

NEXT
CITY

2016
MEDIA KIT

Inspiring change in cities since 2003

OUR MISSION

Next City is a nonprofit organization with a mission to inspire social, economic and environmental change in cities through journalism and events around the world.

For more than a decade, Next City has inspired change in cities through our signature mix of high-quality journalism and impact-oriented events. Every day, our reporters tell the stories that are changing cities around the world, keeping you informed of the people, policies and projects driving urban progress. As a nonprofit founded by three recent college graduates who shared a vision of a better urban future, our work doesn't end with reporting. We connect the next generation of urban leaders through our annual Vanguard conference and other events held in cities around the world. Every month, our website is viewed a half a million times, 23,000 people receive our newsletters, and more than 85,000 people follow us on Facebook, Twitter and other social media.

HOW WE CHANGE CITIES

We've developed a model for transforming cities and inspiring people who live in them.

1.



Identify innovations in cities.

2.



Tell the stories of people creating change.

3.



Connect those stories with communities online and on the ground.

4.



Elevate leaders and share the best ideas at events around the world.

5.



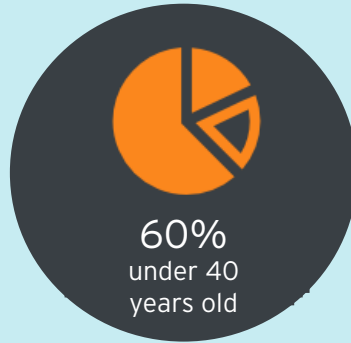
Foster the next generation of urban leaders.

6.

CHANGE THE FUTURE OF OUR CITIES

WHO WE REACH

Next City's audience is **young** and **professionally focused** on improving the cities where they live.



TOP CITIES FOR READERSHIP



New York
Washington, D.C.
Philadelphia
Chicago

San Francisco
Los Angeles
Seattle
Boston

London
Houston
Toronto
Atlanta

30%
work for
nonprofits,
academia or
philanthropy

25%
work as
planners,
architects or
engineers

25%
work in
government

20%
work in
media, tech
or law

OUR PLATFORMS

Our readers are urban and on the go.



66% Visit Next City weekly or more

38% Read Next City on mobile devices



DIGITAL

500,000 monthly visitors to nextcity.org

23,000 e-newsletter readers

SOCIAL

75,000 Twitter followers

14,000 Facebook followers

Thousands more on LinkedIn, Tumblr + Medium

CAREER

Thousands of positions posted on Next City Jobs from organizations like: **U.S. DOT, MIT, LISC, Code for America, Living Cites** + many more.

JOURNALISM

Next City began as a print magazine and though we now publish online, our commitment to original reporting and narrative, magazine-style journalism has never wavered.

Each week, we publish at least one longform feature and numerous news articles, delivering the information you need to understand the movements changing cities around the world.

With frequent posts on community development, transportation, urban design, culture, tech and the economy, we deliver solid reporting, smart analysis and the vital urbanist context our readers want.



ADVERTISING OPPORTUNITIES



LEADERBOARD

Rate: \$1000/month
728x90 pixels

The leaderboard sits prominently at the top of the home page and gets terrific visibility.

RECTANGLE

Rate: \$500/month
300x250 pixels

Standard rectangle ads are featured on every page of daily content.

JOBS PAGE LEADERBOARD

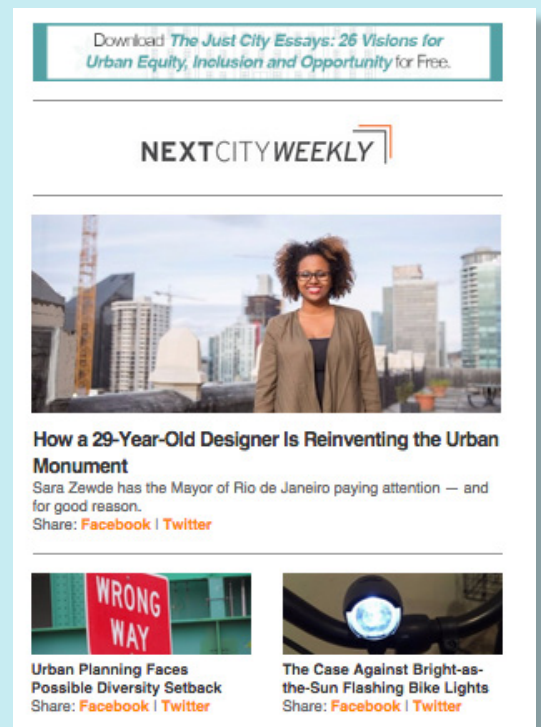
Rate: \$250/month | 728x90 pixels

Leaderboard slot on Next City's popular Jobs Board. Perfect for career development and professional enrichment ads.

WEEKLY NEWSLETTER

Rate: \$500/month
650x90 pixels

Next City's newsletter reaches 20,000+ people, giving advertisers an additional, direct way to reach our most loyal readers.



SOCIAL MEDIA

Social media content will be marked as sponsored.



TWITTER PACKAGE

Rate: \$200

Includes two sponsored tweets from @NextCityOrg's Twitter account, reaching 72,000+ followers. Optional image included, within 140 character limit.



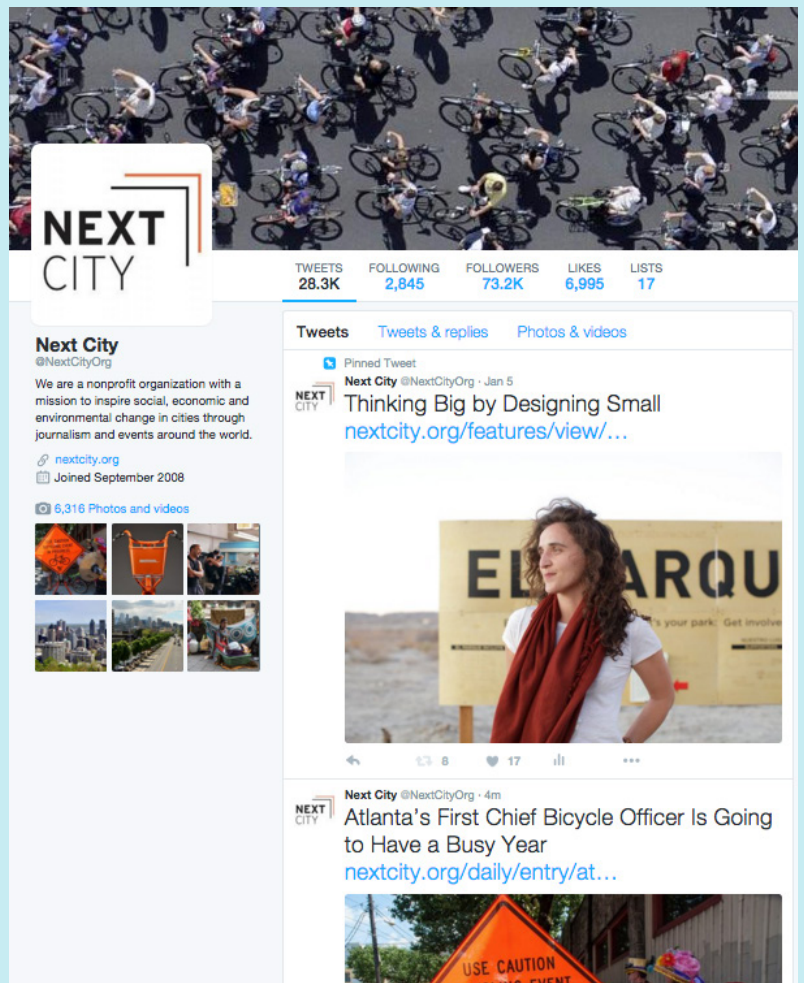
FACEBOOK POSTS

Rate: \$100

Engage our 14K Facebook followers with two posts of your choice on Next City's Facebook page.

Check out our event!

Bike geeks unite!



SPONSORED CONTENT

Sponsored content can allow an advertiser to more fully express an idea or draw more focused attention to their products, programs or services.

Next City provides a valuable platform and audience for your organization's story. Publish a sponsored guest post, underwrite a column, or create a custom advertorial package.

SPONSORED GUEST POST

Rate: \$800

You provide the story, we provide the platform. Publish a 500-700 word post with a 1200 pixel horizontal lead image. Content will be marked as sponsored. Each guest post is shared on Twitter and in our Daily Newsletter.

Using Our Words: The Language of Design for Equity

BY CHRISTINE GASPAR & LIZ OGBU | JULY 6, 2015



SPONSORED CONTENT FROM IMPACT DESIGN HUB

SPONSORED CONTENT POLICY



SPONSORED CONTENT

Public interest design. Social impact design. Community based design. These are labels that many of us use regularly to describe the work we do... but what do these words actually mean? As Barbara Brown Wilson and Katie Swenson acknowledged in the [introduction](#) to this series, we are at a time when our movement is blossoming. Yet, as the numbers in this field increase, it has become clear that there is not only a broad range of labels, but also a broad range of definitions for what constitutes good work. Many believe that developing common metrics is the answer to this challenge, but we can't

Sample guest post from Impact Design Hub.

UNDERWRITTEN STORY

Rate: \$1000

Support our award-winning content and get your brand seen. Strategize with Next City to develop an idea for an article or series, or sponsor existing content. Underwritten stories are 700-1000 words with independent reporting and sourcing. Topic will be approved by underwriter.

UNDERWRITTEN FEATURE

Rate: \$2000+

Underwritten features are original longform pieces ranging between 2000-5000 words with independent reporting and sourcing. Topic will be approved by underwriter.

RATES, SPECS + TERMS

All ads will be published and invoiced upon receipt. Payment is due upon receipt of invoice by check or credit card, and payments made after 30 days of invoicing will be charged a 10 percent late fee per month past due.

All advertising must be delivered in .gif and .jpg format, under 200 kb. Animated .gif files should be limited to 3 frames. Art must be delivered and approved by Next City editorial staff.

After publishing advertising, Next City reserves the right to remove advertising and return advertising fees.



ADVERTISING

Leaderboard	\$1000/mo
Rectangle	\$500/mo
Jobs Leaderboard	\$250/mo

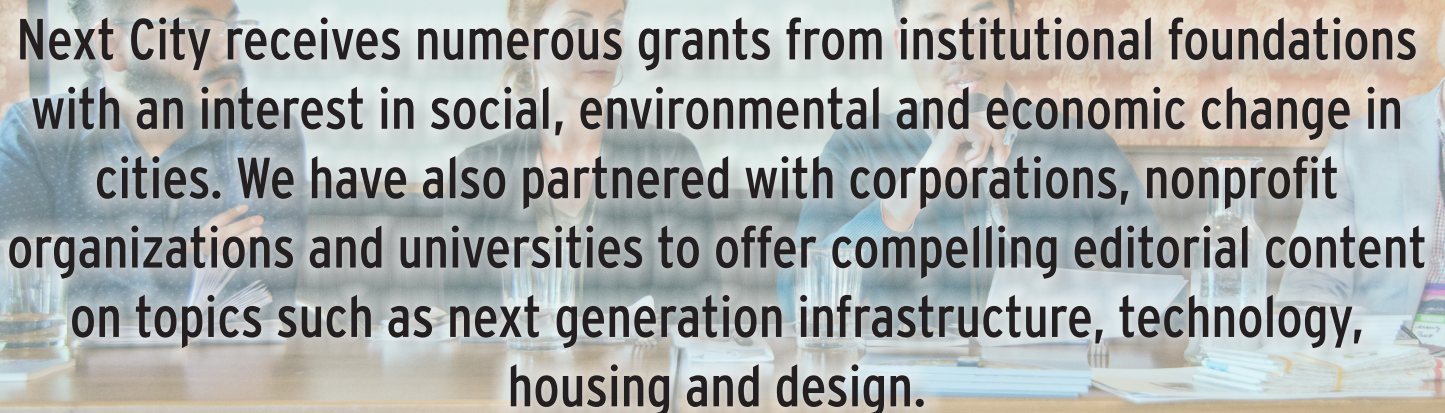
EMAIL/SOCIAL ADVERTISING

Weekly Newsletter	\$500/mo
Twitter Package	\$200
Facebook Posts	\$100

PARTNERSHIP OPPORTUNITIES

A partnership with Next City is an opportunity to deepen your brand's connection to the innovation transforming cities worldwide. Support Next City and showcase your commitment to the next generation of urban leaders. Next City engages with corporate, nonprofit and university partners on a variety of levels.

- » An organization can support Next City by contributing as an **organizational member**. By becoming an organizational member, organizations gain access to exclusive content and quarterly calls with Next City leadership in addition to advertising and advertorial opportunities.
- » An organization can also **partner** with Next City to sponsor events, including our flagship urban leadership conference, Vanguard. Sponsorship investments range from \$25,000 to \$100,000 and come with a robust set of benefits to ensure your organization gets noticed.
- » Organizations can work with Next City to **customize a package** that will suit the short-term and long-term sponsorship and promotional goals of your entity.



Next City receives numerous grants from institutional foundations with an interest in social, environmental and economic change in cities. We have also partnered with corporations, nonprofit organizations and universities to offer compelling editorial content on topics such as next generation infrastructure, technology, housing and design.

CORPORATE SPONSOR LEVELS

FRIEND

\$2,500

- membership
- logo placement on website
- access to executive leadership on quarterly call
- 1 month leaderboard ad space
- 1 month newsletter ad space
- 1 jobs leaderboard ad

ANNUAL EVENT SPONSORSHIP TIERS

\$25,000

\$50,000

\$100,000

SPONSOR

\$5,000

- membership
- logo placement on website
- access to executive leadership on quarterly call
- 1 month leaderboard ad space
- 1 month newsletter ad space
- 1 jobs leaderboard ad
- 1 social media campaign through Twitter
- logo on all printed materials produced for Next City events
- 5 job posts throughout the year
- sponsored guest post

PARTNER

\$10,000

- membership
- logo placement on website
- access to executive leadership on quarterly call
- 1 month leaderboard ad space
- 1 month newsletter ad space
- 1 jobs leaderboard ad
- 1 social media campaign through Twitter
- logo on all printed materials produced for Next City events
- 5 job posts throughout the year
- sponsored guest post
- full-page ad in all printed materials throughout the year with verbal recognition

UNIVERSITY/NPO/GOV'T. SPONSORSHIP

FRIEND

\$1,500

- 10 faculty/ staff memberships
- logo placement on website
- exclusive access to member calls with our executive leadership
- 1 free vanguard application
- 1 month sidebar ad space
- 1 month newsletter ad space in our daily newsletter
- 1 social media campaign through Twitter
- article recommendations from our Editor-in-Chief and Publisher for specific course syllabi (university partners)

PARTNER

\$3,000

- logo placement on site
- 10 faculty memberships
- exclusive access to member calls with our executive leadership
- 1 free vanguard application
- 1 month sidebar ad space
- 1 month newsletter ad space in our daily newsletter
- 1 social media campaign through Twitter
- 5 free job postings
- 2 sponsored guest post
- 2 sponsored faculty op-eds
- logo placement on all printed materials throughout the year
- article recommendations from our Editor-in-Chief and Publisher for specific course syllabi (university partners)



NEXT CITY

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PLEASE DIRECT INQUIRIES TO JESSICA@NEXTCITY.ORG

