



THE CITY CRAWL

MEDIA KIT 2012

Tens of thousands of people board curbside busses every week traveling between New York City and Washington D.C. Avoiding high costs and all the hassle of traditional transportation they opt for the cheap, hip and modern curbside bus operators that charge low rates and offer frequent departures, leather seats and wireless Internet. **City Crawl** offers your business strategic and targeted access to this untapped growing market by distributing a magazine to these passengers curbside as they are lining up to board their bus. City Crawl hooks these passengers with the magazine and then keeps them informed about our network of business partners through the web, social media and street marketing.

City Crawl provides your business with an unparalleled viewing audience. The trip between New York and D.C. takes an average of 4-5 hours guaranteeing a captured audience. **84.3% of these passengers are traveling for pleasure making the audience a highly strategic target for your business.**

These passengers are headed to D.C. for the weekend and they are going out on the town experiencing all that D.C. has to offer. Curbside city to city busses are the fastest growing transportation sector and provide the perfect target audience for your business.

E-mail
info@thecitycrawl.com
OR VISIT US AT
thecitycrawl.com
TO RESERVE
AD SPACE TODAY!

FACTS

Growth In Passenger Ridership Per Transportation Sector Since 2010

Curbside busses: **+30%**

Amtrak: **+5.2%**

Airline: **+1.2%**

Private Cars: **+1%**

Daily bus operations have increased by 32.1% to keep up with increased demand.

Passenger loads average 95-100% on weekends and holidays with busses leaving every 15-30 minutes between New York and D.C.

Over 300 busses travel between New York and DC every weekend, carrying over 15,000 passengers within a 48-hour period.



CURBSIDER/READER PROFILE

The vast majority of these passengers are college students and young professionals aged 18-34. They are tech-savvy, deal oriented and spontaneous. We have nicknamed this demographic "Curbsiders." What are they going to do when they get off that bus in D.C.? It involves their friends, it involves seeking out great deals at local attractions and it can involve your business...

AGE

18-25 **48%**
26-35 **25%**
36-49 **12%**
50+ **14%**

18-35 is **75%**



GENDER

Female **53%**
Male **47%**

REASON FOR TRIP

Pleasure/Personal **84.3%**
Business **15.7%**

Portable Electronic Device Use During Bus Trip: **91%**

Cell Phone Call: **72.4%**

Music: **59.3%**

WI-FI: **52%**

E-mail/Text: **48.9%**

Surf the Internet: **48.5%**

The City Crawl magazine is all about curbsiders and their interests. All of our staff writers are curbsiders themselves ensuring that our content will engage the readership. City Crawl is an entertaining read to pass the time while on the bus and is also full of ideas of what to do once passengers arrive in D.C.

A SAMPLE OF OUR CONTENT

MONTHLY COLUMNS

A weekend in D.C. for under \$40

The Thirsty Washingtonian

a column reviewing the best drinks in town

Vintage Crawler

a column featuring fashion and clothing stores around the city

Food Truck Mania

features a different DC food truck each issue

Iconic DC

tells the history behind an iconic DC establishment

DC Music Scene

features reviews of shows, venues and bands

OTHER CONTENT

City Guide

A calendar of events of what's happening in town this month

DC City Map

Metro Map

Sudoku and Crossword Puzzles

Photo Contest



SHUTTERSTOCK/GARY BLAKELEY

THE CITY CRAWL LOOK

City Crawl is a digest size magazine that is easy for passengers to throw inside their backpack or even an inside coat pocket to ensure that passengers will take the magazine with them through the city. The graphic design and printing is of the highest professional quality with full color glossy pages. Our printer is Forest Stewardship Council certified, is powered by 100% wind energy and the magazine itself is 100% recyclable.

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DISTRIBUTION

Our hip New York based distribution crew will strategically distribute City Crawl to curbsiders lining up on the city blocks surrounding Penn Station/ Madison Square Garden in Manhattan. City Crawl will be handed directly to your future customers as they prepare to board their bus in route to D.C.

Distribution will be Friday and Sunday each weekend, which are the two busiest days of bus travel targeting over 125 D.C. bound busses each weekend. Friday distribution maximizes the benefits of the weekend visitors looking to enjoy themselves for a weekend in your city.

Sunday distribution ensures that native Washingtonians receive the magazine on their way home.

Distribution will start at 20,000 per month.

DROP-OFF LOCATIONS IN D.C.

Washington, D.C.

Union Station, Farragut
North & Dupont Circle

Arlington, VA

1 block from the Rosslyn Metro

Bethesda, MD

1 block from the Bethesda Metro



City Crawl isn't just a magazine – it's a network

City Crawl understands how curbsiders think, act and make decisions and speaks directly to them.

SOCIAL MEDIA MARKETING



Curbsiders share the things they like with the world instantaneously through social media websites. Social media helps dictate what restaurants they go to, what parties they attend, and what stuff

they buy. City Crawl keeps in touch with its readership through all available social media sites, blasting them about weekend specials, deals and other information regarding your business. By continuing to post deals, coupons and information about the businesses in our City Crawl Network we continue to create awareness of your business once the passenger returns home. When the curbsiders like what they see it will be all over the web.

WEBSITE

Our website links to all of our social media pages and serves as the "base camp" for the network. Our recent articles, additional blog posts, and interactive contests are all components of the website that encourage users to check out your business.

CAMPUS OUTREACH

City Crawl has campus reps on all the major college campuses in D.C. and New York City. These reps spread the word about the network ensuring maximum exposure to your business via the magazine, the website and social media.

FUTURE PROJECTS

We are in the process of developing an application for mobile devices so curbsiders can always stay connected with City Crawl wherever they go.

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ADVERTISING SPECS

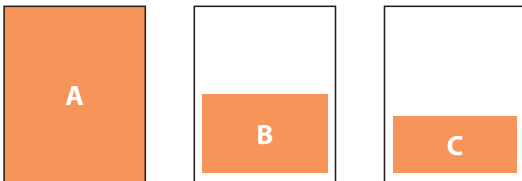
Publication Trim Size: 5.375" x 8.25"

Ad Dimensions:

A) Full Page: 5.375" x 8.25" plus .125" bleed

B) 1/2 Page Horizontal: 4.875" x 3.75"

C) 1/3 Page Horizontal: 4.875" x 2.58"



MECHANICAL REQUIREMENTS

All ads must be submitted as high-resolution (press quality) PDF format only.

The resolution of all images should be a minimum of 300dpi at final reproduction size and should be in CMYK format, not RGB. All fonts must be embedded in the PDF.

A .125" bleed to all sides of an ad is required to all ads intended to bleed beyond the trim size. Please include cropmarks and keep cropmarks outside of bleed area (offset .25").

Please email info@thecitycrawl.com to get login information for uploading ads.

ARTWORK & MECHANICAL CHARGES

If furnished artwork requires additional processing such as resizing, an additional mechanical charge will be billed to the advertiser. Native files will be needed to be sent for those ads needing alterations.

You can supply your own ad according to these specification or our graphic designer will work with you to design the perfect ad. Please email info@thecitycrawl.com for design rates.

CONTACT

info@thecitycrawl.com

Visit us at thecitycrawl.com



SHUTTERSTOCK/ANDRESR



SHUTTERSTOCK/DEAN BERTONCELI



SHUTTERSTOCK/NENETUS

The three C's of City Crawl make City Crawl's network the most unique advertising & marketing product available today:

CONNECTS your business to the thousands of bus passengers coming to D.C. every weekend.

City Crawl is the only advertising venue to network and strategize with the largest bus operations in your city thereby connecting thousands of passengers with your business.

COMBINES tourists & native Washingtonians into one relevant readership.

City Crawl is unique in that we reach both the tourists who are visiting D.C. for the weekend and the local Washingtonians who are taking the bus back to D.C. from their weekend away.

COLLABORATES with print, digital/social media platforms, and in -person street marketing to promote your business throughout the week to make sure that before the weekend comes and people are ready to travel or go out they know about your business and what you have to offer.

The three C's of City Crawl achieve:

- **Repeat viewing of your business name and your product through different media which reinforces your name in the mind of the curbsiders**
- **Growth of the network – the busses provide the network with a constant input of new readers**
- **Huge exposure to an untapped market**
- **Strategic distribution of 20,000 copies in a 4 weekend period (Fridays and Sundays)**

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