



# DOWNTOWN

**MEDIA KIT 2024/2025**



**WE UNDERSTAND**  
**WE CONNECT**  
**WE ENGAGE**

We are the only publication that truly understands the heartbeat, attitude, and local vibe of the most rapidly growing affluent neighborhoods of New York City, LA, Miami, and Portugal.

DOWNTOWN Media wins over the hearts and minds of high-spending downtown audiences through multiple platforms and touch-points: digital, print, and experiential live events.



## DIGITAL

Creatively executed content across DOWNTOWN's multi-platform digital assets, including video, custom-designed experiential marketing funnels, takeovers, social media campaigns, partnerships with celebrities, international talent, and influencers. DOWNTOWN Magazine is available for purchase on Apple News and Google News.

## PRINT

Printed quarterly, DOWNTOWN Magazine is a high production-value publication with engaging, insightful, and creative content that reaches readers in luxury hotels, residences, airline business lounges, and first class flights between New York, LA, Miami, London, and Portugal VASP in addition to all of the major companies now headquartered in Lower Manhattan. Available for purchase at Barnes & Noble, Hudson News, and Apolónia.

## EVENTS

Exclusive, curated, experiential events co-created with our client brands and leveraging our vast network of international creative talent including stylists, designers, premium venues, businesses, and celebrities. Panel discussions on a broad range of hot topics from real estate to fashion and lifestyle, bringing together the most influential experts and the most interesting points of view in every sector.

# CONSUMER SPENDING POWER

8.8 BILLION NYC

5 BILLION LA

3.25 BILLION MIAMI

## DOWNTOWN TEAM



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CEO and Publisher



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Creative Director



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Shelter Editor



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to CEO/Publisher



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Food Editor



**LINDA SHERIDAN**  
Managing Editor



**MICHAEL FIEDLER**  
Photographer



**ANDREW MATUSIK**  
Photographer

# THE POWER OF DOWNTOWN

*Downtown's pawblisher,  
Barclay Hudson, gets  
the 411 from some cool  
canines.*



**AVERAGE HHI IN DOWNTOWN MANHATTAN: \$261,000**

**AVERAGE HHI IN DOWNTOWN LOS ANGELES: \$86,300**

**AVERAGE HHI IN DOWNTOWN MIAMI: \$100,000**



## DOWNTOWN OFFERS

a direct CHANNEL to those likely to act from our intellectual content related to culture, food, drink, travel, fashion, events, pets, real estate & home.

## WE AT DOWNTOWN

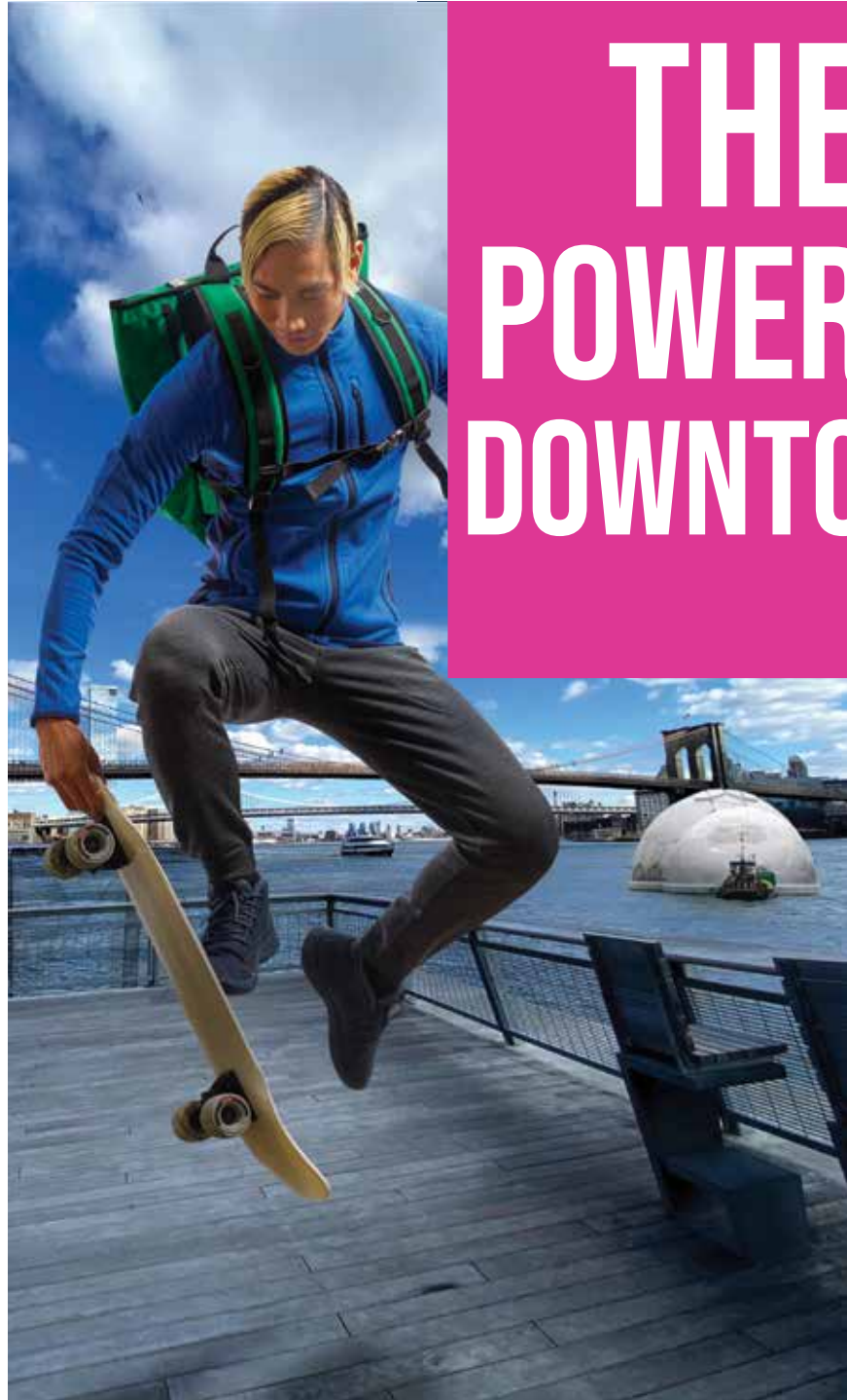
can get as creative as you want. WE think outside of the box because we have the CEO's ear every single day. Decisions can be made and acted on quickly to each individual client's needs.

PHOTO: KIRIT PRAJAPATI

**WE CONCENTRATE ON  
THREE OF THE MOST  
POWERFUL DOWNTOWN  
COMMUNITIES IN THE US.**

**REACHING 250,000  
CONSUMERS**

# THE POWER OF DOWNTOWN



# THE POWER OF DOWNTOWN

## AVERAGE HOUSEHOLD INCOME \$150,000+

63% eat gourmet food

83% will pay anything when it comes to health and family

62% took two or more trips abroad

74.5% purchased second homes

### COMPARED TO THE GENERAL POPULATION, DOWNTOWN MAGAZINE READERS ARE:

71% more likely to have purchased high-end brands

50% more likely to shop at high-end retailers

50% more likely to belong to an arts association

Source: Downtown Alliance

## DOWNTOWN DISTRIBUTION



### PRINTED AND DISTRIBUTED

**NEW YORK, MIAMI, LOS ANGELES, PORTUGAL**  
Dawson Media, One Source, Ingram, Mitchells, VASP

**275+ LUXURY RESIDENTIAL BUILDINGS**

**70 HOTELS**  
Four Seasons Hotel & Spa ; Four Seasons Residences Downtown; World Trade 3, 4, 7; Visionaire

**50 WEST**  
Westfield  
Eataty  
Glenwood  
The Tate

**L.A. | MIAMI | CHICAGO | NEW YORK | PORTUGAL**  
Barnes & Noble  
Hudson News  
Apolónia

### AIRPORT LOCATIONS

Miami  
New York  
Los Angeles  
TETERBORO, New Jersey  
HEATHROW, London  
UK, KINGSFORD, SMITH, Sydney Australia  
Libson  
Faro

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# CALENDAR



## WINTER

**THE ICONS/THE INSPIRERS:** Happy New Year from DOWNTOWN! Our editors catch up with legendary names in fashion, film, music, beauty, and art, to discuss how they pivot and continue to stay on top of their game. Recommendations on the best places in NYC, LA, and Miami, for spa treatments and rejuvenation. Winter spirits-the best in liquor and spirits to sip by the fireplace. And while it may be winter, it's not too early to start planning your summer getaway; flip through our ESCAPE section to find trending vacation destinations, as well as hidden gems.



## SPRING

**DESIGNER'S EYE/THE BUILDERS:** Join DOWNTOWN's team in learning about the latest trends in architecture and interior design, both commercial and residential, in NYC, LA, and Miami. WATCH THIS: Trends in men's and women's watches. Plus, the latest in spring fashion, and newest outdoor dining spots in NYC, LA, and Miami.



## SUMMER

**NEXT GEN/NEW FACES:** In this issue DOWNTOWN editors speak with the next generation of actors, artists, and entrepreneurs. Whether they're starring in the hottest new show, heading-up a new beauty brand, or creating viral content on TikTok and Insta, we're there, and we're excited to share their story. Also, what's in your beach bag-must have summer skincare products.

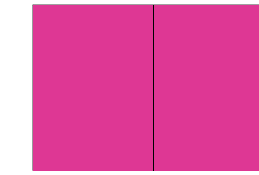


## FALL

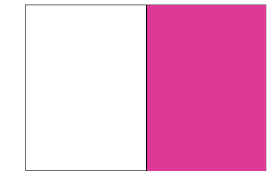
**BEAUTY, FASHION, & CULTURE:** Hot off the heels of Fashion Month, DOWNTOWN reveals the latest beauty trends, couture collection, as well as news on exhibits you don't want to miss in NYC, LA, and Miami. Home Plus: movers and shakers in the political arena; and DOWNTOWN's Annual Holiday Gift Guide.



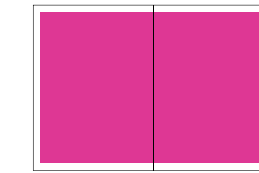
## DOWNTOWN SPECS AND DEADLINES



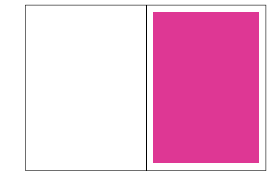
19 in x 12 in  
(bleed: 0.25 in)



9.5 in x 12 in  
(bleed: 0.25 in)



18 in x 11 in



8.5 in x 11 in

## 2024-25 DEADLINES

**WINTER 2024/2025** \_\_\_\_\_ *December 13*

**SPRING 2025** \_\_\_\_\_ *February 14*

**SUMMER 2025** \_\_\_\_\_ *May 16*

**FALL 2025** \_\_\_\_\_ *September 12*