



## April 2013 Media Kit

# What is New York Events?

NEWYORKEVENTS.CO is a web property of nuSQUARE; a New York based digital marketing and Media Company. The New York Events project strives to collaborate with event organizers to share places to go, things to do and local event listings in and around New York City. We also offer our users the ability to post their own events on our event calendar. The events we cover range from Broadway shows and theater, outdoor and events park and recreational events, latest restaurant openings and foodie events, nightlife, shopping, sports, art galleries, museums, and more. These events allow us to connect with a broad audience in the New York metropolitan area.

Our easy-to-navigate and user friendly website brings you 3 daily events representing a wide range of activities in and around New York City as well as an extensive calendar with events submitted by our user base. New York Events was founded with a focus and mission on quality and service, loyalty to our clients and we require the same standards for our content-partners and their events.

New York Events has limited the Selected Events on our website to three, giving the event manager an exclusivity not offered by any other event site. Each event listed on NEWYORKEVENTS.CO is selectively chosen, with stringent guidelines, on a daily basis, to provide you with information regarding the events that you're interested in attending.

# Target Demographics

NEWYORKEVENTS.CO targets a balanced mix of singles between the ages of 21-40 with a median annual income of \$70K. Our site is connected to a diverse audience who are engaged in an active lifestyle and participate in events in and around New York City.

# Why New York Events?

With the level of quality, the frequency of our updates, our content written by in house writers, our live coverage and blogging at events, we expect our users to tell their friends about [NEWYORKEVENTS.CO](http://NEWYORKEVENTS.CO), subscribe to our daily newsletter, follow us on Twitter, Like us on Facebook and simply spread the word! Given that our listings include a broad range of events, we are able to capture a wide audience. While attracting a broad viewership, everyone has something in common, which is that they're all interested in what's happening in and around the New York metropolitan area. Since [NEWYORKEVENTS.CO](http://NEWYORKEVENTS.CO) is a daily site that focuses on 3 quality events in and around New York City, our audience knows what to expect and trusts our content. Therefore, your listings, banners and/or events will be focused on in a capacity that other sites cannot offer.

# Public Relations + Social Media

NEWYORKEVENTS.CO maintains an extensive database of people in and around the New York Metropolitan area which is an attractive way for you to market your event, service and/or product. Our users have the ability to post their own events and provide their information either through our subscriber form or event post form. We also offer a daily email newsletter to our growing, extensive database of subscribers, connect multiple times on a daily basis with our Twitter and Facebook fans and employ our own in house content writers.

# The Site

**new york events**  
your daily source for new york events

[Register](#) [Sign In](#) [Add place](#) [Add event](#)

Search

food, products or place

Near

Zip code or address

SEARCH

[Home](#)

[Insider](#)

[New York News](#) ▼

[Events](#) ▼

[Places](#) ▼

[About](#)

## OUR SELECTED EVENTS FOR TODAY



### Riverbank State Park Ice Skating Rink

@ Riverbank State Park Ice Skating Rink This sizable outdoor rink is open to the public and has a roof to prevent winter snows and spring showers alike from raining on your ice capades. And since Riverbank State Park [Read More](#) →

★ Add to Favorites

0



### Rolling Stones: 50

@ The Paley Center for Media As the rock band celebrates its 50th year, explore the blokes' evolution from fresh-faced beginners to stadium giants through 70 rare photographs. A video companion highlights televised performances throughout the Stones' career, including [Read More](#) →

★ Add to Favorites

0



### The Butterfly Conservatory: Tropical Butterflies Alive in Winter

@ American Museum of Natural History Temperatures climb to a balmy 80 degrees in the 1,200-square-foot vivarium, returning for its 15th year. The 500 specimens flying around include monarchs, zebra longwings and iridescent blue morpho butterflies. For more information [Read More](#) →

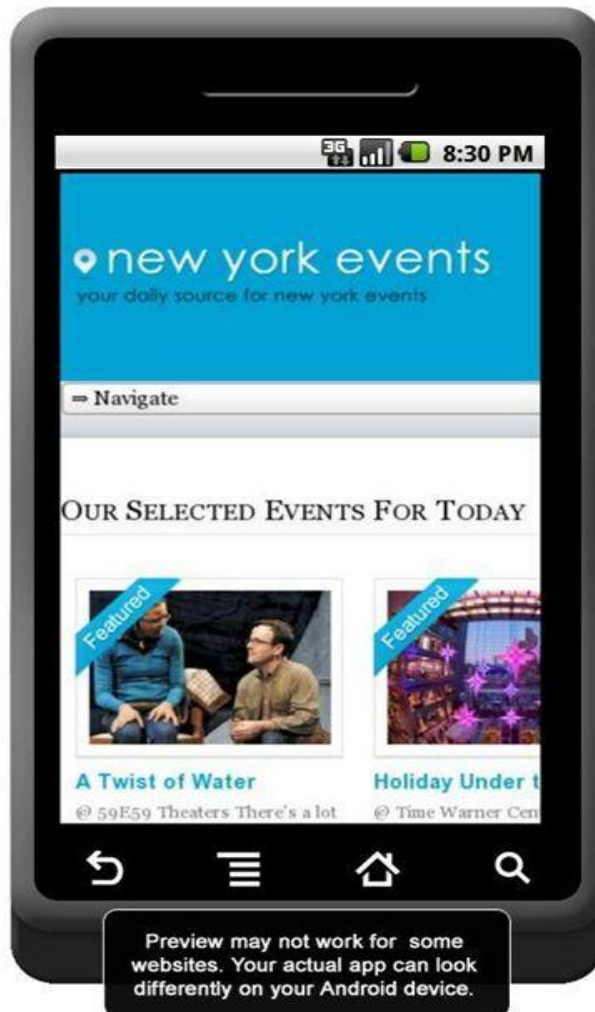


## MORE EVENTS

January 2013						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## NEW YORK EVENTS DAILY NEWSLETTER

# The App



## New York Events



Your daily source for New York events!

NEWYORKEVENTS.CO is a web property of nuSQUARE, a digital marketing and media company. The New York Events project strives to collaborate with event organizers to share places to go, things to do and local event listings in and around New York City. The events we cover include Broadway shows and theater, free events, latest restaurant openings and foodie events, nightlife, shopping, sports and more. These events allow us to connect with a broad audience in the New York metropolitan area.

Our easy-to-navigate website brings you 3 daily events representing a wide range of activities in and around New York City. We do the search for you (for free). New York Events was founded with a focus and mission on quality and service, and we require the same standards for our content-partners and their events.

New York Events has limited the events on our website to those we feel represent what you're looking for; each event listed on NEWYORKEVENTS.CO is selectively chosen on a daily basis to provide you with information regarding the events you're interested in attending.

For more information regarding partnership opportunities and/or to see our media kit, please contact us at [info@newyorkevents.co](mailto:info@newyorkevents.co).

 Like  Be the first of your friends to like this.

 [Tweet about this App](#)

 0  
 Share

DOWNLOAD APP



Scan  
QR code

# The Speed

**whichloadsfaster.com** About Settings **Features:** Repeat Race Grab my data Splash screen

Register Sign In Add place Add event

## new york events

your daily source for new york events

Search  Near

Menu

English

## yelp

Search for (e.g. taco, cheap dinner, Max's)

Welcome About Me Write a Review Find Friends Messaging Talk




### Yelp is the best way to find great local bu

People use Yelp to search for everything from the city's tastiest bu renowned cardiologist. What will you uncover in your neighborhoc

← **92% faster**

**4796 ms / 9211 ms**

### OUR SELECTED EVENTS FOR TODAY

 <p><b>Music is my Valentine</b> @ Sapphire Lounge On Friday February 15th</p>	 <p><b>New Party on Fridays</b> @ Plunge at the Gansevoort Park Avenue</p>	 <p><b>Accidental Pervert</b> @ The 13th Street Repertory "ACCIDENTAL</p>
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Amster... share this test! more Miami Sa  
Atlanta... Minneapolis Sa  
Austin... Honolulu New York Sa  
Berlin... Houston Oakland Sa  
Boston... Las Vegas Palo Alto Se  
Chicago... London Paris To  
Dallas... Los Angeles Philadelphia Va  
Denver... Madrid Portland W:

### Best of Yelp: Manhattan

# Get Noticed

**new york events**  
your daily source for new york events

## WHAT'S ON

PUBLISH YOUR EVENT ON UP TO 15+ EVENT SITES WITH GUARANTEED LIVE LINKS

SITE NAME	LOCAL TRAFFIC*	UNIQUE SITE VISITS**	LOCATION	MOBILE
<b>8 GLOBAL SITES</b>				
Bing Events	N/A	N/A	Global	✓
Craigslist	N/A	N/A	Global	✓
Eventful	20,000	2,000,000	Global	✓
Qype	50,000	5,000,000	Global	✓
Scene Point Blank	9,000	900,000	Global	✓
Sulekha	N/A	N/A	Global	✓
Upcoming	25,000	2,500,000	Global	✓
Zvents	10,000	1,000,000	Global	✓
<b>12 NATIONAL AND LOCAL SITES</b>				
American Towns	8,000	840,000	National	✓
Annual Event Post	2,000	229,000	National	✓
CBS Local	42,000	420,000	National	✓
Daily News New York	95,000	9,500,000	National	
Darien News Online	3,000	229,000	National	
Ents24	9,000	900,000	National	
Global Data Point	1,830	183,000	National	
Last FM	10,000	1,000,000	National	
Metro Mix USA	36,000	3,600,000	National	
NYC Go	2,000	160,000	National	
New York Events	3,000	250,000	Local	
Yelp	20,000	2,000,000	National	
<b>3 SOCIAL SITES</b>				
Facebook	20,000	2,000,000	Global	✓
LinkedIn	12,000	1,200,000	Global	✓
Pinterest	30,000	3,000,000	World	✓
<b>1 ASSOCIATION</b>				
Press Association	N/A	N/A	National	

# Press Mentions

www.tntnames.com/blog/tntnames-weekly-co-spotlight-newyorkevents-co.html

**web.com** **\$7.95/mo.** **Get Started** 



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- Brokered Domains
- Cloud Domains
- Cord Blood Domains
- Domaining Domains
- Future Trend Domains
- GTLD Domains
- Hologram Domains
- Insurance Domains
- Mesothelioma Domains
- Mobile Wallet Domains
- QR Code Domains
- Spanish Domains
- Streaming Domains

## TNTNames Weekly .CO Spotlight! NewYorkEvents.co!

Posted on February 6, 2013 by TNTNAMES

Welcome to TNTnames.com weekly .CO Spotlight! This week I am featuring a great site called [NewYorkEvents.co](http://NewYorkEvents.co)! I want to thank Michael & Nick for participating in TNTnames.com Weekly .CO Spotlight! I grew up in New York and love it there, I use [NewYorkEvents.co](http://NewYorkEvents.co) to check out whats going on in New York! Hopefully I can get back to visit soon! First lets get the the site bio and then learn a little about [NewYorkEvents.co](http://NewYorkEvents.co) through my interview!


[NEWYORKEVENTS.CO](http://NEWYORKEVENTS.CO) is a web property of nuSQUARE, a digital marketing and media company. The New York Events project strives to collaborate with event organizers to share places to go, things to do and local event listings in and around New York City. The events we cover include Broadway shows and theater, free events, latest restaurant openings and foodie events, nightlife, shopping, sports and more. These events allow us to connect with a broad audience in the New York metropolitan area.

Our easy-to-navigate website brings you 3 daily events representing a wide range of activities in and around New York City. We do the search for you (for free). New York Events was founded with a focus and mission on quality and service. and we require the same standards for our content-

I SUPPORT THE DOMAIN INDUSTRY

I ♥ Do  
And you?

Category


All Categories 

Keyword

.com  .net  .org

.biz  .co  .tv

.uk  .de  .fr

Character Length  

# b'cast

submit your event to  
20+ event sites!



 new york events  
your daily source for new york events

## What are the benefits of using New York Events B'cast?



### What we do

We broadcast and publish your event to **20+ event listing sites including Facebook** to save you time, access thousands of unique event consumers and track your results.



### Our packages

Submit an event to over 26 categories such as Comedy, Festivals, Food & Wine, Galleries & Art, Health, Kids & Families, Live Music, Nightlife, Pubs & Bars, Nightlife, Retail, Sports & Leisure, Theatre



### Natural search

Your event will index on **Google, Yahoo, Bing, Aol, Ask** and all major search engines within 72 hours. With reporting that includes proof of live links to all your favorite sites.

40m+ consumers within 72 hours

## Simply submit your event via our site

### **Broadcast and publish**

We broadcast and publish your event to up to 20+ event listing sites including Facebook to save you time, access thousands of unique event consumers locally, regionally and nationally.



### **Share our expertise in the field**

With over 10 years of experience within online directories and events marketing service we bring to you a wealth of expertise to ensure your event is successful.



### **Use targeted sites**

Each event is directly targeted to genre specific event sites and relevant event consumers by interest and location.



## Online reporting with proof of live links

### Better natural search

The event and location data of an event are simultaneously used to create valuable search information which is picked up quickly and effectively by Google



### Grow your audience reach

Each event broadcast delivers fast, effective, event advertising that reaches up to 40 million event consumers resulting in targeted, local, national, global and social reach.



### Detailed reporting

Each event comes with it's own event report detailing which sites you are live, total number of sites submitted and insights in to how your event is indexing in natural search.



# New York Events b'cast

A network of authorised publishers ranging from the **Press Association, Global Data Point, Eventful, Qype** and many more...

1. You submit your event to [NEWYORKEVENTS.CO](http://NEWYORKEVENTS.CO)
2. We broadcast your event to a publisher network
3. We send you an online report within 72 hours

40m+ consumers within 72 hours

## Any Event Broadcast

PUBLISH YOUR EVENT ON UP TO 30+ EVENT SITES WITH GUARANTEED LIVE LINKS

SITE NAME	LOCAL TRAFFIC*	UNIQUE SITE VISITS**	LOCATION	MOBILE
<b>16 NATIONAL SITES</b>				
Bing Events	N/A	N/A	Global	✓
Ents24	9,000	900,000	National	✓
Eventbrite	4,000	400,000	Global	✓
Eventful	20,000	2,000,000	Global	✓
Global Data Point	1,830	183,000	National	✓
Gumtree	60,000	6,000,000	Global	✓
Last FM	10,000	1,000,000	National	✓
Oype	25,000	2,500,000	Europe	✓
Skiddle	6,800	680,000	Global	✓
Sulekha	N/A	N/A	Global	✓
This Is Network	10,000	1,000,000	Local	✓
Timeout	57,500	5,750,000	Global	✓
Upcoming	25,000	2,500,000	Global	✓
View Network	10,000	1,000,000	Local	✓
Wozzon	600	60,000	National	✓
Zvents	10,000	1,000,000	Global	✓
<b>14 LOCAL &amp; REGIONAL SITES</b>				
All In London	165,000	1,650,000	London	✓
Be Local	25,000	250,000	Suffolk	✓
City Life Manchester	30,000	300,000	Manchester	✓
Culture Northern Ireland	23,000	230,000	Ireland	✓
Kent Online	15,000	150,000	Kent	✓
London Information Guide	30,000	300,000	London	✓
London Net	18,000	180,000	London	✓
London Town	20,000	200,000	London	✓
London 24	22,000	220,000	London	✓
London's Biggest Conversation	34,000	340,000	London	✓
The List	120,000	1,200,000	Scotland	✓
Visit Birmingham	29,000	290,000	Birmingham	✓
Visit London	90,000	900,000	London	✓
Visit Scotland	130,000	1,300,000	Scotland	✓
<b>5 SOCIAL SITES**</b>				
Asmallworld	8,000	800,000	Global	✓
Facebook	30,000	3,000,000	Global	✓
LinkedIn	18,000	1,800,000	Global	✓
Pinterest	12,000	1,200,000	Global	✓
Twitter	16,000	1,600,000	Global	✓
<b>1 ASSOCIATION</b>				
Press Association	N/A	N/A	National	✓

36 SITES IN TOTAL

LOCAL REACH OF 432K

MINIMUM REACH OF 43.2M

20 MOBILE SITES

YOUR EVENTS WILL BE INDEXED BY NATURAL SEARCH SITES SUCH AS GOOGLE, BING AND YAHOO AND VIA OUR PUBLISHER NETWORK.

## Nightlife Broadcast

PUBLISH YOUR EVENT ON UP TO 35+ EVENT SITES WITH GUARANTEED LIVE LINKS

SITE NAME	LOCAL TRAFFIC*	UNIQUE SITE VISITS**	LOCATION	MOBILE
<b>12 TARGETED NIGHTLIFE SITES</b>				
ClubBoard	32,000	3,200,000	Global	✓
Data Transmission	3,000	300,000	Global	✓
Don't Stay In	7,400	740,000	Global	✓
Don't Panic	2,000	200,000	Global	✓
HardFaster	465	46,500	Global	✓
House1	680	68,000	Global	✓
Resident Advisor	10,000	1,000,000	Global	✓
Skiddle	6,800	680,000	National	✓
Soonest	3,200	320,000	Europe	✓
Sprout	100	10,000	National	✓
Tillster	1,250	125,000	National	✓
<b>19 NATIONAL &amp; GLOBAL SITES</b>				
Bing Events	N/A	N/A	Global	✓
Ents24	9,000	900,000	National	✓
Eventbrite	4,000	400,000	Global	✓
Eventful	20,000	2,000,000	Global	✓
Global Data Point	1,830	183,000	National	✓
Gumtree	60,000	6,000,000	Global	✓
Last FM	10,000	1,000,000	National	✓
Oype	25,000	2,500,000	Europe	✓
Skiddle	6,800	680,000	Global	✓
Sulekha	N/A	N/A	Global	✓
This Is Network	10,000	1,000,000	Local	✓
Timeout	57,500	5,750,000	Global	✓
Upcoming	25,000	2,500,000	Global	✓
View Network	10,000	1,000,000	Local	✓
Wozzon	600	60,000	National	✓
Zvents	10,000	1,000,000	Global	✓
<b>14 LOCAL &amp; REGIONAL SITES</b>				
Be Local	25,000	250,000	Suffolk	✓
City Life Manchester	30,000	300,000	Manchester	✓
Culture Northern Ireland	23,000	230,000	Ireland	✓
Kent Online	15,000	150,000	Kent	✓
London Sites	378,000	3,780,000	London	✓
The List	120,000	1,200,000	Scotland	✓
Visit Birmingham	29,000	290,000	Birmingham	✓
Visit Scotland	130,000	1,300,000	Scotland	✓
<b>5 SOCIAL SITES**</b>				
Asmallworld	8,000	800,000	Global	✓
Facebook	30,000	3,000,000	Global	✓
LinkedIn	18,000	1,800,000	Global	✓
Pinterest	12,000	1,200,000	Global	✓
Twitter	16,000	1,600,000	Global	✓
<b>1 ASSOCIATION</b>				
Press Association	N/A	N/A	National	✓

48 SITES IN TOTAL

LOCAL REACH OF 430K

MINIMUM REACH OF 43.0M

28 MOBILE SITES

YOUR EVENTS WILL BE INDEXED BY NATURAL SEARCH SITES SUCH AS GOOGLE, BING AND YAHOO AND VIA OUR PUBLISHER NETWORK.

Broadcast your event from \$49.99

Genre	Number of potential listing sites
<input type="radio"/> Any Event	List your event on up to 25+ event publisher sites!
<input type="radio"/> Comedy	List your event on up to 30+ event publisher sites!
<input type="radio"/> Conference	List your event on up to 45+ event publisher sites!
<input type="radio"/> Galleries & Art	List your event on up to 25+ event publisher sites!
<input type="radio"/> Live Music	List your event on up to 30+ event publisher sites!
<input type="radio"/> Pubs & Bars	List your event on up to 25+ event publisher sites!
<input type="radio"/> Nightlife	List your event on up to 35+ event publisher sites!

We charge based on a 'cost per event'

Reach up to 40 million event consumers...

Report for David Warren



MCD Presents Get Back - The Story of The Beatles! 24th and 25th August

Venue: The Olympia Theatre

Event Date: 24 August 2012 at 7:30 pm

Category: Live Music

Natural search results

Please allow 72 hours for natural search indexing.



Broadcast results

TOTAL NUMBER OF SITES	44
TOTAL NUMBER OF SITES LIVE	15
TOTAL NUMBER OF SITES SUBMITTED	29

Audience reach

TOTAL UNIQUE SITE REACH	36.4M
TOTAL LOCAL UNIQUES	615K
MOBILE APPS	19

11 Targeted sites

SITE NAME	LOCATION	SITE REACH	LOCAL REACH	MOBILE APP	STATUS
Timeout	National	5.8M	58K	✓	Submitted
Songkick	Global	1.0M	10K	-	<a href="#">Live Link</a>
All Gigs	National	250K	25K	-	Submitted
Soon Night	Global	320K	3K	✓	<a href="#">Live Link</a>
XFM Gigs	National	650K	7K	-	Submitted
The Skinny	National	850	85K	-	Submitted
Heart	National	-	-	-	Submitted
Resident Advisor	Global	1.0M	10K	✓	<a href="#">Live Link</a>
Dont Stay In	Global	740K	7K	✓	<a href="#">Live Link</a>
Data Transmission	Global	300K	3K	✓	<a href="#">Live Link</a>
Tillate	Global	125K	1K	✓	<a href="#">Live Link</a>

7 Global sites

SITE NAME	LOCATION	SITE REACH	LOCAL REACH	MOBILE APP	STATUS
Bing events	Global	-	-	✓	Submitted
Eventful	Global	2.0M	20K	✓	.....
Oype	Global	2.5M	25K	✓	.....
Scene Point Blank	Global	-	-	-	Submitted
Sulekha	Global	-	-	✓	Submitted
Upcoming	Global	2.5M	25K	-	<a href="#">Live Link</a>
Zvents	Global	1.0M	10K	✓	<a href="#">Live Link</a>

Clear reporting, mobile, natural search indexing & live links

**40 million  
visitors / month**

From a network of global, national and  
hyper local sites



# Partnership Opportunities

Banner advertising and exchange

Link Exchange and Cross promotion

Live Bloggers and Content writers on staff

Event Listings submitted daily by users and 3 Featured Event spots

Email Campaigns and blasts to our subscribers

Event Planning and Coordinating for maximum exposure of your event

# Upcoming Projects

**CelebrityCharityEvents.com** - Covering all Celebrity Charities and their events!

**Phila.co** & **ThePhilly.com** - Everything Philadelphia + First Timers Cheesesteak guide

**Westbury.co** - Westbury local event and information guide for tourists

**EventGuide.co** - Event Ticket sales and listings to just about everything

**DrinkSpecials.co** - A daily drink special guide to the hottest bars, clubs and lounges

**MediterraneanFood.co** - Your guide to everything Mediterranean Food

**AtlanticCityEvents.co** - Covering the new hot spot Revel, The Quarter in the Tropicana, Harrah's Pool Bar, MurMur and The Mixx in the Borgata, The Casbah in the Taj Mahal.

**BostonEvents.co** - Covering a city of great history, museums, sports and nightlife

**LAEvents.co** - Los Angeles events, parties, celebrity events, casting calls and more

**AtlantaEvents.co** - Covering one of the biggest cities in the US, nightlife and all

# Contact Us

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New York, NY 10163

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