We help brands *solve problems*.

Crain’s breakthrough content, events and innovative thinking connect brands to influential decision-makers.
DRIVE conversions and access an engaged, affluent New York business audience.

71% of our audience is director level or above

90% take action from Crain’s content

Average household income: $610,000
Average net worth: $3.62 million
Average value of main residence: $1.7 million

80,000+ subscribers to one or more e-newsletters
3,000+ attendees at Crain events in 2022
AMPLIFY
your brand voice by aligning with strategic content experiences that build trust and drive demand.

98%
OF OUR READERS ENGAGE WITH US WEEKLY OR MORE.

JOURNALISM
Relevant, insightful, differentiating and essential journalism.

EVENTS & HONORS
Connections to the region’s most influential leaders.

NEWSLETTERS & PODCASTS
Get your message into even the hardest-to-reach inboxes.
ENGAGE with a premium audience
where they are and how they want to hear your message.

THOUGHT LEADERSHIP
Customized content, research and event alignments that position your company leaders as industry experts.

BRAND AWARENESS
Local exposure through a strategic, multi-channel approach that drives results across categories, brands and markets.

LEAD GENERATION
Digital and live event campaign strategies with key industry targeting and optimization.
**STRATEGIC, turnkey solutions**

<table>
<thead>
<tr>
<th>BUNDLE FEATURES</th>
<th>BRAND AWARENESS</th>
<th>THOUGHT LEADERSHIP</th>
<th>LEAD GENERATION</th>
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<tbody>
<tr>
<td>DIGITAL CAMPAIGNS</td>
<td>✓</td>
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<tr>
<td>ROS, takeovers, video, native ads</td>
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<td>NEWSLETTERS</td>
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<td>33%, 100% SOV</td>
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<td>CUSTOM</td>
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<td>Sponsored content, research, native ads</td>
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<td>EVENTS</td>
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<td>Display, high impact, lifestyle</td>
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Crain’s is the primary reporting source for many of the business-related (and even non-business) stories that are most interesting. Articles are well-researched and thorough, and written to a higher comprehension level than most of the other local sources.

- C-Level Executive

Due to COVID, it is hard to physically access New York. Thanks to the Crain's New York Business, I can access the latest information on time. – Analyst

It's an ideal communication to keep myself and my clients abreast of business and related events and information to keep my and their businesses ahead of the game. – Owner

Local business news from a business person's point of view. New York City from a business person's point of view. – CEO

67% discussed something they read with someone else.
Some of our PARTNERS