



DOWNTOWN

MEDIA DECK 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 Europe.

DOWNTOWN Media wins over the hearts and minds of high-spending 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.

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 Europe VASP in addition to all of the major companies now. Available for purchase Whole Foods, Barnes & Noble, Hudson News, specific airports.

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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Photographer



MICHAEL FIEDLER

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



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

DOWNTOWN DISTRIBUTION



PRINTED AND DISTRIBUTED

NEW YORK, MIAMI, LOS ANGELES, EUROPE

Dawson Media, One Source, Ingram, Mitchells, VASP

LUXURY RESIDENTIAL BUILDINGS

HOTELS

Four Seasons Hotel & Spa ; Four Seasons Residences *DOWNTOWN*; World Trade 3, 4, 7; Visionaire

L.A. | MIAMI | CHICAGO | NEW YORK | EUROPE

Barnes & Noble
Hudson News
Apolónia

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CALENDAR



WINTER

THE WOMEN'S ISSUE: Happy New Year from *DOWNTOWN!* Join our editors as they connect with some of the leading women in business, fashion, film, music, beauty, and art. Discover how these trailblazers continue to pivot, stay on top of their game, and draw inspiration from the world around them. Explore our curated recommendations for the best spa treatments and rejuvenation spots in NYC, LA, Miami, and Europe. Warm up with our Winter Spirits section, featuring the finest liquors and cocktails to enjoy by the fireplace. And it's never too early to start planning your summer escape—flip through our ESCAPE section for trending destinations and hidden gems perfect for your next getaway.



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, Miami and Europe. **WATCH THIS:** Trends in men's and women's watches. Plus, the latest in spring fashion, and newest outdoor dining spots in NYC, LA, Miami and Europe.



SUMMER

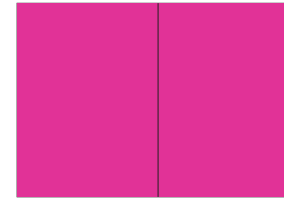
NEXT GEN/NEW FACES: In this issue *DOWNTOWN* editors speak with the next generation of actors, artists, and entrepreneurs. Whether they're starring in the hottest new show, heading-up a new beauty brand, or creating viral content on TikTok and Insta, we're there, and we're excited to share their story.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



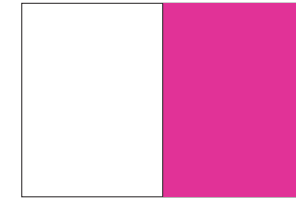
FALL

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, NYC, LA, Miami and Europe. Plus: movers and shakers in the political arena; and *DOWNTOWN's* Annual Holiday Gift Guide.

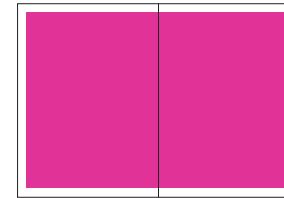
DOWNTOWN SPECS AND DEADLINES



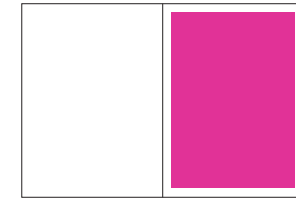
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(bleed: 0.25 in)



9.5 in x 12 in
(bleed: 0.25 in)



18 in x 11 in



8.5 in x 11 in

2025 DEADLINES

Winter 2025 *December 20*

Spring 2025 *February 14*

Summer 2025 *May 16*

Fall 2025 *September 12*

