



GOTHAMIST NATIONAL MEDIA

WHAT WE ARE

SITES



Regional news written with a true love of city and a hint of cynicism.

Founded in 2003

Five sites, coast-to-coast

News, A&E, food, nightlife

Snarky, relevant, viral

READERS



Gothamist readers are young, affluent, and think the 7 o'clock news is for their grandparents.

88% 18-44 years old

Median HHI: \$75k

87% college degree or higher

Engaged, young, affluent readers

COMMUNITY



Gothamist connects with its audience of active, on-the-go consumers 24/7 via social media.

457k Facebook Fans

1m Twitter Followers

256k E-Newsletter Subscribers

52.6k Instagram Followers

WHO READS US

OUR AUDIENCE IS LOYAL, ADDICTED, AND GROWING EVERY DAY.

8

MILLION MONTHLY UNIQUE
VISITORS

34

MILLION PAGEVIEWS EACH
MONTH

7

MINUTES AVERAGE SPENT ON
SITE

30

PERCENT YEARLY TRAFFIC
GROWTH

WHERE WE ARE

WE'VE SET UP SHOP IN FIVE CITIES KNOWN FOR FOOD, CULTURE, AND SOPHISTICATION.



 gothamist	 laist	 dcist	 chicagoist	 sfist
New York City	Los Angeles	Washington DC	Chicago	San Francisco

WHAT WE'VE DONE

WE MAKE PRODUCTS THAT DON'T JUST BROADCAST YOUR MESSAGE, THEY FIT SEAMLESSLY WITH THAT GOTHAMIST VOICE AND AESTHETIC - SOMETHING INCREASINGLY IMPORTANT IN A WORLD OF CREATIVE NEW BANNERS, NATIVE ADVERTISING, AND CUSTOM CONTENT.

CUSTOM CONTENT

DEDICATED EMAILS

DESIGN TAKEOVERS

EVENTS

RICH MEDIA

SPONSORED POSTS



TALK TO US

ITS EASY! TELL US A LITTLE BIT ABOUT YOUR ORGANIZATION AND WE'LL GET RIGHT BACK TO YOU. WE'RE VERY NICE, **WE PROMISE.**

SALES@GOTHAMIST.COM

212-796-4200

GOTHAMIST LLC
PRINCE STREET STATION
P.O. BOX 510
NEW YORK, NY 10012

