

NEW YORK BY RAIL

MEDIA KIT



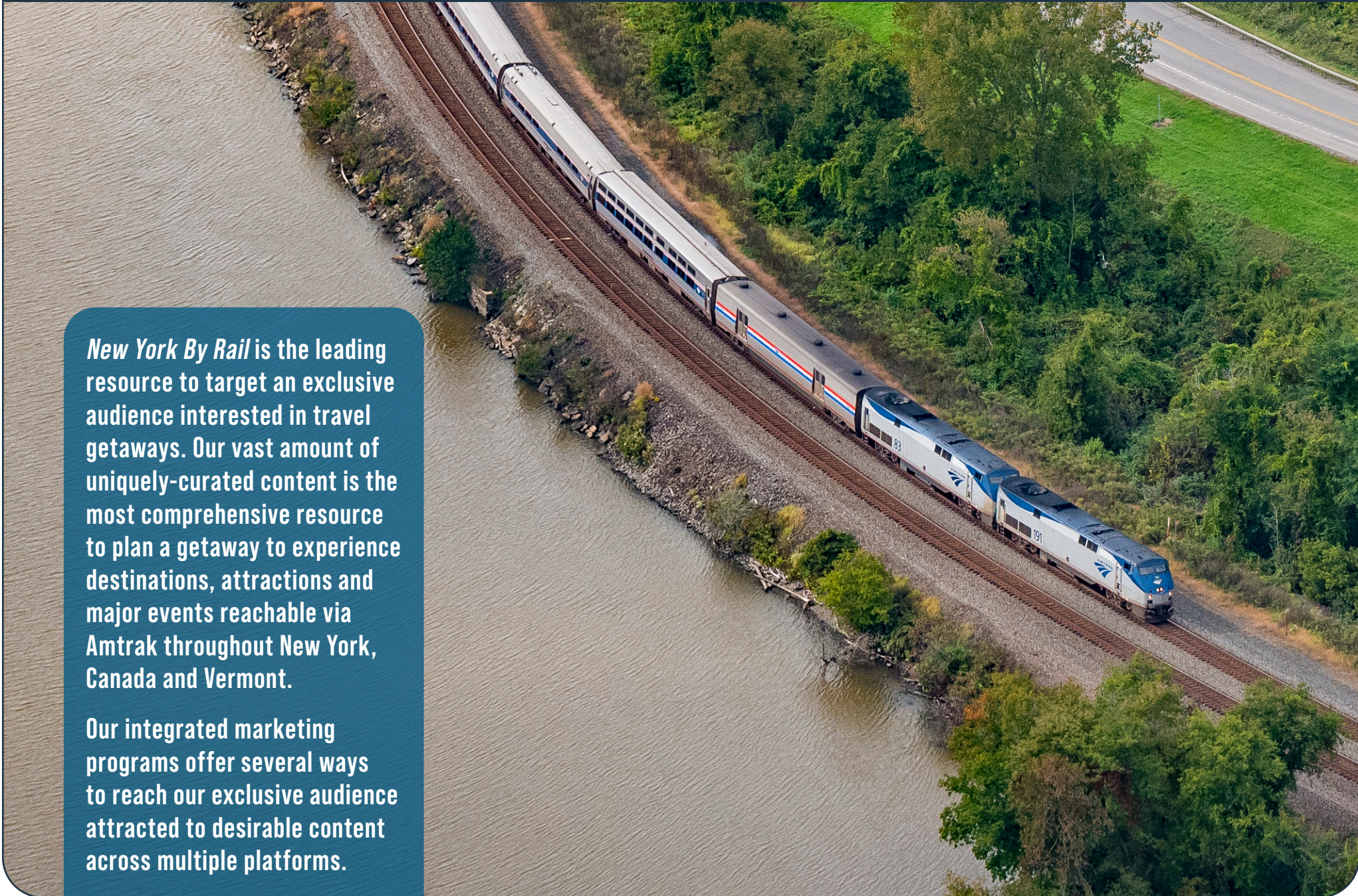
2022

www.newyorkbyrail.com

TARGET AN ACTIVE TRAVEL AUDIENCE

New York By Rail is the leading resource to target an exclusive audience interested in travel getaways. Our vast amount of uniquely-curated content is the most comprehensive resource to plan a getaway to experience destinations, attractions and major events reachable via Amtrak throughout New York, Canada and Vermont.

Our integrated marketing programs offer several ways to reach our exclusive audience attracted to desirable content across multiple platforms.



CONTENT FOR AN ACTIVE TRAVEL AUDIENCE



**Annual
Print Magazine**

**Events
Calendar**

**Local
Destination
Guides**

Itineraries

**CURATED
TRAVEL
PLANNING
CONTENT**

**Weekly
Blogs**

**Social
Media**

**Travel
Packages**

Video

**Weekly
E-Newsletter**

DIGITAL AUDIENCE



580,000+

Annual Page Views

9,000+

Opt-in E-blast Weekly Subscribers

510,000+

Annual Unique Page Views

2,000+

Facebook Followers

48,000+

Monthly Page Views

1,800+

Twitter Followers

USER ANALYTICS

TOP USER LOCATIONS

88.05% UNITED STATES

59.6% NEW YORK

41.37% New York City
3.46% Buffalo
3.29% Albany
1.98% Cheektowaga
1.55% Saratoga Springs
1.91% Syracuse
1.50% Rochester

6.47% NEW JERSEY

3.25% PENNSYLVANIA

2.96% MASSACHUSETTS

2.74% CALIFORNIA

2.49% FLORIDA

2.38% CONNECTICUT

2.30% VIRGINIA

11.95% FOREIGN

TOP TRAFFIC CHANNELS

80.02% ORGANIC SEARCH

12.39% DIRECT

4.02% SOCIAL

3.09% REFERRAL

TRAFFIC BEHAVIOR

92.30% NEW USERS

7.70% RETURNING USERS

USER DEVICES

57.53% MOBILE

38.15% DESKTOP

4.32% TABLET

58-42%

Female to
Male Ratio

93%

New Website
Visitors

82%

Organic Google
Search Visitors

DIGITAL PRODUCTS

Be part of an official Amtrak magazine with multimedia advertising packages from *New York By Rail!* Amtrak travelers need tips for where to eat, stay, or play. Why not suggest your business?



WEBSITE DISPLAY ADVERTISING

Banner ads are displayed on home page or specific landing pages where **maximum exposure** is frequent. Available in multiple sizes, rotation and units of visitor impressions.



LOCAL BUSINESS GUIDE WEBPAGE

Be a part of NewYorkByRail.com's **exclusive local guide listing** with a personalized business profile. Includes a **300-word landing page**, **photos, videos**, proximity to nearest Amtrak station and a **direct link to your website**.



E-NEWSLETTER SPONSORSHIP

Sponsor a feature in NYBR's weekly email newsletter sent to **9,000+ opt-in subscribers**. Your sponsored content includes **100 words** of copy, **2-3 photos**, attention-grabbing subject line, retargeting, your logo and a **direct link to your website**.

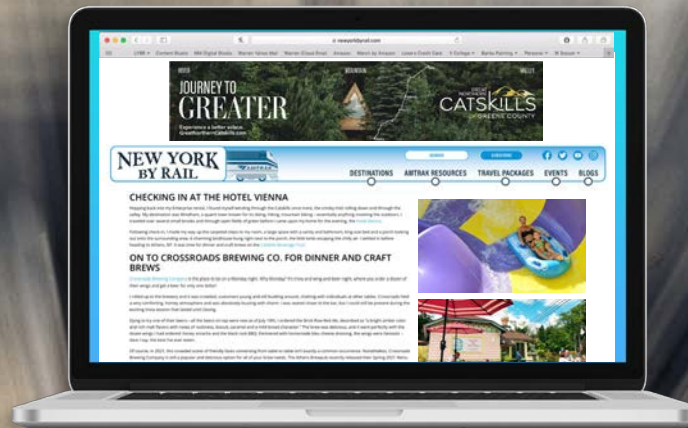
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SEO ENGAGEMENTS

Optimizing additional traffic to your content with external backlinking methods, actively engaging on forums and social platforms and high-volume keyword research for a higher Google ranking.



SPONSORED CONTENT BLOG

Customized article, photos and video about visiting your destination or attraction via Amtrak. Sponsored article written as a first-hand experience based on your desired pre-planned itinerary. Includes your own landing page of 1,500+ words plus a sidebar of relevant suggestions and strong photography/videography.



AUDIENCE TARGETING CAMPAIGN

Reach your potential customers using our method of **personalized audience targeting**. Our strategies expose your brand to specific demographics to match digital consumers that are likely to engage the most.

NATIONAL AWARD-WINNING MAGAZINE

13 YEARS RUNNING

WINNER

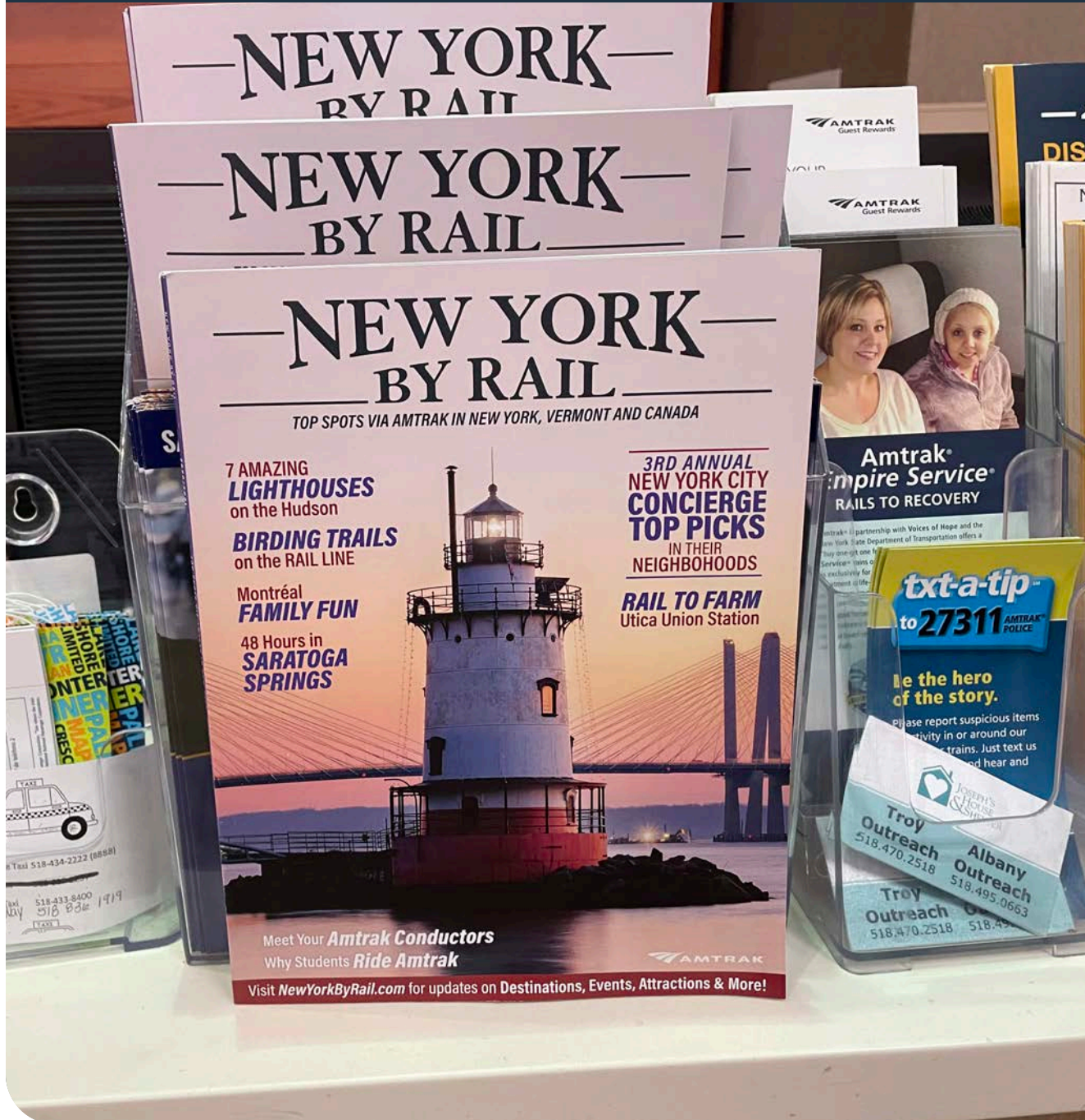


AWARDS FOR
PUBLICATION EXCELLENCE

2009 - 2021



PRINT MAGAZINE DISTRIBUTION



100,000+
copies distributed annually

500,000+
total estimated annual readership

New York By Rail is distributed...

- New York
Amtrak Train Stations
- New York State Thruway
Information Centers
- Travel & Consumer Shows
throughout the Northeast
- Mailed to consumers
requesting a copy
- New York City hotels,
residences, tourist outlets
- Miscellaneous NYS attractions
and tourist centers

PRODUCT

DETAILS

PRICING

DIGITAL

		COST PER MONTH				
		12	9	6	3	1
WEBSITE DISPLAY ADVERTISING	Topic-specific pages aligning with search topics. 300 x 250 pixels 970 x 250 pixels (Leaderboard)	\$300 \$600	\$400 \$750	\$500 \$900	\$600 \$1050	\$750 \$1200
SPONSORED CONTENT BLOG	Customized destination or attraction blog. Article length is generally 1,2500 - 1,500 words with sidebar information, photographs and video.	12x \$1850	6x \$2150	3x \$2250	2x \$2375	1x \$2500
E-NEWSLETTER SPONSORSHIP	Weekly E-Newsletter sponsorship with 100-word copy, 2-3 photos and logo.	12x \$525	9x \$575	6x \$625	3x \$700	1x \$750
LOCAL BUSINESS GUIDE WEBPAGE	300-word profile, 4-5 photos, video (if supplied).	\$1,200/year				
AUDIENCE TARGETING CAMPAIGN	Personalized audience targeting. Our strategies expose your brand to specific demographics.	Rates upon request				
SEO ENGAGEMENTS	Optimizing additional traffic to your content with external backlinking methods.	Rates upon request				

PRINT

FULL PAGE	7" x 9.75" (No Bleed); 8.25" x 10.75" (Bleed)	\$7,000
HALF PAGE	7" x 4.4444" (Horizontal); 3.3056" x 9.2188" (Vertical)	\$4,000
QUARTER PAGE	3.3056" x 4.4444"	\$2,500
EIGHTH PAGE	3.3056" x 2.0573"	\$1,150
PAGE ONE	8.25" x 10.75" (Bleed)	\$9,500
PAGE TWO	8.25" x 10.75" (Bleed)	\$8,750
INSIDE FRONT COVER	8.25" x 10.75" (Bleed)	\$11,500
INSIDE BACK COVER	8.25" x 10.75" (Bleed)	\$10,000
BACK COVER	8.25" x 10.75" (Bleed)	\$13,000

INTEGRATED MARKETING PACKAGES

COST

DETAILS

\$15,000=\$19,150 VALUE

- Full Page Print Ad in *New York By Rail 2022* magazine.
- 970x250 Website Display Ad on NewYorkByRail.com for 12 months.
- 6 E-Newsletter Sponsorships
- Local Business Guide Webpage for 12 months.

\$12,000=\$15,700 VALUE

- Full Page Print Ad in *New York By Rail 2022* magazine
- 300x250 Website Display Ad on NewYorkByRail.com for 9 months.
- 3 E-Newsletter Sponsorships
- Local Business Guide Webpage for 12 months.

\$8,000=\$10,450 VALUE

- Half Page Print Ad in *New York By Rail 2022* magazine.
- 300x250 Website Display Ad on NewYorkByRail.com for 6 months.
- 1 E-Newsletter Sponsorship
- Local Business Guide Webpage for 12 months.

\$5,000=\$6,150 VALUE

- Quarter Page Print Ad in *New York By Rail 2022* magazine.
- 300x250 Website Display Ad on NewYorkByRail.com for 6 months.
- Local Business Guide Webpage for 6 months.