



Reaching Your Audience In NYC

YourNeighborhood
Love Where You Live...

Who We Are



YourNeighborhood connects
Motivated Movers with the perfect
NYC neighborhood and all the
resources to love where they live.



YourNeighborhood provides
extensive data on every NYC
neighborhood.



YourNeighborhood provides real estate and apartment listings, city events, school information, lifestyle articles, and user reviews.



Who We Are

- We have been featured in several national and local publications inclusive of, but not limited to the following:

As Featured In:



BUSINESS
INSIDER

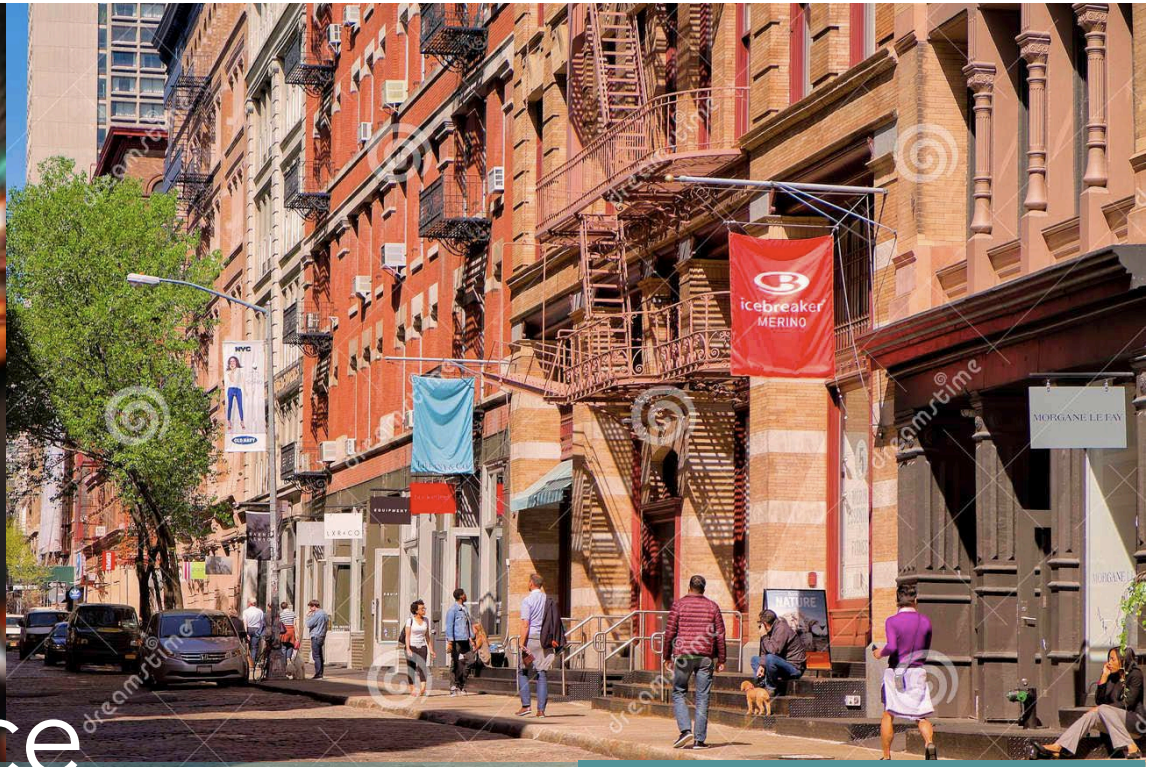


Entrepreneur



Social Media

- YourNeighborhood has a rapidly growing social media following on Facebook and Instagram
- We are partnering with Social Eyes NYC, FitSpace NYC, Platinum Properties, and several bloggers to share content about the city everyone wants to visit and live in, NYC.



Our Audience

Demographics

Our Audience Is Active

- A young, targeted audience living in, or traveling to, the NYC metro area actively seeking content, information and services.

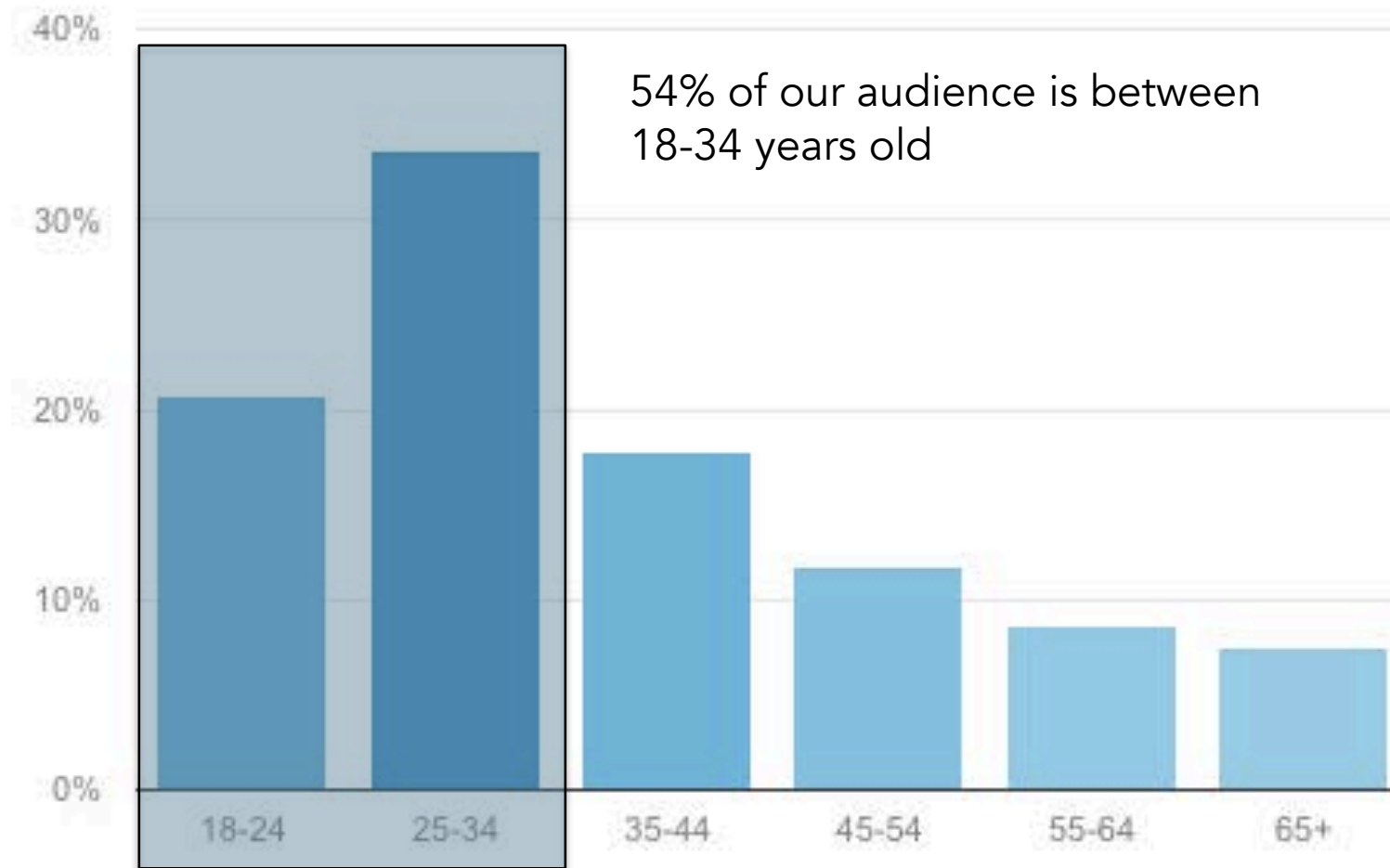
- Real estate
- Schools
- Events
- Lifestyle
- Nightlife
- Travel



Our Audience Is Motivated

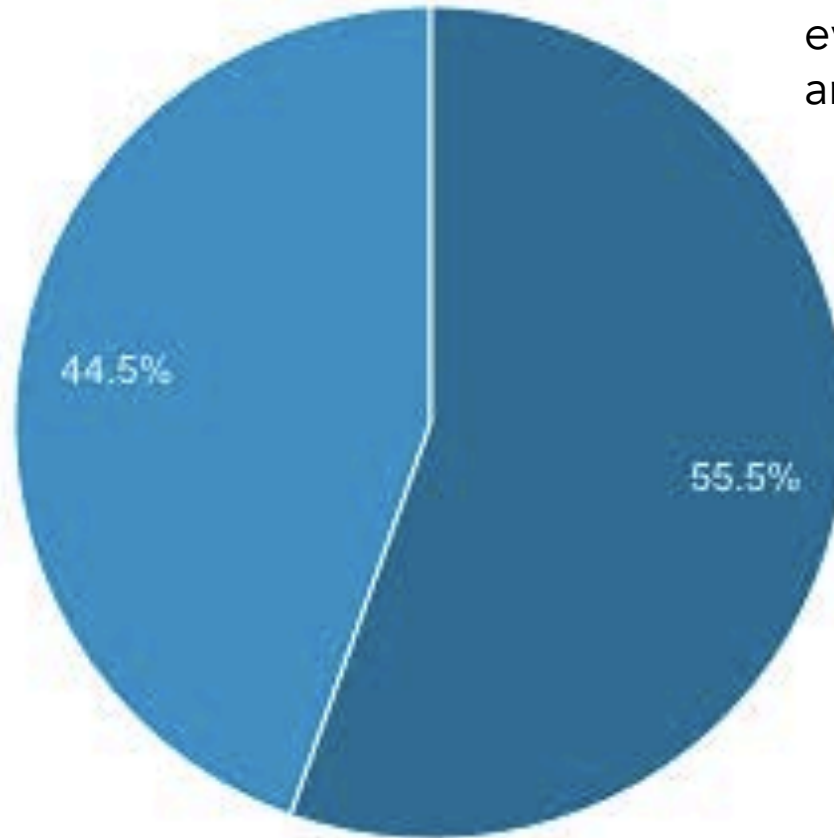
- People moving here from out of state who don't know about neighborhoods outside of Manhattan
- People who have lived in Williamsburg but are tired of the noise and might not know Windsor Terrace offers a perfect mix of quiet and culture
- People who just took a new job in Midtown but can't afford to live there or Long Island City and didn't realize Sunnyside is a great alternative

Our Audience Is Young



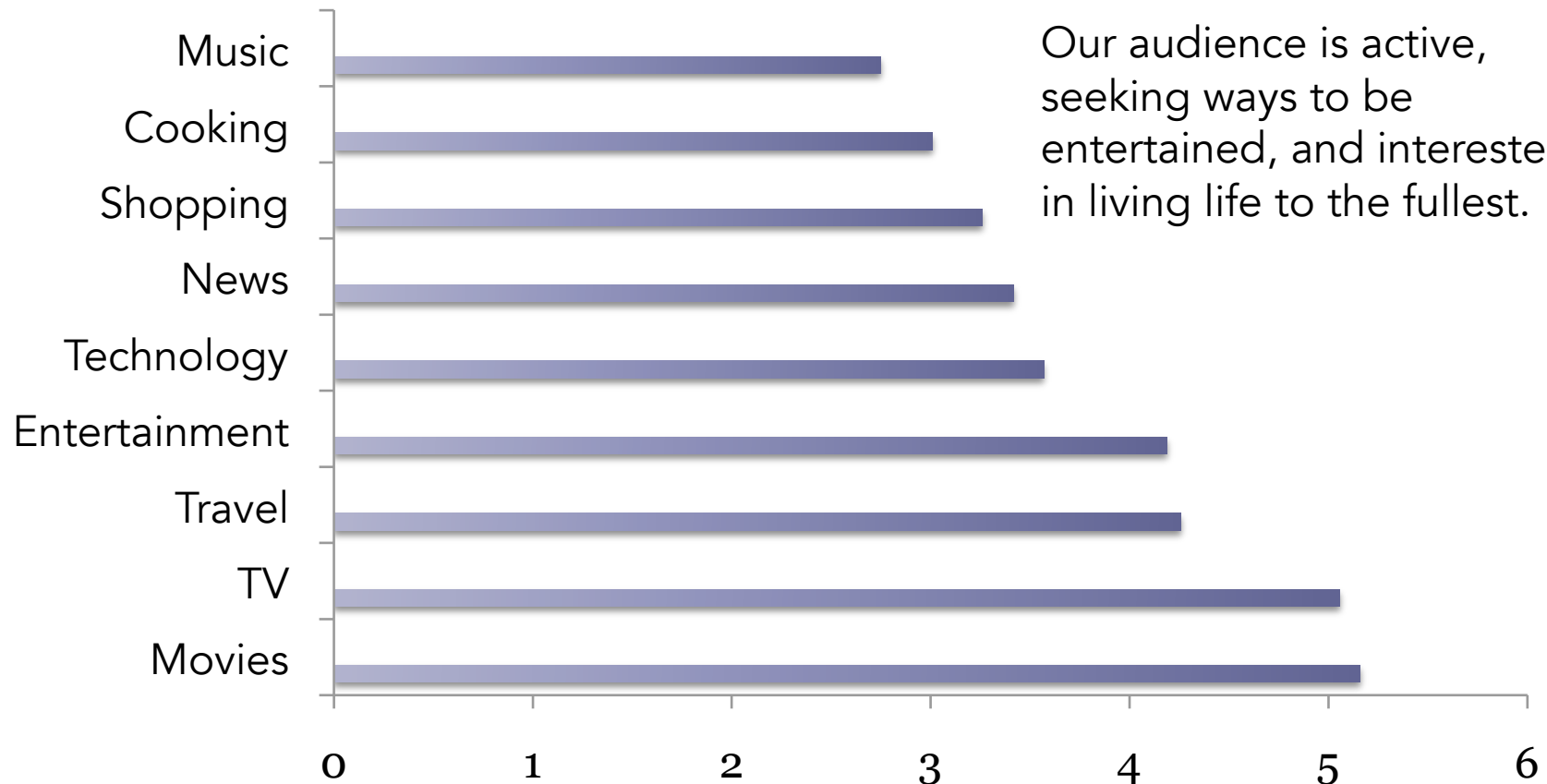
Our Audience: Gender

■ female ■ male



Our audience is almost evenly split between men and women.

Our Audience: Interests (%)



Our Audience: Traffic

- 62% of our traffic is mobile (phone and tablet)
 - 61% of our traffic is from New York State
 - 73% of our traffic is from the NY Tri-State area
 - 83% of our traffic is from the United States
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- Rapidly approaching inventory of 1M ad impressions per month

Placements

- Top leaderboard (728x90)
 - Left column in-page (600x250)
 - Right column (200x200)
 - Right column (160x600)
 - Bottom leaderboard (728x90)
 - Mobile bottom of screen (320x50)
 - Facebook and Instagram posts
 - Native advertorial content
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- One CPM unit is equal to 1,000 ad impressions/views
 - Targeting by geo, gender, age, and other metrics available
 - Run of site package rates available
 - All pricing is customized based on client requirements

Sample Placements

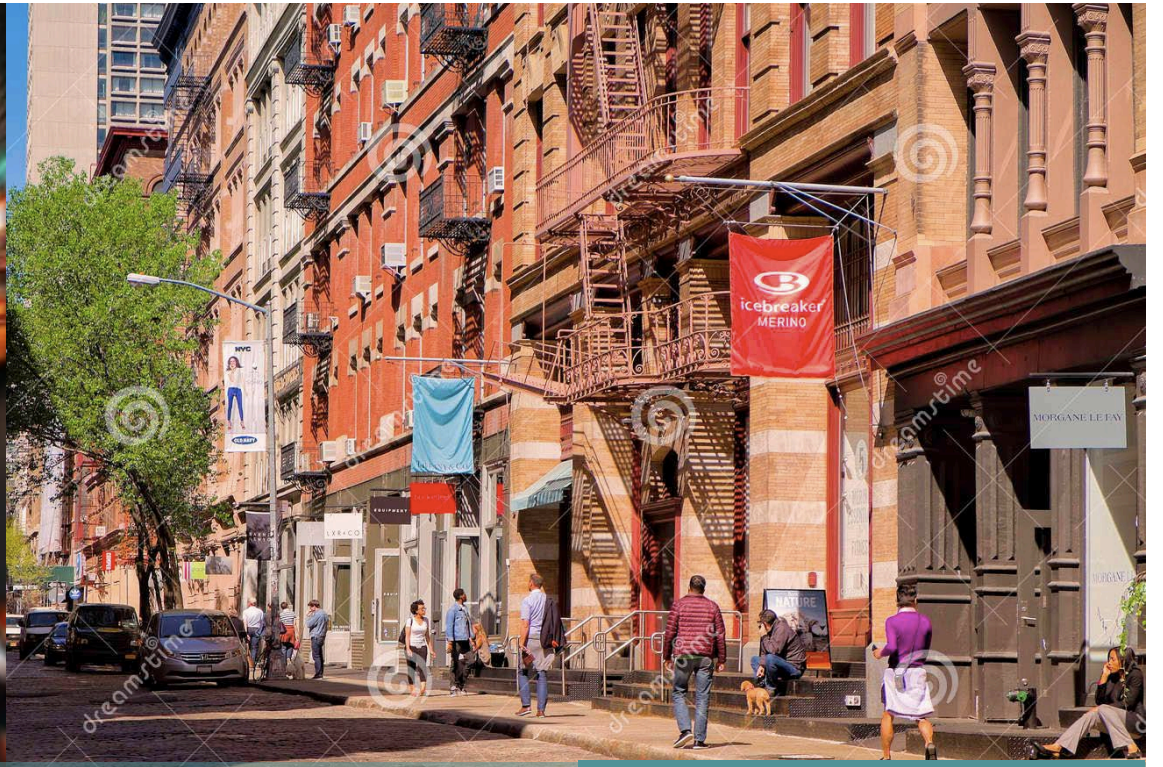
Top Leaderboard (728x90)

Right Column (200x200)

Right Column (160x600)

Middle Column In-Page (600x250)

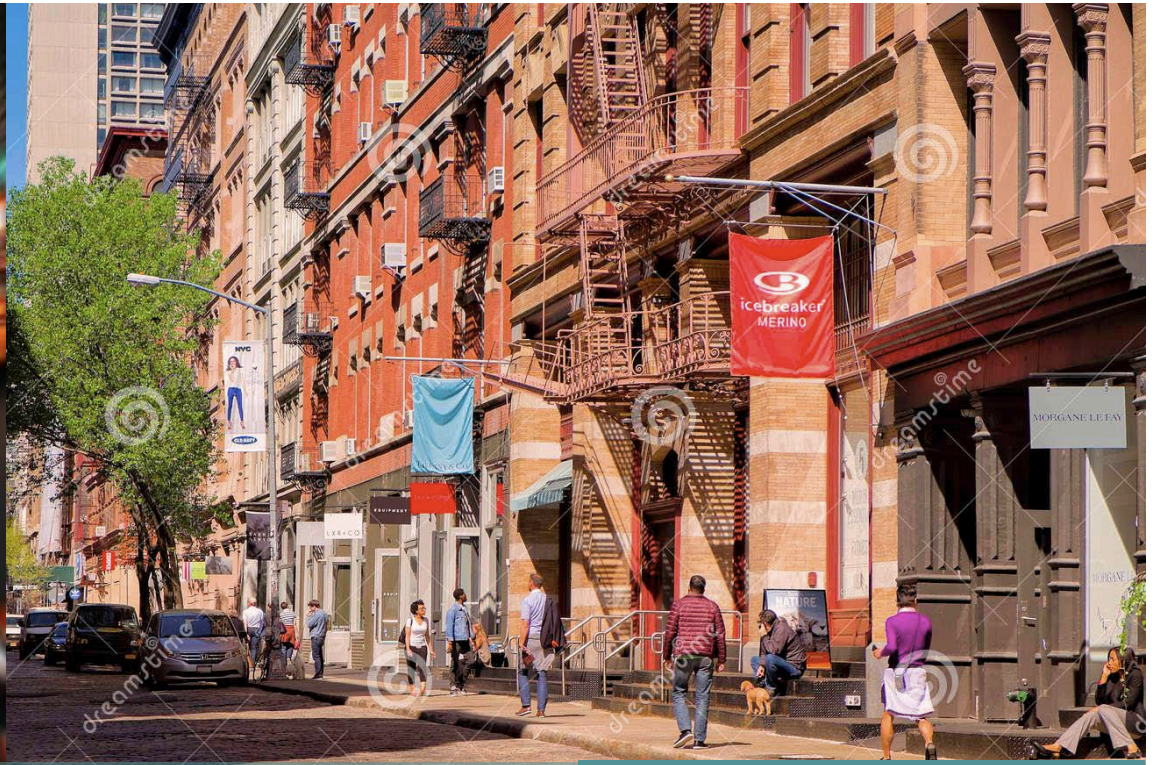
The screenshot shows the 'YourNeighborhood' website with several ad placements highlighted by arrows from the text on the left. The website header includes the logo 'YourNeighborhood Love Where You Live.' and a navigation menu with links for Home, Boroughs, Neighborhoods, Real Estate, Events, and Living in NYC. A search bar is located in the top right corner. The main content area features a featured article for 'Alphabet City, Manhattan' with a large image and text. Below the article is a 'Neighborhood Highlights' section with a map. A large blue box labeled 'Native Content or Ads' is positioned in the middle of the page. On the right side, there are several vertical ad placements: a 'Top Leaderboard 728x90' at the top, a '200x200' ad, a '160x600' ad, and a 'Popular Neighborhoods' section with a list of neighborhoods including East Village, Midtown West, Williamsburg, Upper East Side, and West Village. At the bottom, there is a search section titled 'Find the Perfect Place to Live in [Neighborhood]' with filters for location, price, bedrooms, and bathrooms, and a 'SEARCH' button. Below the search section is a 'Discover New York City' section with circular icons for Manhattan, Brooklyn, Bronx, Queens, and Staten Island.



Contact Us

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YourNeighborhood
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Thank You

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