Mission: City Limits 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.

Board of Trustees

Martha Nelson | Chairwoman | Joined City Limits in 2018
Former SVP and Editor-in-Chief of Yahoo! & former Editor-in-Chief of Time Inc.

Andrew Breslau | Vice Chairman | Joined City Limits in 2014
Senior Vice President for Communications and Marketing, Downtown Alliance

Mark Edmiston | Treasurer | Joined City Limits in 2009
Managing Partner, Civil Management LLC

Erica Gonzalez | Joined City Limits in 2019
Deputy Director, Power4PuertoRico

Lynda Hamilton | Joined City Limits in 2021
Consultant, Gaia Park Group, LLC

David R. Jones | Joined City Limits in 2015
President, Community Service Society

Edward Lewis | Joined City Limits in 2020
Magazine publisher and entrepreneur

Erik Spooner | Joined City Limits in 2020
Creative Director, Quad

Our Staff

Marjorie Martay | Executive Director
Jeanmarie Evelly | Executive Editor
David Brand | Deputy Editor
Liz Donovan | Reporter and RFA Corps Member, Climate, Health & Environment
Daniel Parra | Spanish-Language Reporter/Editor
Adi Talwar | Contributing Photographer
Jennifer Hendricks | Development Manager

Our History: Founded in 1976 in the midst of New York’s fiscal crisis, City Limits exists to inform democracy and empower citizens to create a more just city. The organization is a 501(c)(3) nonprofit funded by foundation support, ad sponsorship and donations from readers.
City Limits continues to develop a robust and growing audience. In 2021, engagement across all platforms have increased. Our newsletter, The Weekly, went from 16% open rate to 24%. And all of our newsletters are routinely surpassing the 20% open rate goal. Further indicating that City Limits is a go-to news source for New York City.
**AUDIENCE**

**Age**
- 18-24: 10% of total users
- 25-34: 25% of total users
- 35-44: 20% of total users
- 45-54: 15% of total users
- 55-64: 10% of total users
- 65+: 5% of total users

**Gender**
- Male: 47.8% of total users
- Female: 52.4% of total users

**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

**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

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

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

*2018 survey. 2022 survey results pending.*
WEBSITE LAUNCH

City Limits proudly launched our new website this fall!

New Features

- Content is higher up and above “the fold”
- More standardized programmatic ad units
- User-friendly navigating throughout the site
- A streamlined aesthetic approach focusing on news and information
Updated daily, the City Limits award-winning site reaches over 1 million readers and page views annually.

Editorial sections include: Housing & Homelessness, Health & Environment, Government, Justice, Economy, Education, Spanish Language and more.

Sponsorship includes full ROS ad inventory for 30 days and reach can be expanded with social media, newsletter, event sponsorships.
NEWSLETTER

Newsletter sponsorship is exclusive, with a single sponsor featured per week. Newsletter opportunities include:

- **The Weekly**: City Limits’ Roundup of News and Opinion
- **Mapping the Future**: City Limits’ Housing and Development Bulletin
- **Voices of New York**: Spotlighting Community Reporting Across New York
- **CityVote**: Your guide to government and politics in NYC
- **Una Ciudad Sin Límites**: Our Spanish language newsletter

Rates:
- 1 Newsletter: $450 per ad
- 2 Newsletters: $425 per ad
- 3+ Newsletters: $400 per ad
Our Jobs Board is a top destination on our site, with tens of thousands of candidates applying since launch.

- **Standard Posting:** Job posted for 30 days on the City Limits Job Board. $199
- **Premium Posting:** Job featured at the top of the City Limits Job Board for 30 days, plus listed in our Friday Weekly Reads Newsletter, and on City Limits’ social media. $225
- **Volume Posting:** Buy five Standard Postings or five Premium Postings and get a **20% discount** off the single posting rate — you get five posts for the price of four.
In 2021, City Limits grew closer to its goal of becoming a fully bilingual investigative local media outlet, a first of its kind in the city.

City Limits' series "Lo que necesita saber sobre" has published guides and explainers in Spanish and English which serve as real-service journalism, news-you-can-use pieces for immigrant and undocumented New Yorkers.

This Spanish-language project has been so successful that one of its articles "La licencia de conduccion para indocumentados en Nueva York" was City Limits' most-read article, achieving higher views than our English-language content.

35K
pageviews for City Limits' most popular article, "La licencia de conduccion para indocumentados en Nueva York"

973
Una Ciudad Sin Limites Newsletter Subscribers
EVENTS

Directly reach readers and influencers by sponsoring a City Limits event.

City Limits Annual Gala

City Limits Panel
Discussions with experts on topics ranging from Fair Housing to Immigration, Education, Transit, Gun Control and more.
2021 GALA DONORS

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