

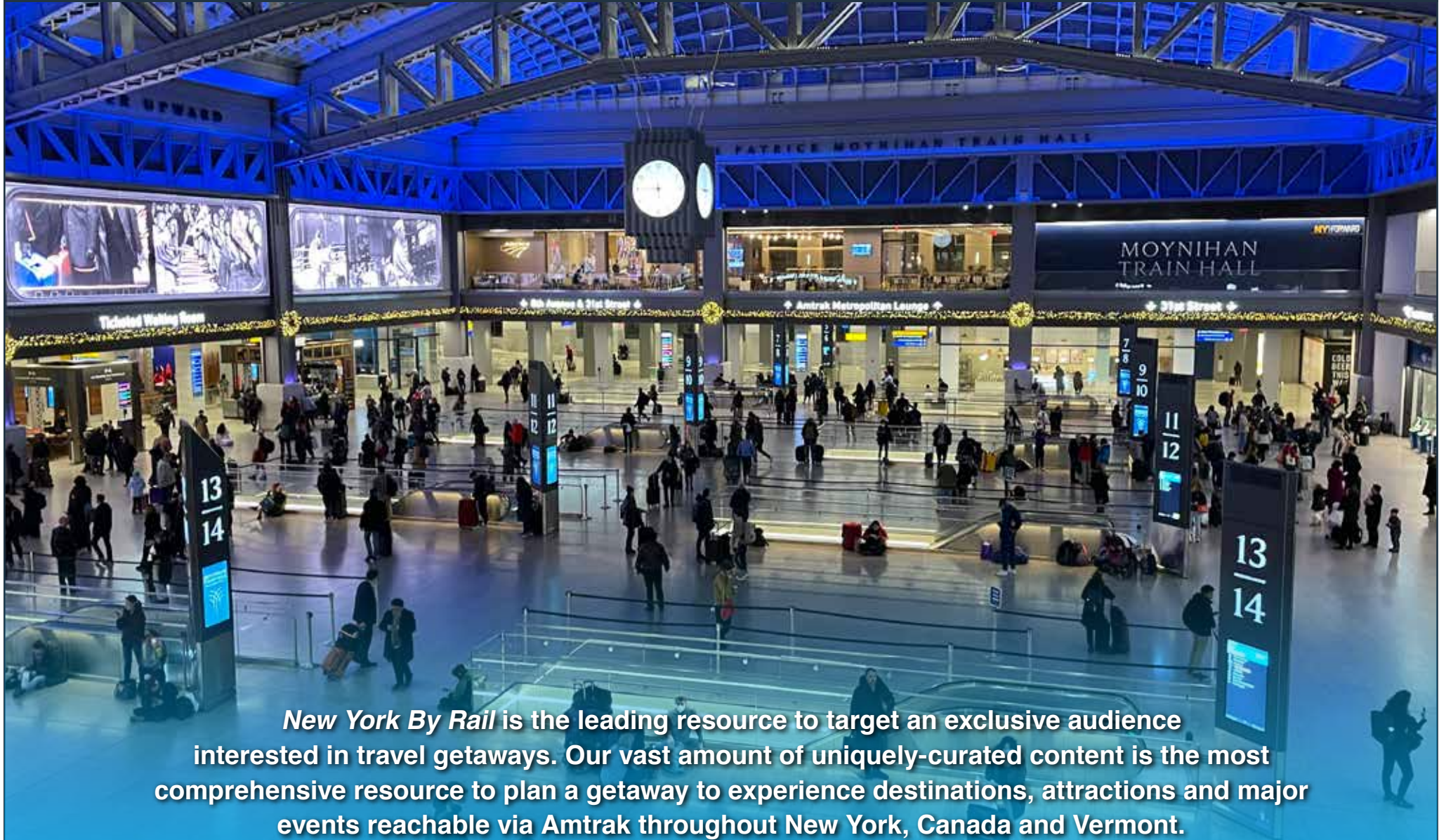
—NEW YORK— BY RAIL— MEDIA KIT



2023

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.

REACH NEW YORK AND BEYOND

NEW YORK
BY RAIL

AMTRAK
ROUTE MAP



CONTENT FOR AN ACTIVE TRAVEL AUDIENCE

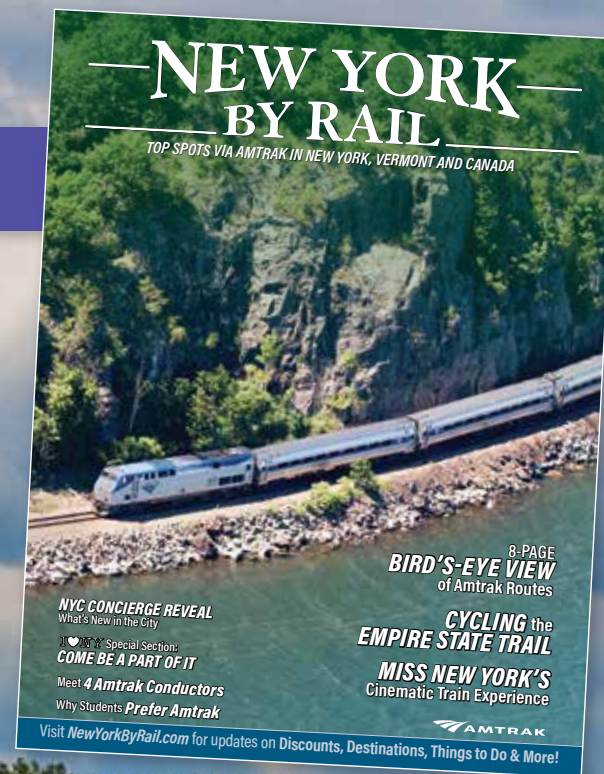


NATIONAL AWARD-WINNING MAGAZINE

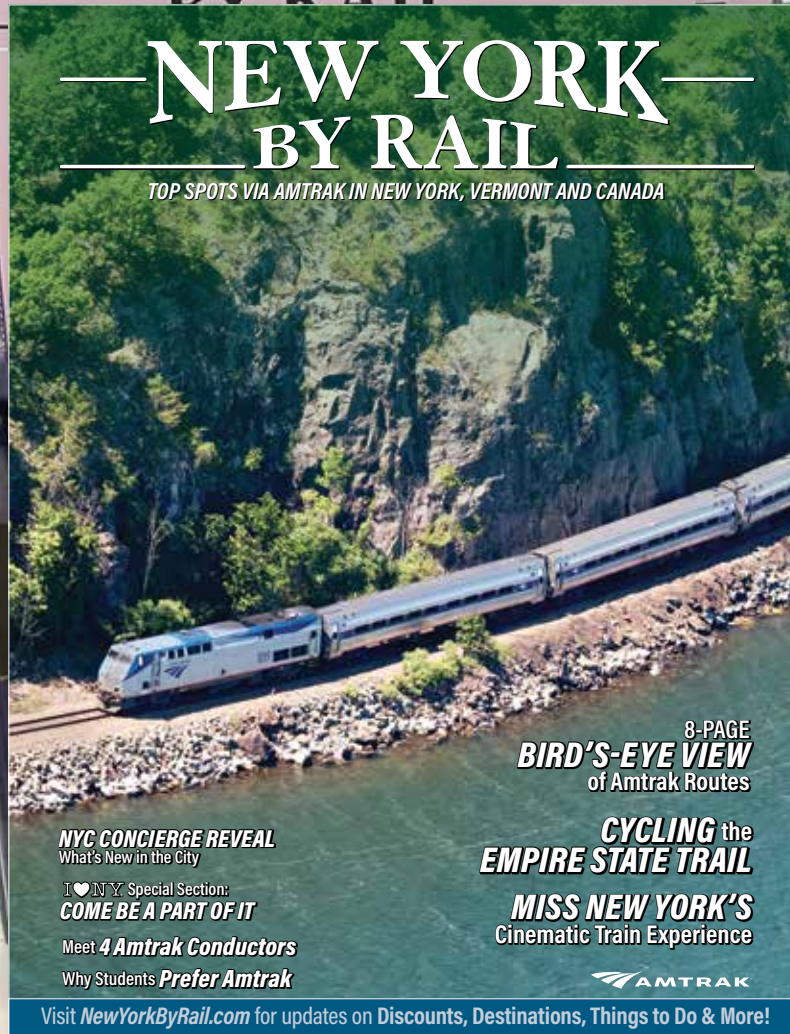
13 YEARS RUNNING



2009 - 2021



PRINT MAGAZINE DISTRIBUTION



75,000

copies distributed annually

300,000+

total estimated annual readership

New York By Rail is distributed...

New York and Vermont
Amtrak Train Stations

Major Transportation Hubs

Port Authority NY/NJ Bus Terminal, New York
Stewart International Airport, Albany International
Airport and Greater Rochester International Airport

New York State Thruway
Information Centers

Travel & Consumer Shows

Mailed to consumers
requesting a copy

Travel Agents

Miscellaneous NYS attractions,
hotels and tourist centers

PRINT MAGAZINE ADVERTISING SIZES

On the Canals

Experience the great outdoors...

FREE Trail and Waterway Recreation Activities

Canal Corporation

Scan for more info

canals.ny.gov

FULL PAGE

AMTRAK FROM THE PRESIDENT & CEO

Whether you're seeking the bright lights of the big city, small town charm or an escape into nature, New York State offers travelers the possibility for exploration and discovery. World-class museums, historic sites, outdoor activities and culinary experiences await – and better yet, many are just an Amtrak away. Train travel provides an easy, convenient and affordable way to get to know the Empire State's diverse regions and people.

Through funds made available by the New York State Department of Transportation, Amtrak operates numerous daily Empire Service trains connecting New York City, Albany, Rochester, Buffalo, Niagara Falls and cities in between, while the Adirondack skirts the scenic Hudson River and Lake Champlain on its way to Montreal. And the Big Apple is the busiest station in the Amtrak network, where you can connect with high-speed Acela or Northeast Regional trains serving the Northeast and Long Distance trains whose destinations include Savannah, Orlando, Miami, New Orleans and Chicago.

Amtrak expanded its New York City operations into Moynihan Train Hall more than a year ago – its light-filled concourse and large-scale artworks prove a fitting gateway to one of the world's great cities. In addition to relieving crowding and improving passenger comfort, security and accessibility, the Train Hall features a new Metropolitan Lounge on the upper level. Customers can relax in this premium lounge space and receive travel assistance from dedicated customer service agents. A full-service bar offers wine, cocktails, beer – with selections from New York breweries – and hot food for purchase. Complimentary snacks and specialty coffees are also available throughout the day. The lounge is open to same-day ticket holders who are Amtrak Select Rewards Select Plus or Select Executive members or to those traveling in Acela First class or sleeping car accommodations. Business class passengers may buy a day pass.

The opening of Moynihan Train Hall was just a preview of extensive investments Amtrak is making over the next decade to enhance the customer experience. Testing continues on our new state-of-the-art Acela trains, which will replace the equipment used to provide Acela service today. Each train will accommodate nearly 25 percent more passengers while continuing the spacious, high-end comfort travelers appreciate. Last year we signed a contract for the manufacture of a new modern fleet of up to 83 multi-powered trains. Replacing aging 40-to-50-year-old equipment, they will be used for State Supported and Northeast Corridor services – including the Empire Service, Adirondack and Northeast Regional. An option for up to 130 additional trains supports our growth plans.

We unveiled that growth strategy, known as Amtrak Connects US, in spring 2021. Our vision advances the development of more frequent, reliable and sustainable intercity passenger rail service to over 160 more communities and 20 million more passengers annually by 2035. The plan builds upon our national network, integrating new and improved rail corridors to expand the existing system.

For New York, we've proposed an expanded network that includes additional trains between New York City, Buffalo and Cleveland, Ohio, as well as new services connecting New York City with Scranton and Allentown, Pennsylvania; central Long Island; and Burlington, Vermont. State, local communities, the federal government and many others will be crucial stakeholders in helping to further shape this vision and bring it into reality. We're excited and ready to usher in a new era of rail travel that will benefit all Americans – learn more at amtrakconnects.com.

Thank you for choosing Amtrak, and welcome aboard.

Stephany J. Gardner
Amtrak President and Chief Executive Officer

NEWYORKBYRAIL.COM 3

"A brand new ride that sends you instantly flying through the most iconic parts of our beloved city!"

RISENY

A stunning ride through New York

GET TICKETS

Henry Hill

100 West 105th Street
New York, NY 10026

"SIX TOTALLY RULES!"

The New York Times

SIXONBROADWAY.COM

ticketmaster: 00 000000 0000 0000 0000 0000 0000 0000

NEWYORKBYRAIL.COM 6

1/2 PAGE: HORIZONTAL

FROM OUR PUBLISHER

—NEW YORK—

—BY RAIL—

At train travel.

The rumble of the rail cars on the tracks. The friendly conductor. Snacks in the café car. Stunning views outside the window that come and go in a moment. The absence of stress from a long drive and the chance to reduce your carbon footprint.

Wholly intertwined with the story of our great nation is the enduring spirit of the railroad. And keeping that story alive today is Amtrak, America's very own rail service, and one that provides the perfect platform from which to enjoy the wonders of New York State.

From Manhattan to Niagara Falls as well as north to the Adirondack Mountains and everywhere in between, Amtrak is ready for you to board. Now, to help plan your next Amtrak getaway, the New York By Rail team is very proud to present our 2022 edition – along with expanded magazine content available at NewYorkByRail.com.

So much has changed since the last time we were about to publish New York By Rail in the spring of 2020. The pandemic forced us to publish a bi-annual 2020/2021 edition for the first time in our 17-year history. At the same time, we pivoted to ramp up our digital offerings on NewYorkByRail.com, with weekly e-newsletters, blogs and social media.

The 18th annual edition of New York By Rail brings with it a desire to blend once again, particularly closer to home. We hope you enjoy the unique content contained herein, and we hope it will inspire you to embark on a journey, board a train and enjoy the wonders that can only come through that rail car window.

For your reading pleasure:

- Daniel Spitzer, Contributing Photographer and avid Amtrak supporter, has provided stunning aerial photos from his plane. Daniel captured sweeping views of Amtrak trains on roads, as well as the destinations to which they were heading. Daniel shot our cover photo along Lake Champlain and his pictures are featured prominently throughout the magazine. Daniel's work reflects his passion and illustrates the stunning scenery viewable from the train. Daniel's photos truly embody the phrase, "A picture paints a thousand words." What a hobby!

Best Regards,

Thomas Mannelli
Publisher & Chief Content Officer

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1/4 PAGE

Find Your GREATER

Catskills

getouttherecatskills.com

INSIDE FRONT COVER - PREMIUM POSITION

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Catskills

getouttherecatskills.com

NEWYORKBYRAIL.COM

unlock UPSTATE'S DOWNTOWN

VISITHUDSONNY.COM

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1/2 PAGE: VERTICAL

THE HUDSON VALLEY IN YOUR POCKET

Discover what's real and what's virtual... and connect with the New York State's first capital, the Hudson Valley, the heart of the nation's history.

POWERHOUSE THEATER

AT VASSAR COLLEGE

JUNE & JULY

845.437.5907 • POWERHOUSE.VASSAR.EDU

ART OM

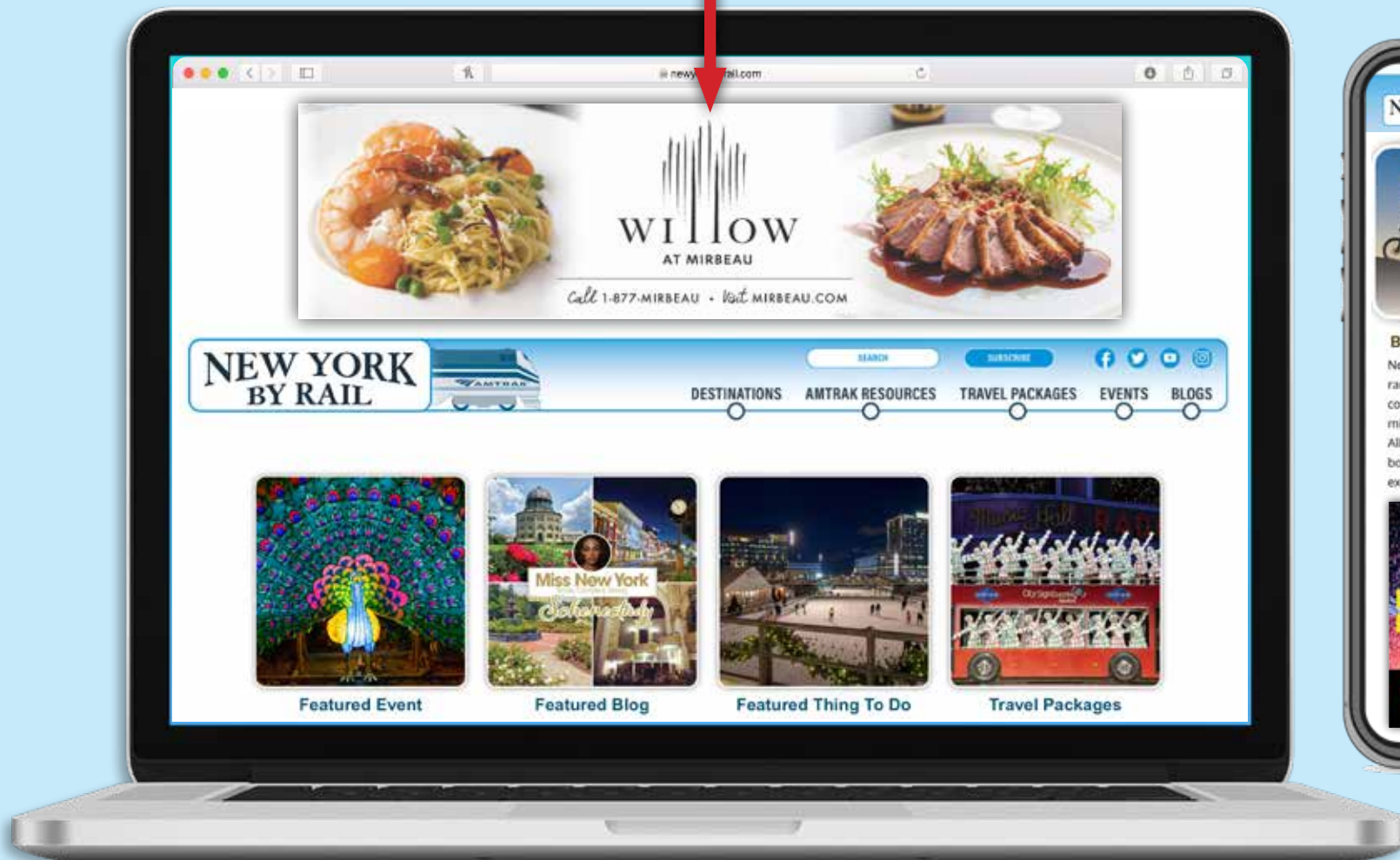
NEWYORKBYRAIL.COM 39

1/8 PAGE

DIGITAL PRODUCTS: WEBSITE DISPLAY ADVERTISING

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

LEADER BOARD
970X250



300X250

DIGITAL PRODUCTS: LOCAL BUSINESS GUIDE WEBPAGE

Be a part of NewYorkByRail.com's **exclusive local guide listing** with a personalized business profile.

LOGO LINKED
TO WEBSITE

300 WORDS
OF TEXT

PHOTOGRAPHY
SLIDE SHOW

VIDEO

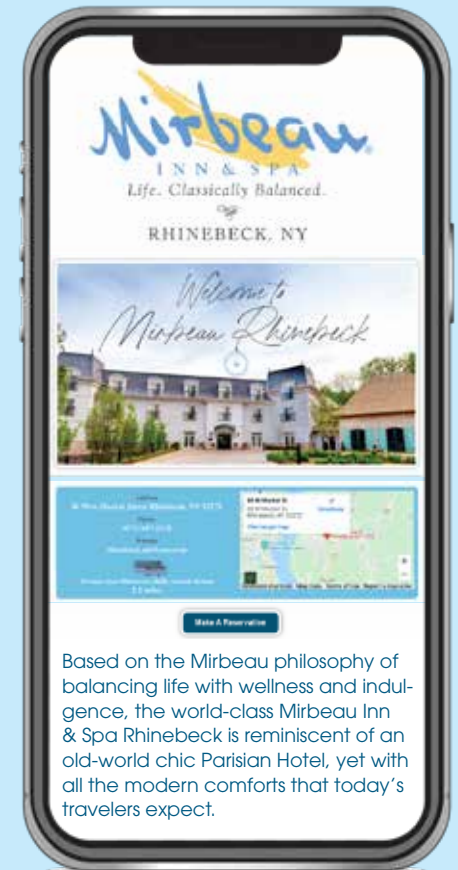
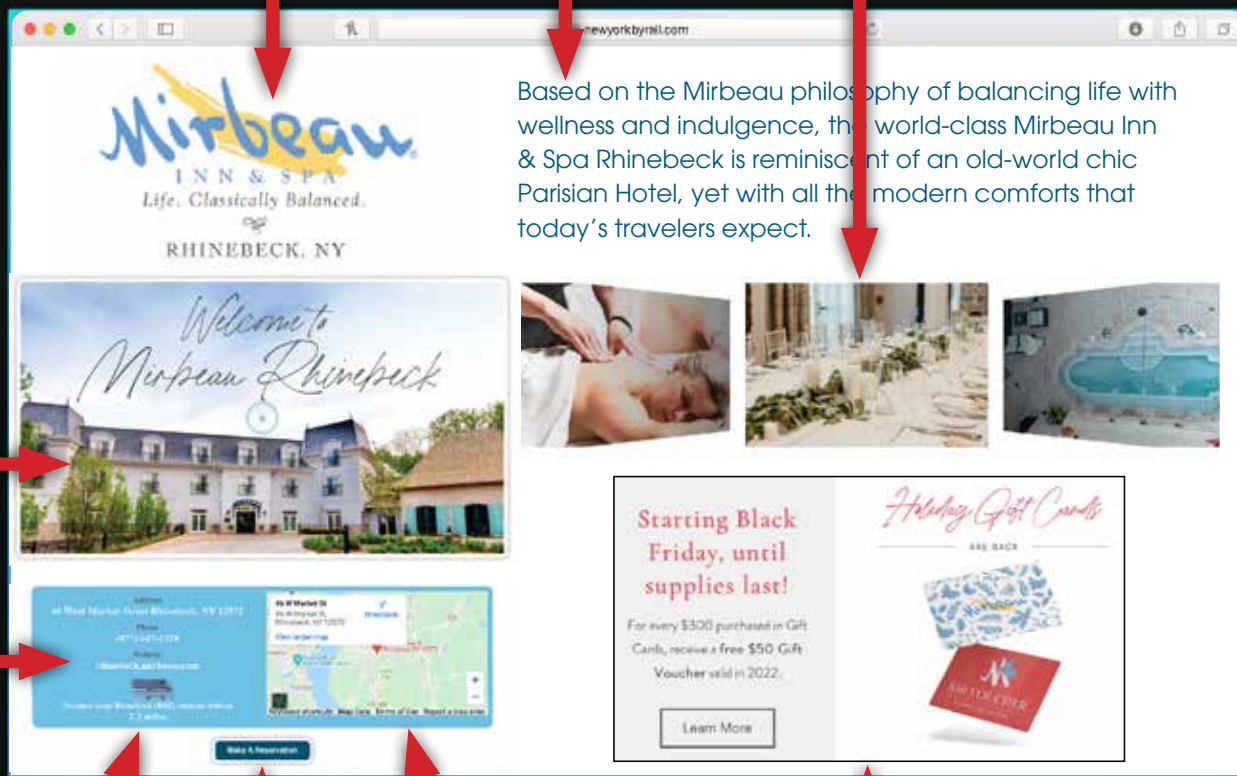
CONTACT
INFO

AMTRAK
STATION

CALL
TO ACTION

MAP

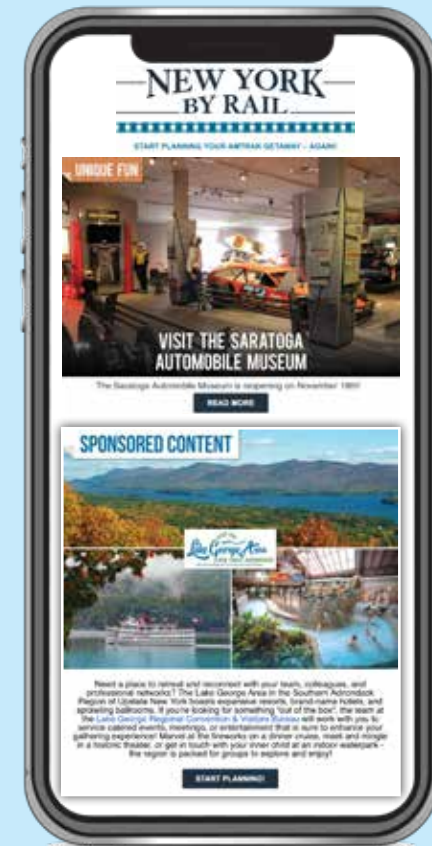
SPECIAL OFFER



DIGITAL PRODUCTS: E-NEWSLETTER SPONSORSHIP



Sponsor a feature in NYBR's weekly email newsletter sent to **9,000+ opt-in subscribers** and a **30,000 Extended New York Metro Area e-subscriber list** option with an attention-grabbing subject line & retargeting.



LOGO LINKED
TO WEBSITE

2-3 PHOTOS

100 WORDS
OF TEXT

CALL
TO ACTION

DIGITAL PRODUCTS: 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**.



DIGITAL AUDIENCE

580,000+

Annual Page Views

510,000+

Annual Unique Page Views

48,000+

Monthly Page Views

9,500+

Opt-in E-blast Weekly Subscribers

30,000

Extended New York Metro Area
e-subscriber list

2,000+

Facebook Followers

1,800+

Twitter Followers



NEWYORKBYRAIL.COM 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

PRODUCT DIGITAL

DETAILS

PRICING

WEBSITE DISPLAY ADVERTISING

Topic-specific pages aligning with search topics.
300 x 250 pixels
970 x 250 pixels (Leaderboard)

COST PER MONTH

12	9	6	3	1
\$500	\$550	\$600	\$650	\$750
\$750	\$850	\$950	\$1050	\$1200

SPONSORED CONTENT BLOG

Customized destination or attraction blog.
Article length is generally 1,250 - 1,500 words
with sidebar information, photographs and video.

Storyseller
Miss New York Storyseller

6x	3x	2x	1x
\$2150	\$2250	\$2375	\$2500
N/A	\$2500	\$2750	\$3000

E-NEWSLETTER SPONSORSHIP

Weekly E-Newsletter sponsorship with
75-words of copy, 2-3 photos and logo.
9,500 Opt-in subscribers
30,000 Extended NYC Area subscribers
(cost is added to standard rate)

12x	9x	6x	3x	1x
\$650	\$700	\$775	\$850	\$950
\$1500	\$1650	\$1750	\$1850	\$2000

LOCAL BUSINESS GUIDE WEBPAGE

300-word profile, 4-5 photos, video (if supplied).

12x	9x	6x	3x
\$1200	\$1125	\$900	\$600

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 PAGE SIZE = 8" X 10.5"

FULL PAGE

7.5"w x 10"h (No Bleed); 8.25"w x 10.75"h (includes .125" Bleed)

\$7,000

HALF PAGE

7.125"w x 4.5"h (Horizontal); 3.25"w x 9.5"h (Vertical)

\$4,000

QUARTER PAGE

3.5"w x 4.5"h

\$2,500

EIGHTH PAGE

3.5"w x 2.125"h

\$1,150

PAGE ONE

8.25"w x 10.75"h (includes .125" Bleed)

\$9,500

PAGE TWO

8.25"w x 10.75"h (includes .125" Bleed)

\$8,750

INSIDE FRONT COVER

8.25"w x 10.75"h (includes .125" Bleed)

\$11,500

INSIDE BACK COVER

8.25"w x 10.75"h (includes .125" Bleed)

\$10,000

BACK COVER

8.25" x 10.75" (Bleed)

\$13,000

INTEGRATED MARKETING PACKAGES

COST

DETAILS

\$15,000 (\$19,750 VALUE)

- Full Page Print Ad in *New York By Rail* 2023 magazine.
- 970x250 Website Display Ad on NewYorkByRail.com for 12 months.
- 3 E-Newsletter Sponsorships
- Local Business Guide Webpage for 12 months.

\$10,000 (\$13,700 VALUE)

- Full Page Print Ad in *New York By Rail* 2023 magazine
- 300x250 Website Display Ad on NewYorkByRail.com for 6 months.
- 2 E-Newsletter Sponsorships
- Local Business Guide Webpage for 12 months.

\$7,500 (\$9,750 VALUE)

- Half Page Print Ad in *New York By Rail* 2023 magazine.
- 300x250 Website Display Ad on NewYorkByRail.com for 6 months.
- 1 E-Newsletter Sponsorship
- Local Business Guide Webpage for 12 months.

\$5,000 (\$7,000 VALUE)

- Quarter Page Print Ad in *New York By Rail* 2023 magazine.
- 300x250 Website Display Ad on NewYorkByRail.com for 6 months.
- Local Business Guide Webpage for 6 months.