

TESTIMONIALS

“YIMBY is a lively, chatty site that is catnip to fans of the city’s ever expanding forest of high-rises.”

- *The New York Times*

“YIMBY allows me to understand the competition without ever leaving the office.”

- *Cary Tamarkin
Tamarkin Architecture & Development*

“By advertising on YIMBY, we reach the people we want to reach, both in and outside the business.”

- *Clifford Finn, EVP New Development
Douglas Elliman Real Estate*

“YIMBY offers a refreshing take on the way we think about architecture and real estate in New York City. Pelli Clarke Pelli has seen YIMBY’s reach first-hand, with the site’s editorial coverage of 475 Park Ave South and the Pavilion at Brookfield Place generating visibility for the firm.”

- *Pelli Clarke Pelli Architects*

“New York YIMBY provides a useful public service.”

- *Andrew Berman, Executive Director
Greenwich Village Society for Historic Preservation*



STATISTICS

100,000
Unique Users

160,000
Monthly Visits

1,000,000
Monthly Page Views

Google Analytics, September 2014

BANNERS

\$1,000 / mo
75,000 ad views

\$1,500 / mo
150,000 ad views

NEWSLETTER

\$500 / wk
6,000 subscribers

AUDIENCE

New York YIMBY is the go-to resource for cutting-edge information on new development in New York City. Covering construction and public works projects from ideation through completion, YIMBY keeps the pulse of the city’s real estate, architecture and construction trades.

With a pro-development voice and an affluent trade and consumer audience that has quadrupled over the last year, it’s easy to say “yes” to YIMBY as an advertising channel for your firm or project.

YIMBY counts New York’s most influential architects, developers, financiers and real estate executives among its 100,000 unique monthly users.

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|-------------------|--------------------|--------------------------------------|
| AIG | Debevoise Plimpton | RBC Cap Markets |
| American Express | Deloitte | Related |
| Bank of America | Deutsche Bank | Rockefeller Group |
| Barclay’s Capital | Douglas Elliman | Rothschild |
| Blackrock | Dow Jones | Silverstein Props |
| Blackstone | Ernst & Young | Skadden Arps |
| Bloomberg | Equity Residential | Skanska |
| BNY Mellon | Gibson Dunn | Skidmore (SOM) |
| BNP Paribas | Google | Sotheby’s |
| Brookfield | Goldman Sachs | TIAA-CREF |
| Brown Harris | Greenberg Traurig | TF Cornerstone |
| Stevens | Hilton | Time Inc |
| Cantor Fitzgerald | Invesco | Tishman Speyer |
| Cassidy Turley | JP Morgan Chase | United Nations |
| CBRE | Kohn Pederson Fox | US Bancorp |
| CBS | KPMG | Viacom |
| Citigroup | Marriott Moody’s | Vornado |
| Colliers | MTA NYC Transit | Wells Fargo |
| Corcoran | Newmark GKF | |
| Cravath | Price Waterhouse | |
| Credit Suisse | Random House | |
| Cushman Wakefield | | <i>Quantcast,
September 2014</i> |

NEW YORK YIMBY

ADVERTISERS



4
TIMES SQUARE
AT BRYANT PARK

Four the first time.



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GREG BEECHE LOGISTICS
work access

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388 BRIDGE RENTALS NOW AVAILABLE
IN BROOKLYN'S TALLEST TOWER



AVANT CAPITAL PARTNERS

Bridge Loans
Banking the Unbankable in NYC

Details



Built around inspiration.

MARVIN
Windows and Doors

NEW YORK YIMBY

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Blackrock	Dow Jones	Silverstein Props
Blackstone	Ernst & Young	Skadden Arps
Bloomberg	Equity Residential	Skanska
BNY Mellon	Gibson Dunn	Skidmore (SOM)
BNP Paribas	Google	Sotheby's
Brookfield	Goldman Sachs	TIAA-CREF
Brown Harris	Greenberg Traurig	TF Cornerstone
Stevens	Hilton	Time Inc
Cantor Fitzgerald	Invesco	Tishman Speyer
Cassidy Turley	JP Morgan Chase	United Nations
CBRE	Kohn Pederson Fox	US Bancorp
CBS	KPMG	Viacom
Citigroup	Marriott Moody's	Vornado
Colliers	MTA NYC Transit	Wells Fargo
Corcoran	Newmark GKF	
Cravath	Price Waterhouse	
Credit Suisse	Random House	
Cushman Wakefield		

*Quantcast,
September 2014*