

Real Estate. Real Life. Real New York.

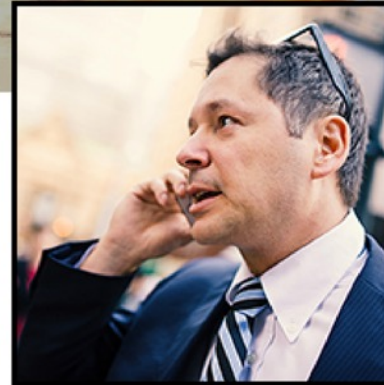
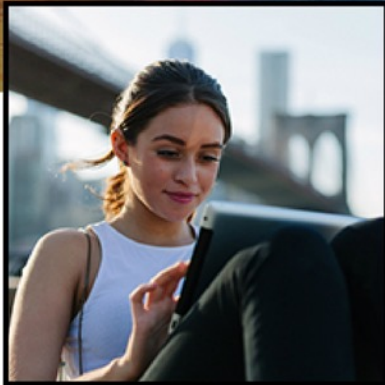
BRICK UNDERGROUND

BEST
REAL ESTATE
WEBSITE!

National Association
of Real Estate Editors

“A First Stop for New Yorkers
Getting Ready to Move.”

- THE NEW YORK TIMES



BRICK UNDERGROUND
RANKS #1
ORGANICALLY ON
GOOGLE SEARCHES



BEST REAL ESTATE WEBSITE!

National Association of Real
Estate Editors



Our Advertisers Receive a **Consistent Stream of Inquiries** From New Customers



A high-intent audience: Over 75% of our 7 million+ annual unique readers find Brick Underground through high-intent organic search results.



Trusted real estate advice: Brick Underground features more than 7,000 original, high-quality posts on NYC real estate.



A cycling audience: Practical advice to high-value consumers in every phase of the rental, sales and home improvement cycle.



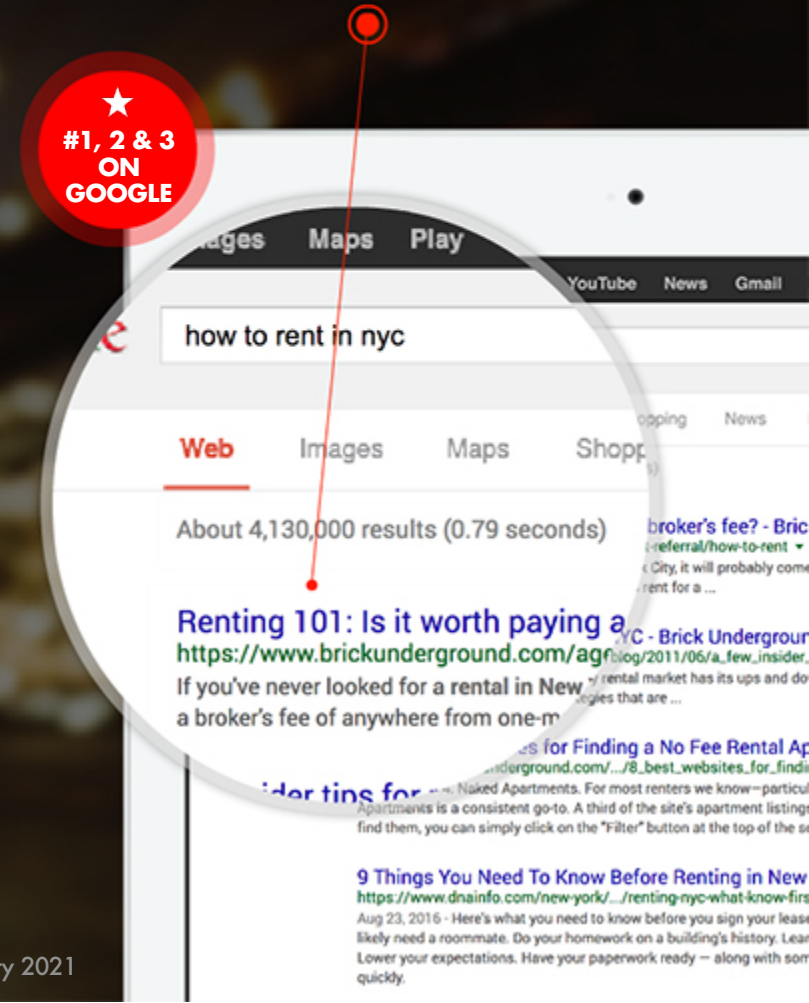
FIND CONSUMERS **BEGINNING** THEIR SEARCH FOR NYC REAL ESTATE AND

Upstream the Competition!

BRICK UNDERGROUND RANKS HIGHLY ON THE FOLLOWING SEARCH ENGINE QUERIES:

"find an apartment NYC"	(3 rd of 84.4 MILLION)
"how to buy a NYC apartment"	(1 st of 70 MILLION)
"best apartment search sites NYC"	(2 nd of 80 MILLION)
"best apartment rental websites NYC"	(2 nd of 700,000)
"how to sell NYC apartment"	(1 st & 2 nd of 50 MILLION)
"how to buy an apartment NYC"	(2 nd of 46.5 MILLION)
"how to rent in NYC"	(1 st & 2 nd of 121 MILLION)
"how to move to NYC"	(1 st of 411 MILLION)
"find a no fee apartment NYC"	(1 st of 80 MILLION)
"how to buy a co-op NYC"	(4 th of 105 MILLION)
"apartment insurance NYC"	(3 rd of 8.8 MILLION)
"how to buy a brownstone NYC"	(1 st & 2 nd of 3.6 MILLION)
"best real estate investment NYC"	(2 nd of 565 MILLION)
"buy new construction NYC"	(2 nd of 87 MILLION)
"how to buy a condo NYC"	(1 st of 21.9 MILLION)
"best neighborhoods to buy NYC"	(1 st & 2 nd of 25 MILLION)
"find best real estate agent NYC"	(2 nd of 73.8 MILLION)
"where to buy in Brooklyn"	(1 st , 2 nd of 369 MILLION)
"apartment hunting NYC"	(1 st of 11 MILLION)
"best rental buildings Brooklyn"	(2 nd of 3.3 MILLION)
"best NYC neighborhoods for first time buyers"	(1 st , 2 nd , & 3 rd of 22 MILLION)
"best Brooklyn neighborhoods for first time buyers"	(1 st , 2 nd of 20 MILLION)
"best Manhattan neighborhoods for first time buyers"	(1 st , 2 nd & 3 rd of 37.5 MILLION)
"best websites for first time NYC buyers"	(1 st of 129 MILLION)
"best NYC apartment search websites"	(3 rd of 2.4 MILLION)

Brick Underground consistently ranks at the top of Google search results for New York City related real estate inquiries, generating one of the largest audiences of high-intent renting, buying, selling and renovating New Yorkers.



*Source: Google Analytics January 2021

What Our Advertisers Are Saying...

“ Since launching our branded column on Brick Underground, our firm’s online presence has skyrocketed. Many new clients’ first words are ‘I saw your column on Brick Underground.’”

– HIMMELSTEIN, McCONNELL, GRIBBEN, DONOGHUE & JOSEPH

“ Our sponsored posts continue to generate qualified customer inquiries for residential mortgages long after their initial publication.”

– NATIONAL COOPERATIVE BANK

“ Brick Underground is smart, fast, efficient and they know NYC and their readers extraordinarily well. Our campaign generates a consistent stream of inquiries from affluent consumers, many of whom have become our valued clients.”

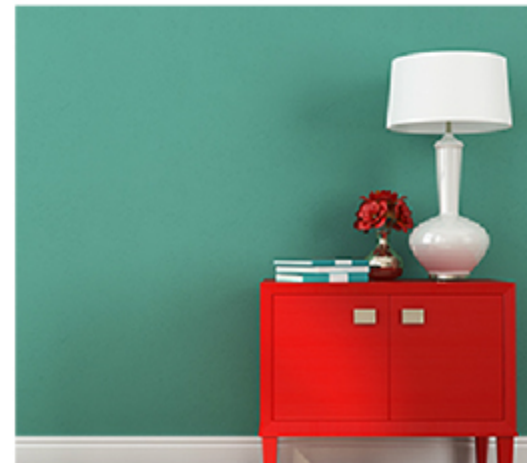
– GOTHAM BROKERAGE

“ Brick Underground has been a vital media partner of ours for years. They consistently send material amounts of customers and traffic and have helped Insurent build a brand name among renters and brokers. Their team is smart, responsive and adept at providing unique, productive options for advertising and sponsored content that have accelerated our business.”

– INSURENT LEASE GUARANTY

“ The customers who come to Bolster through Brick Underground are smart professionals seeking the very best advice and a high-quality renovation experience. That’s why BrickUnderground.com is our preferred advertising partner.”

– BOLSTER





Reach a Smart & Affluent Audience Actively Searching for Solutions

Take center stage with a **highly attentive, lean-forward readership.**

YOUNG

52%

AGE 25 - 44

AFFLUENT

170

index HHI \$150K+

EDUCATED

74%

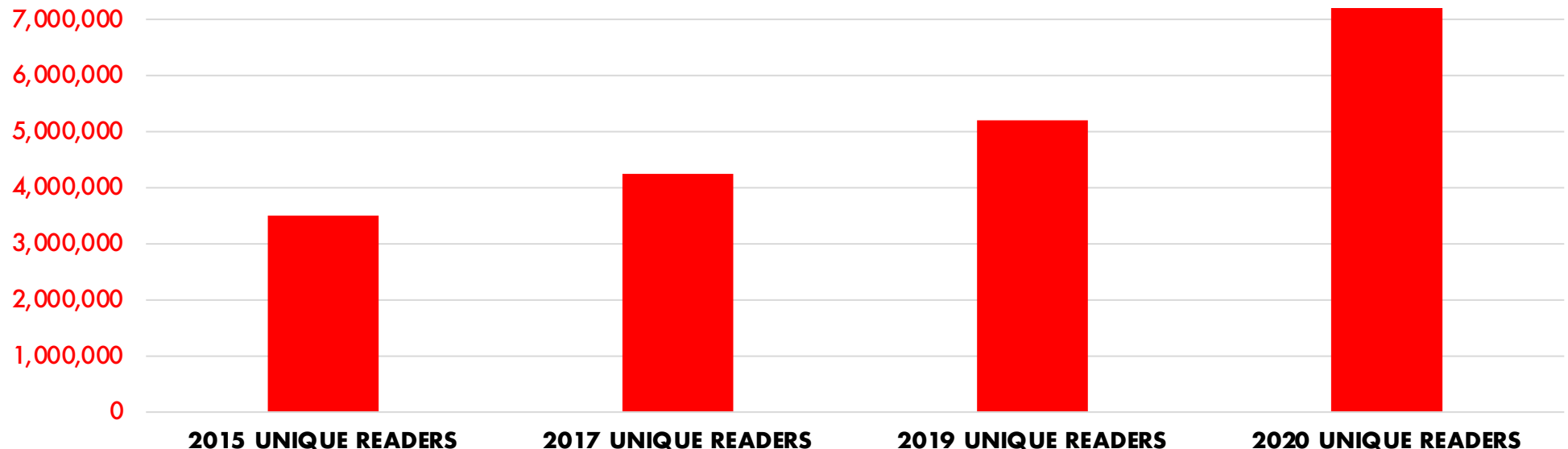
College-Educated
(26% Grad School –
163 Index)



FAST-GROWING

Get in Front of 7 Million+ Unique, High-Value Real Estate Consumers a Year

75% Organic Traffic Site-Wide <>> 85% Organic Traffic to Evergreen Content

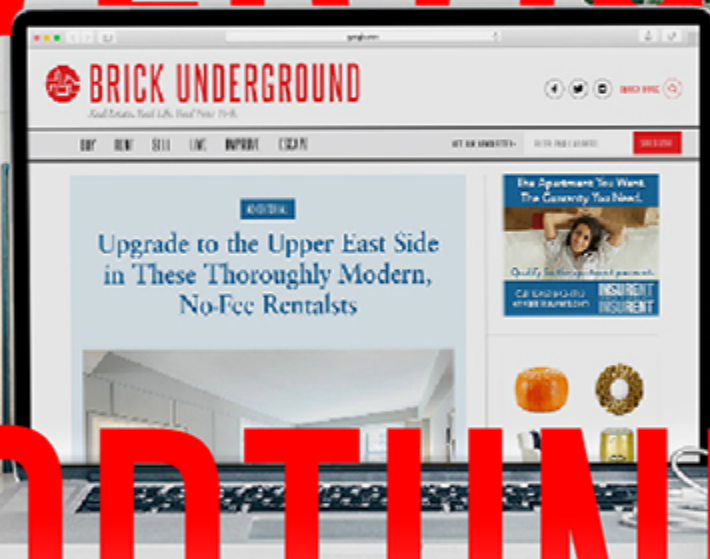


*Source: Google Analytics, January 2020



ADVERTISING

OPPORTUNITIES

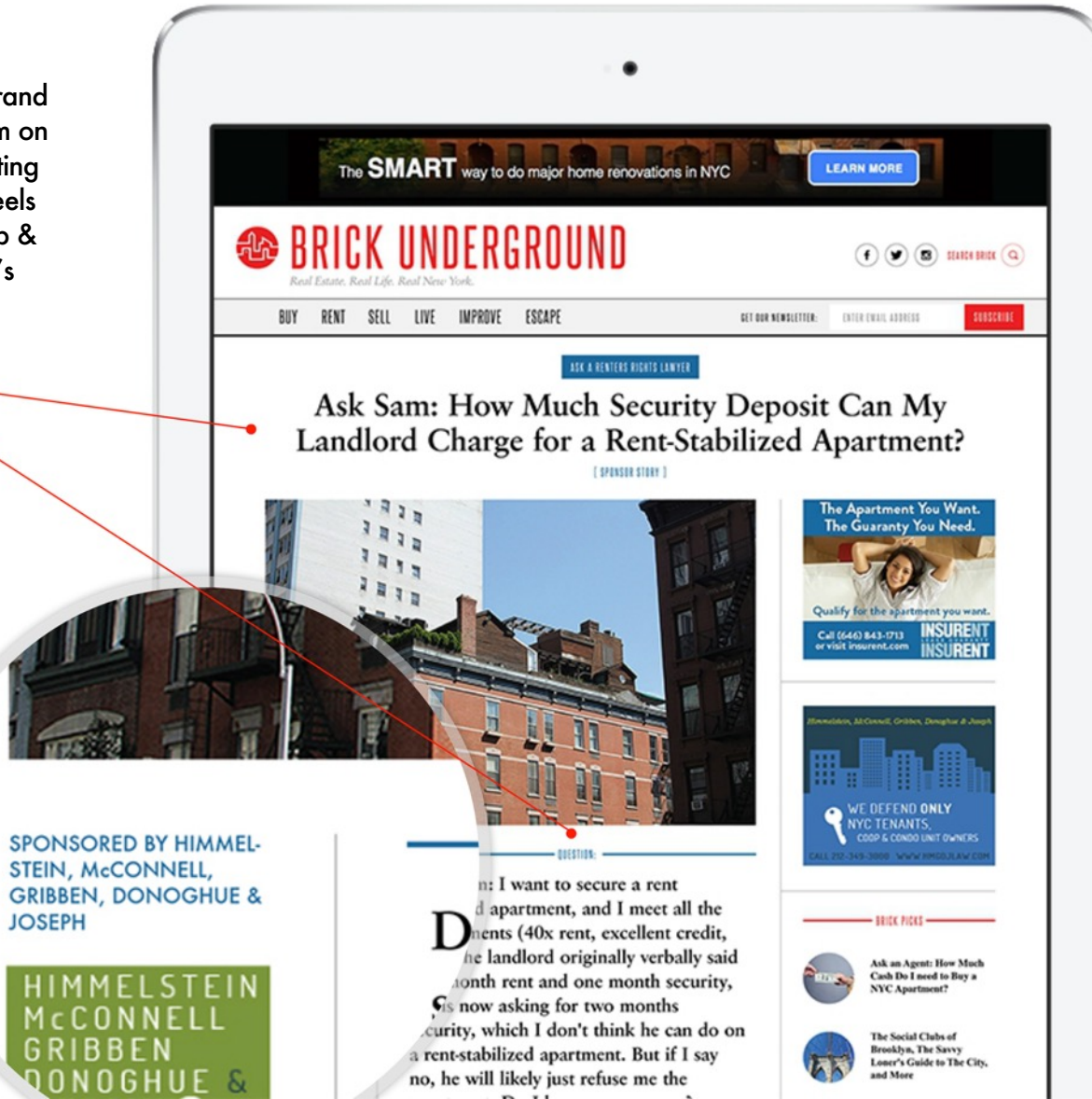




BUILD AN **EXPERT PLATFORM** WITH BRICK UNDERGROUND'S

Content Marketing Partnerships

We will work with your brand to build an Expert Platform on Brick Underground, creating sponsored content that feels organic to our readership & showcases your brand's expertise.



Logo placed at top of article, with 'Sponsored By.'



Mini description about your company/service(s).



Runs across multiple feeds, including: in homepage blogroll and slideshow, featured in weekly newsletter and mentioned on social networks.



Archived so it remains searchable on Brick Underground and Google.

Sam Himmelstein
disputes over eviction
lease buyouts
McConnell, Gribben,
for this column, click h

SPONSORED BY HIMMEL-
STEIN, McCONNELL,
GRIBBEN, DONOGHUE &
JOSEPH

HIMMELSTEIN
McCONNELL
GRIBBEN
DONOGHUE &

QUESTION:
I want to secure a rent
apartment, and I meet all the
requirements (40x rent, excellent credit,
the landlord originally verbally said
month rent and one month security,
is now asking for two months
security, which I don't think he can do on
a rent-stabilized apartment. But if I say
no, he will likely just refuse me the

The Apartment You Want.
The Guaranty You Need.
Qualify for the apartment you want.
Call (646) 843-0713
or visit insurent.com
INSURENT

Representation, LLC
WE DEFEND ONLY
NYC TENANTS.
COOP & CONDO UNIT OWNERS
CALL 212-249-3000 WWW.MROSLAW.COM

BRICK PICKS
Ask an Agent: How Much
Cash Do I need to Buy a
NYC Apartment?
The Social Clubs of
Brooklyn, The Savvy
Loner's Guide to The City,
and More



PROMOTE YOUR **BRAND AND AGENDA** IN A

Sponsored Advertorial

Brick Underground's writers will work with you to create promotional posts that advocate your brand and agenda alone (subject to editorial approval).

PLACEMENT:



Blue background, eye-catching and clearly marked.



Logo placement & mini description.



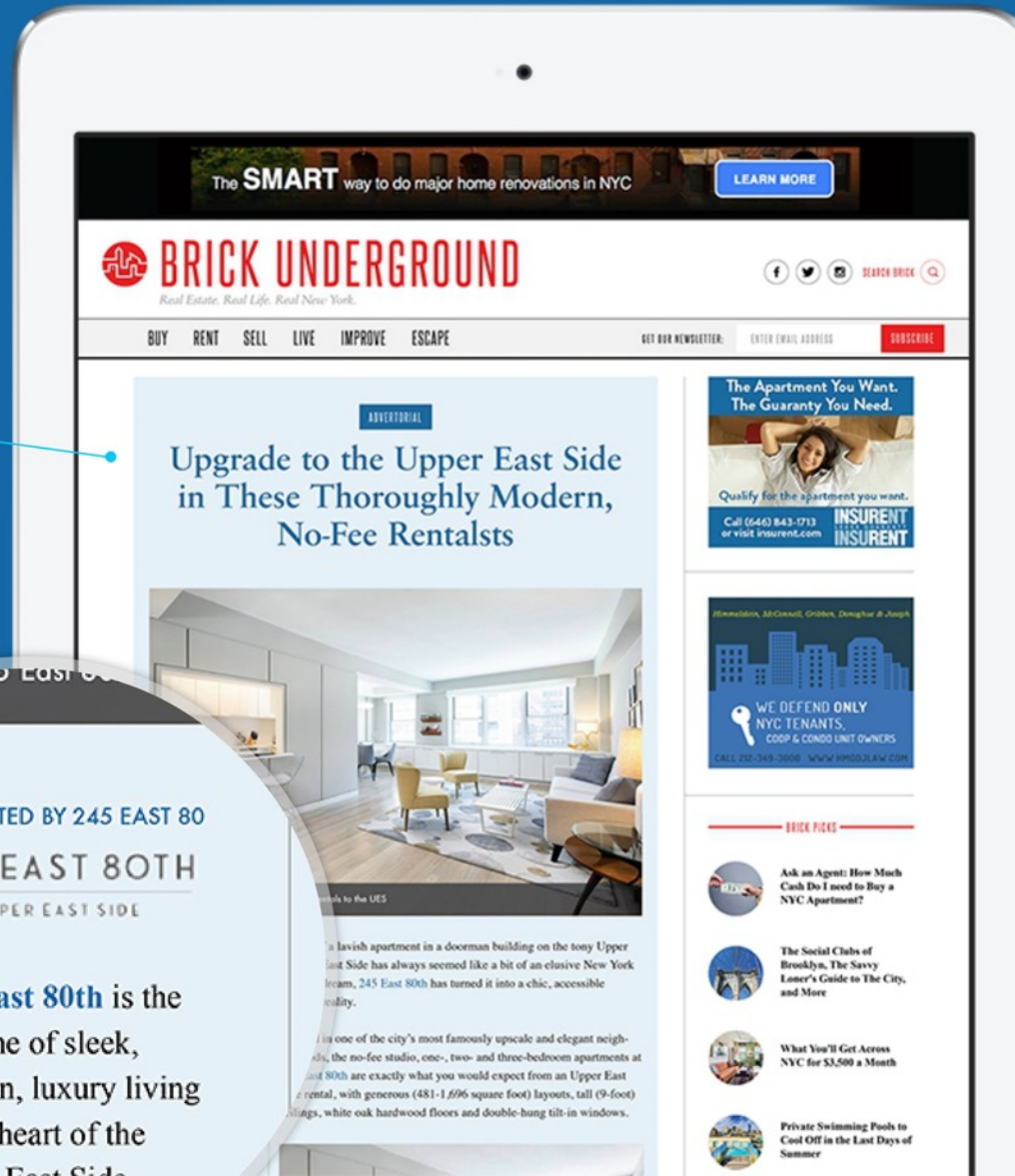
Newsletter promotion.



Social Media promotion to our fans and custom audience segments.



Runs across multiple feeds, including: in homepage blogroll and slideshow, featured in weekly newsletter and mentioned on social networks.





INSERT YOUR MESSAGE DIRECTLY INTO BRICK UNDERGROUND'S MOST POPULAR CONTENT

Sponsored Inserts and ProTips

1

Native placements seamlessly integrated into Brick's most popular posts

2

Custom messaging contextually relevant to what your target customers are actively searching for online

3

Always-on presence drives a steady stream high-intent potential customers

The screenshot shows a tablet displaying a Brick Underground article. The article title is "The 8 Best Websites for Finding a No Fee Rental Apartment in NYC". Below the title are several images of people and a yellow taxi. A red arrow points from the article to a circular callout containing a "Pro Tip". The article itself features a sponsored insert with the heading "[SPONSORED]" and "Your Name Here". The insert contains placeholder text and two boxes labeled "YOUR IMAGE HERE". At the bottom of the insert is a blue button that says "CLICK HERE FOR MORE INFO".

BUY RENT SELL LIVE IMPROVE ESCAPE

GET OUR NEWSLETTER: ENTER EMAIL ADDRESS SUBSCRIBE

The 8 Best Websites for Finding a No Fee Rental Apartment in NYC

BY VIRGINIA K. SMITH
AUGUST 11, 2018 - 8:07 AM

SHARE THIS ARTICLE

1. **NakedApartments.com**

A third of the listings on NYC-centric Naked Apartments are for no fee apartments. To search, click on the "Filter" button at the top of the page. (There's also a "low fee" filter that pulls up listings with a fee of 9 percent or less.) Would-be renters interested in no fee apartments should note: Of the many rental sites out there, Naked Apartments is a great jumpstart for cash-strapped.

Check out current availabilities [here](#) or call the leasing office, open 7 days a week at 646-524-8080.

CLICK HERE FOR MORE INFO

[SPONSORED]

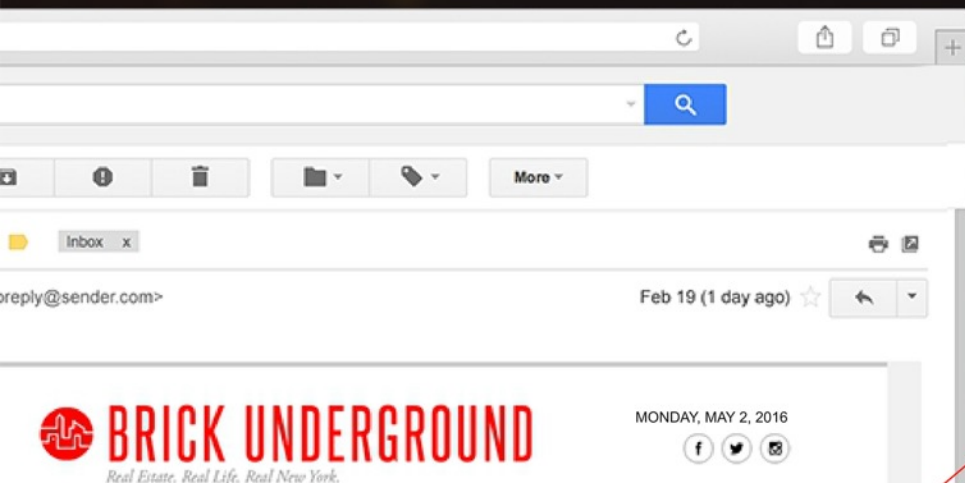
Pro Tip: If you exhaust the advantage of the corporate relocation savvy real estate brokerage founded by searches of classmates and colleagues rent versus the usual 12 to 15 percent listing where the fee is split with the a delight to deal with.



DELIVER YOUR MESSAGE DIRECTLY TO OUR SUBSCRIBERS' EMAIL INBOXES WITH

Sponsor Dedicated Emails

Take center stage with a dedicated email that speaks exclusively to your brand, broadcast out to our 63,000+ email subscribers and/or 12,000+ real estate agents who want to stay up-to-date on NYC real estate matters.



Too Busy to Renovate? MyHome's Experts will Transform your Space while you Sit Back and Relax

PRESENTED BY MYHOME



MyHome is a full-service, one-stop design and remodeling firm serving New York City.

Whether you're gut-renovating your kitchen or your entire apartment, renovating means taking on more than your fair share of hassles, especially in NYC. Among other things, you'll need to find a reliable contractor as well as an architect and/or designer, source the best materials, and secure approvals from your building and often the city too—all while working doubletime at your job(s) to pay for it. If your renovation is big, you're coordinating different specialists for everything that needs to get done. And if you try to do it yourself, you will likely run into issues that are beyond your expertise.

Here's where the New York-based renovation company **MyHome** comes to the rescue. An all-in-one design and remodeling firm, MyHome will run the entire process **from beginning to end** while you take it easy.



PLACEMENT:



Lead image to grab readers and call to action.



Logo placed at top of article, with 'Presented By.'



Website link and call to action prominently displayed.



Custom positioning of your brand using Brick Underground's trusted editorial voice.



GET YOUR **BRAND & MESSAGE** IN OUR SUBSCRIBERS' EMAIL INBOXES WITH

Newsletter Advertising

Reach our 63,000+ email subscribers on the regular by putting your brand's messaging alongside Brick Underground's latest updates.

PLACEMENTS:

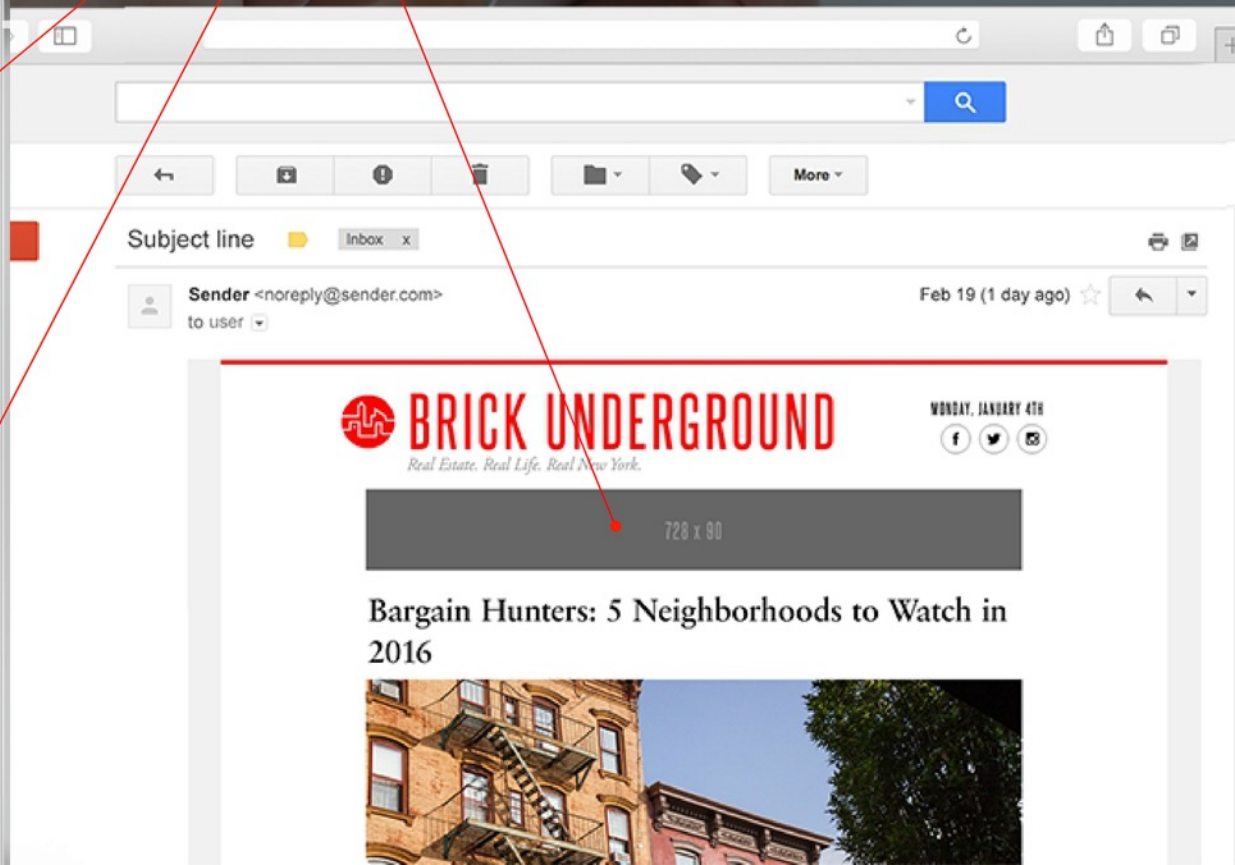
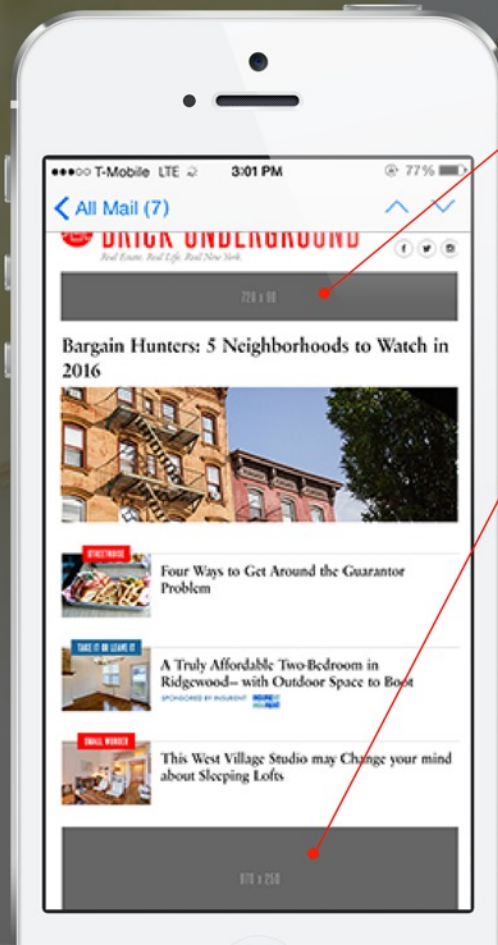


Banner Placements

- 728 x 90
- 970 x 250



Sold as a package of 3 to run on designated weeks (pending availability)





SPEAK DIRECTLY TO 12,000+ NYC REAL ESTATE AGENTS VIA OUR

Broker Underground Newsletter

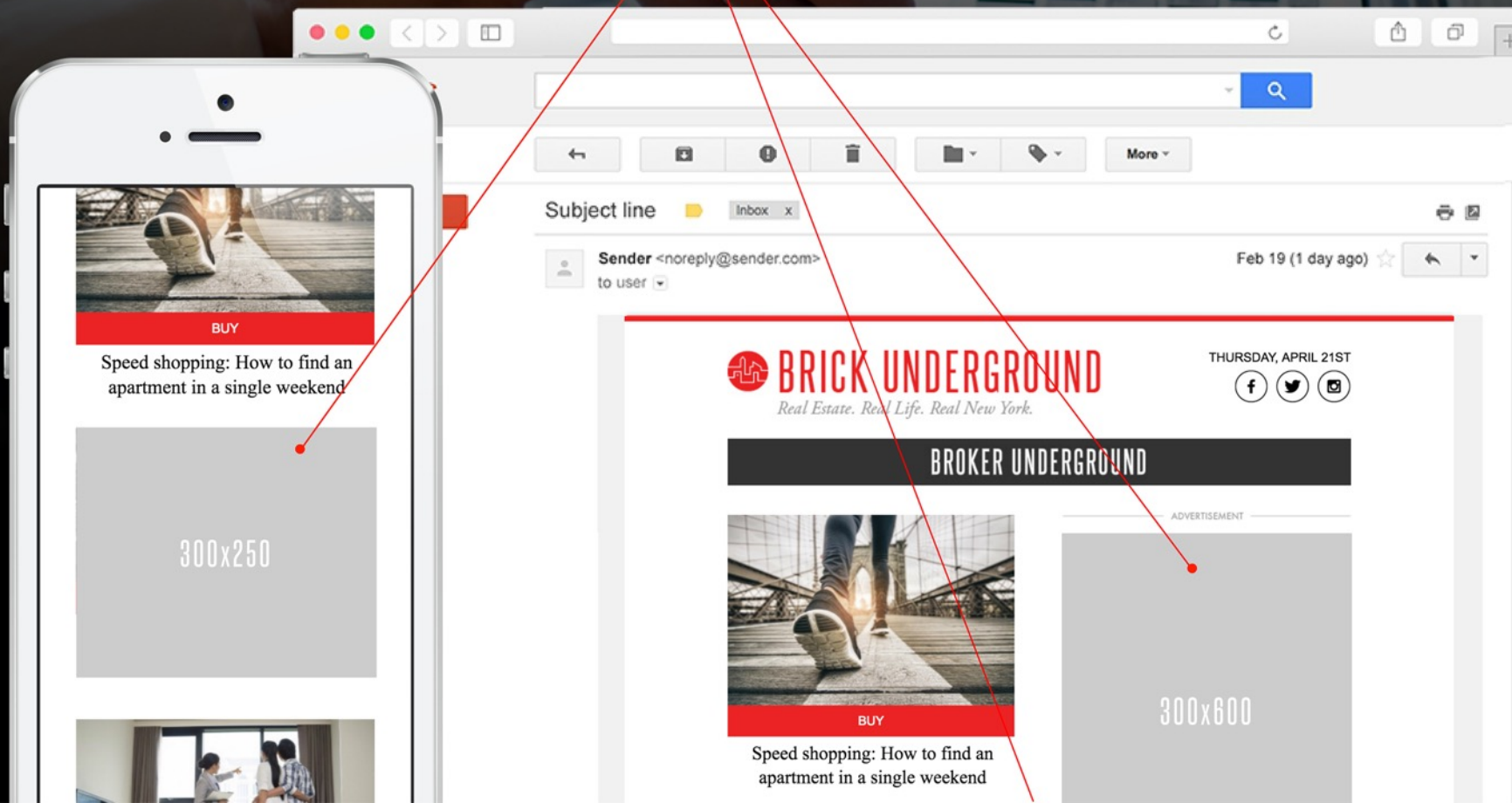
Directly reach over 12,000 NYC Real Estate Agents in a newsletter designed specifically for them.

PLACEMENT:

Banner Placements

- 970 x 250
- 300 x 600
- 300 x 250

Sold as a package of 3 to run on designated weeks (pending availability)





FIND CUSTOMERS AT THE **VERY BEGINNING OF THEIR SEARCH** FOR A NYC HOME BY ADVERTISING ON OUR

Buy, Rent and Sell Guides



High-intent audience: 87% of this audience is from high-intent Google organic search.



DELIVER YOUR MESSAGE VIA TARGETABLE BANNER MEDIA WITH

Display Advertising

Make your message visible to Brick Underground's 600,000+ unique monthly visitors seeking solutions to their real estate and apartment dwelling needs. Standard display units are available in multiple sizes.



TAP INTO **POWERFUL OPPORTUNITIES** BY



Marketing Directly to Our High-Intent Audience Segments on Facebook & Instagram



1



We build the audience.

Through data collected from our high-intent site traffic, we cultivate Custom Audiences on Facebook & Instagram.

Audience examples include:

- In-Market Renters
- In-Market Buyers
- In-Market Sellers
- Renovators
- BrickUnderground Facebook Fans
- BrickUnderground Newsletter Subscribers

2



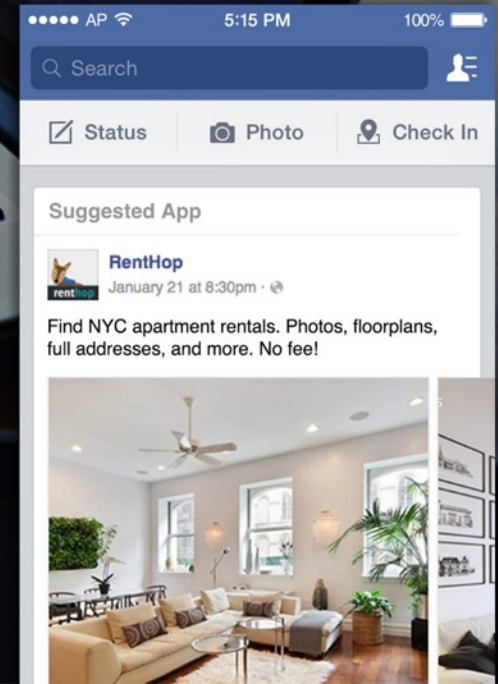
You target the audience of your choice.

Select a specific custom audience, or target all web traffic, all while having control of managing your campaign and budget.

3



Your campaign receives exposure to a large high-intent and specifically targeted audience.





BE HEARD AND SEEN ACROSS OUR

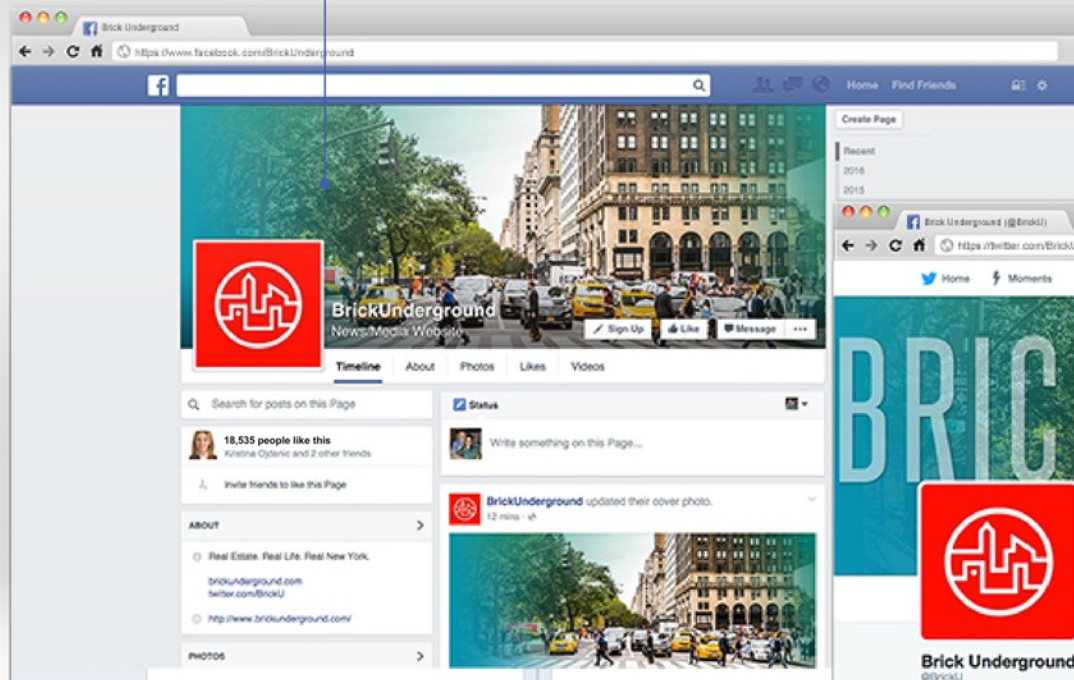
Social Network Communities



FACEBOOK
32,500+ Followers



TWITTER
9,000+ Followers





ANNOUNCING OPPORTUNITIES TO

Sponsor Brick Underground's Original Podcast Series





BRICK UNDERGROUND

Contact us:

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New York, NY 10016

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Email: advertising@brickunderground.com