



**CITY**LIMITS

# DIGITAL MEDIA KIT

REACH AN **INFORMED,**  
**INVOLVED** AND  
**INFLUENTIAL** AUDIENCE



## Reach An Audience With Impact

City Limits Readers are Informed, Involved and Influential:

**80%** Have a college degree, and more than 50% a graduate degree

**88%** Give to charities annually

**93%** Vote in elections

**75%** Say they are the person people come to for political advice.

**70%** Share stories they have read on City Limits

City Limits uses investigative journalism through the prism of New York City to identify urban problems, explore solutions, and equip communities to take action. Your message will get the same thoughtful attention by our readers as the City Limits reporting they have come to rely on.



City Limits Executive Editor and Publisher, Jarrett Murphy with New York City Comptroller, Scott Stringer.



FEMALE - 55%  
MALE - 45%

### **They Are Professionals and Their Work has Impact**

60% WORK IN THE PUBLIC SECTOR  
ONE-THIRD WORK IN GOVERNMENT  
EMPLOYED - 75%

### **They are Educated**

COLLEGE DEGREE - 84%  
HIGHER DEGREE - 51%  
DOCTORATE - 14%

### **They Give to Charities**

88% GIVE TO CHARITIES ANNUALLY  
ON THE AVERAGE THEY GIVE \$2,283

### **They are Digitally Savvy and Reshaping the Way News is Consumed**

76% READ THEIR NEWS ON A DIGITAL DEVICE  
35% ON THEIR MOBILE OR SMART PHONE  
63% USE SOCIAL MEDIA AT LEAST ONCE A DAY  
75% DO WEEKLY

### **They Have a High Disposable Income**

THEIR AVERAGE INCOME IS \$84,250  
CLOSE TO HALF THE AUDIENCE EARNS MORE THAN \$75,000  
ONE-THIRD OF THE AUDIENCE EARNS MORE THAN \$100,000

### **They Give Their Time as Well as Money**

67% HAVE VOLUNTEERED IN THE PAST YEAR, AT AN AVERAGE OF 5 HOURS PER MONTH  
MORE THAN HALF ARE INVOLVED IN THEIR LOCAL COMMUNITY GROUPS, INCLUDING PTA AND COMMUNITY BOARDS

### **They are Politically Involved**

93% VOTE IN NATIONAL ELECTIONS  
90% VOTE IN LOCAL ELECTIONS  
61% DONATED MONEY OR TIME TO A CANDIDATE RUNNING FOR OFFICE IN PAST 5 YEARS  
62% HAVE WRITTEN TO PUBLIC OFFICIAL OR TESTIFIED AT A PUBLIC HEARING IN PAST 3 YEARS

### **They Share Their Views, and are Influential**

62% HAVE WRITTEN TO PUBLIC OFFICIAL OR TESTIFIED AT A PUBLIC HEARING IN PAST 3 YEARS  
76% SAY THEIR FAMILY AND FRIENDS COME TO THEM FOR THEIR OPINIONS AND ADVICE ON  
POLICY ISSUES OR POLITICAL TOPICS  
70% SHARE STORIES FROM CITY LIMITS



# WEBSITE:

Updated Daily

Over **1,000,000** unique viewers annually

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**'Straight Up!' Talk About Covering Race, Violence, Policing**  
By Jarrett Murphy | May 26, 2015  
From Ferguson to Freddie Gray, the past year's headlines have driven unprecedented attention to the question of how the media covers—or fails to cover—race. The latest episode of Brooklyn Independent Media's Straight Up! explores the topic.

**BROKEN WINDOWS Report Tells Horror Stories of NYPD's Broken Windows Strategy**  
An advocacy group has collected 117 anecdotes about the NYPD's enforcement of low-level criminal offenses. The tales come in varying flavors of injustice, inconvenience and inefficiency.

**GARBAGE Landfill Legacies in New York City**  
A multimedia look at the past, present and future of waste in New York City.

**URBANERD Some City Agency Headcounts Have Soared. Others, not so Much.**  
The civilian headcount at the Fire Department has more than tripled in the past two decades, while staffing at the Commission on Human Rights has been more than halved. How do the changes

**THE WORK SITE: NEWS FOR WORKERS, JOB SEEKERS AND EMPLOYERS**  
Confused About NY's Scaffold Law? We're Here to Help.

GYMSHARK  
CHECK OUT OUR MOST STUNNING

# NEWSLETTER:

Targeted Weekly Newsletter

**25,000** opt-ins

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**CITYLIMITS WEEKLY READ**  
REAL ISSUES. REAL STORIES.  
May 21st, 2015 | Donate | More News

**NEW YORK'S TRASH CHALLENGE**  
The more than 10,000 tons of garbage that New York City produces a day are taking a rising toll — in higher municipal spending, the city's carbon footprint, burdens on neighborhoods and impact on landfill communities from upstate to Kentucky. Can New York come up with a better way to take out the trash? [Read More](#)

**Cyclists Blame Safety Worries for Lack of Bikes in the Bronx**  
Long commutes, hills and other obstacles also help to explain why borough-wide biking rates are lowest in the Bronx. [Read More](#)

**Has Deep Effects on Families**  
Family finances, child health and mother-child attachment are affected when a mother lacks access to paid maternity leave, according to the new research. [Read More](#)

**UrbaNERD: A Year of Construction Accidents in New York City**  
City records display a sometimes hidden side of daily life in the city—the minor mishaps and serious accidents that occur on construction sites. [Read More](#)

**THIS WEEK'S SNAPSHOT**  
We want to see your photos of NYC!  
Know someone who takes amazing photos? Do you have a few NYC photos you'd like to share? Send them our way and you can be featured on our pages and in our newsletter!  
Send photos to [Frederick@citylimits.org](mailto:Frederick@citylimits.org) or on twitter [@fredtjoseph](https://twitter.com/fredtjoseph)  
For more photos, please visit our [NYC Snapshot page](#)

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# EVENTS:

Meet New York's most influential and informed readers

City-wide and community focused events

Exclusive Sponsor Opportunities





OVER THE PAST YEAR OUR TRAFFIC HAS INCREASED BY OVER 200%! REACH MORE THAN 1,000,000 UNIQUE VIEWERS ANNUALLY:

# 125,000

UNIQUE VIEWERS MONTHLY

# 450,000

PAGEVIEWS MONTHLY

# 1,000,000

IMPRESSIONS MONTHLY

**EXPAND YOUR REACH THROUGH OUR VIBRANT MOBILE AND SOCIAL MEDIA CHANNELS:**

35% OF OUR AUDIENCE ACCESSES NEWS VIA THEIR MOBILE

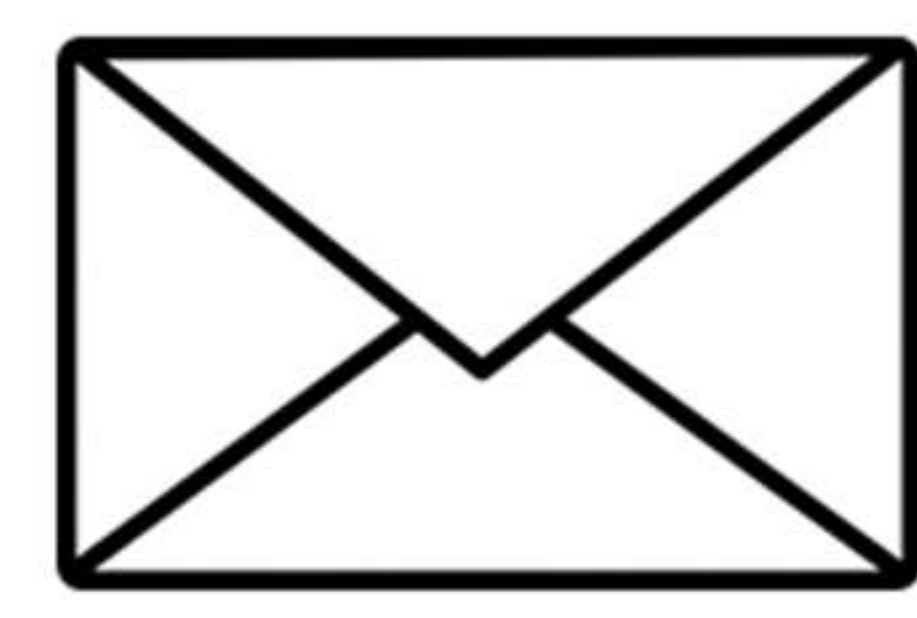
75% OF OUR READERS USE SOCIAL MEDIA WEEKLY



**74,000 FOLLOWERS**



**32,000 LIKES**



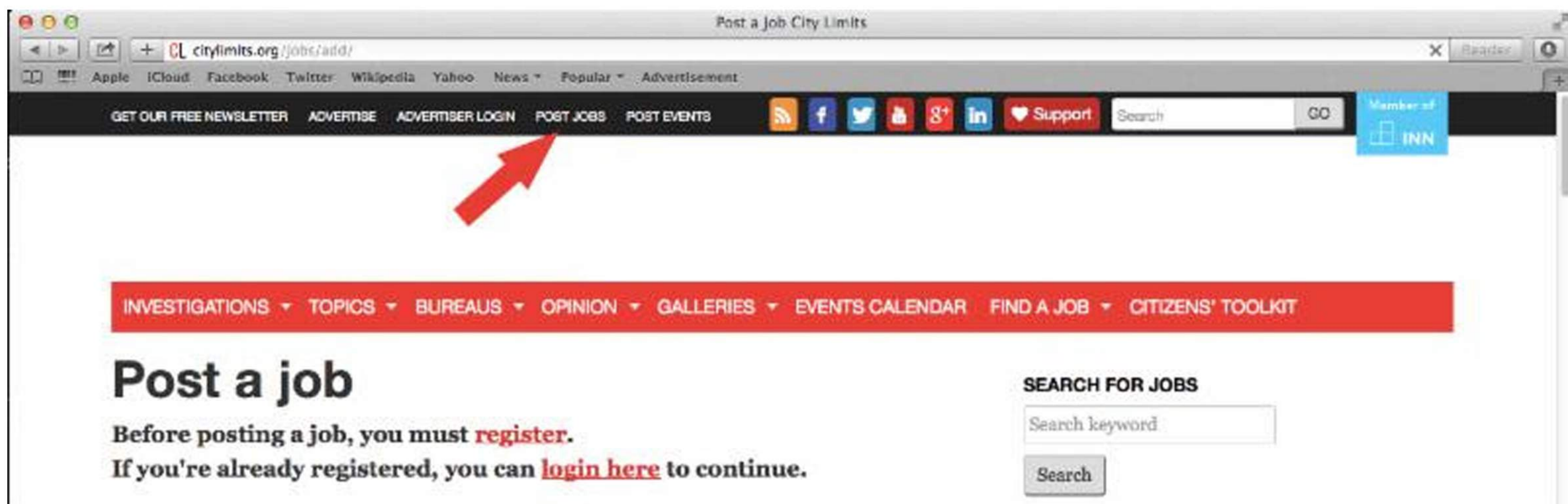
**25,000 REGISTRANTS**





Our audience of close to one-million successful, civic-minded professionals represent the best and brightest in government, non-profit, academia, economics, social services, media, and more. Hundreds of organizations rely on City Limits' WorkSite to find highly engaged talent for their organizations.

1. Whether you have an account on our job board, or it's your first time posting, you start by clicking on the "Post a Job" link.
2. If you don't have an account, you will need to quickly register.
3. Once you have an account, you will simply need to click on "Post a Job" again and then input the information for the position you're posting.



## Price per Ad for 30 day listing:

	Standard	Premium
1 - 10 ads	\$90.00	\$250
11 - 20 ads	\$85.00	\$235
21 - 30 ads	\$80.00	\$225
30+	\$45.00	\$125

**Premium Includes:**  
 Featured listing on WorkSite  
 Featured listing on Job Board  
 Featured listing on Weekly Newsletter



## WEBSITE BANNER AD OPTIONS

- 720 X 90
- 300 X 600
- 300 X 250
- 320 X 100

### Basic Ad Specs:

- Ads must launch in a new browser window
- Audio components of ads must be user-initiated and include a prominently displayed off or close button
- All ads will be served via DFP  
Accepted creative filetypes: JPG, PNG, GIF, HTML, Flash, and DFP tags

### Flash Ads:

- Maximum animation: 25 seconds
- Maximum three loops
- Animation can be hostinitiated
- Default GIF ads must be submitted with Flash ad for browsers that do not support Flash

### Expanding/Floating Ads:

- User initiated only on mouse-over or click
- Must include a prominently displayed closed button  
Only 300px x 250px ads can be expanded
- Maximum dimension for any expanding ad: 500 x 500px
- Must expand and contract in the same direction

### Illustration-Bar Ads:

- Flat images (GIF/JPG/PNG) or animated GIFs only  
705 x 145px only
- n Clickthrough URL allowed (must open in new window)
- Ad will rotate with illustration at top of page.
- Ad can appear for up to eight seconds, to be followed by the illustration appearing for four seconds.
- Maximum number of loops: Three





SOCIETY OF PROFESSIONAL JOURNALIST'S AWARD FOR BEST INVESTIGATION BY  
A LOCAL OR REGIONAL MAGAZINE



BEST ARTICLE  
GENERAL COVERAGE, SMALL NEWSROOM, SINGLE TOPIC CATEGORY



BEST ARTICLE WITH A MINORITY FOCUS  
THE DEADLINE CLUB



SILURIAN SOCIETY AWARD  
BEST NEWS COMMENTARY  
THE SOCIETY OF SILURIANS



BEST MAGAZINE INVESTIGATION  
BEST ONLINE INVESTIGATION  
NATIONAL COUNCIL ON CRIME AND DELINQUENCY



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