are advocates, policy makers, public servants, elected officials, community leaders, academics, professionals, city dwellers who trust City Limits to report on key urban issues with in-depth coverage that gives them the information they need to be more informed, engaged citizens.

They are passionate about making a difference in their communities. Our readers are influencers, have strong values, and rely on City Limits as their trusted source of news and information.

76% of City Limits readers report that they are a source for friends and family when it comes to policy and political issues.
City Limits readers are a diverse group of engaged, dynamic citizens, community leaders, & consumers.

**Education**
- 86% have a college degree
- 57% have a higher education degree
- 15% have a doctoral degree

**Income**
- One third earn more than $100,000
- Average income of $84,250
- More than half earn more than $75,000

**Diversity**
- 53% Caucasian
- 19% African American
- 11% Latino
- 10% Multiple
- 10% Asian
ABOUT OUR AUDIENCE

They pride themselves on their local knowledge and community engagement. City Limits readers work to make their communities a better place.

**Professionals Involved in Impactful Work**
- 20% work for a nonprofit
- 14% work for the government
- 9% work in education
- 7% work in healthcare
- 6% work in social services
- 6% work in media

**Politically Involved**
- 93% vote in national elections
- 90% vote in local elections
- 62% have written to a public official or testified at a public hearing in last 3 years
- 61% donated money or time to a candidate running for office in past 5 years

**Charitable**
- 86% give to charities annually
- 76% believe socially responsible investing is important
- 67% have volunteered in the past two years

**Digitally Savvy**
- 76% read the news on a digital device
- 63% use social media at least once a day
- 35% read the news on a mobile or smart phone
Sponsorship Opportunities

WEBSITE
2,500,000 annual page views

NEWSLETTERS
Over 25,000 subscribers

EVENTS
Hundreds of attendees

SOCIAL MEDIA
75,000 twitter followers & 30,000 Facebook followers

JOBS BOARD
Tens of thousands of applicants
OUR OPPORTUNITIES

WEBSITE

Updated daily, the City Limits website reaches close to 1,000,000 readers for 2,500,000 page views annually.

Editorial sections include: ZoneIn, WorkSite, Health & Environment, Housing & Development, Economy, Government, Education, Food & Arts, UrbaNerd, and the Citizen’s Toolkit.

Sponsorship includes full ROS ad inventory for 30 days. Available banner space is limited to the website leaderboard and the right rail, ensuring maximum exposure of your message.
The City Limits Free Weekly Newsletter reaches over 25,000 opt-ins. Newsletter sponsorship is exclusive, with a single sponsor being featured per week.

Additional newsletter opportunities include:

Zonein — a Neighborhood specific monthly newsletter

Election Watch - a daily newsletter tracking all NYC campaigns
OUR OPPORTUNITIES

EVENTS

Sponsor a City Limits event with custom partner opportunities

City Limits Annual Gala

City Limits Lecture Series & Trivia Nights
The most influential leaders and organizations rely on the City Limits Jobs Board to find the right hire.

Our audience of successful, civic-minded professionals represent the best and brightest in government, non-profit, academia, economics, media, social services, and more — and they’re ready to hear from you about their next job.

Our Jobs Board is the top destination on our site, with hundreds of jobs posted and tens of thousands of applications sent in.
EXPAND YOUR MESSAGE

SOCIAL MEDIA

Over 73,000 followers
@citylimitsnews

Over 30,000 followers
@citylimits.org
ABOUT OUR SPONSORS

Join a trusted league of sponsors.

City Limits sponsors include leading companies, institutions, nonprofits, unions, and service providers.
Banner Size Options

Right Rail: 300 x 600

Leaderboard: 720 x 90

Right Rail: 300 x 250
We look forward to creating a program that meets your marketing goals. Please contact:

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