

*Real Estate. Real Life. Real New York.*

# BRICK UNDERGROUND

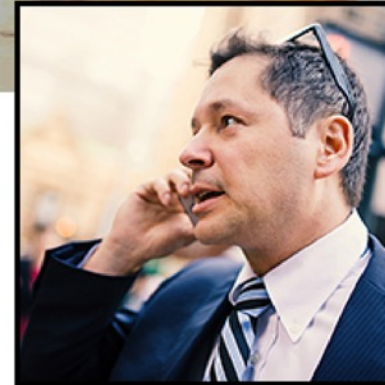
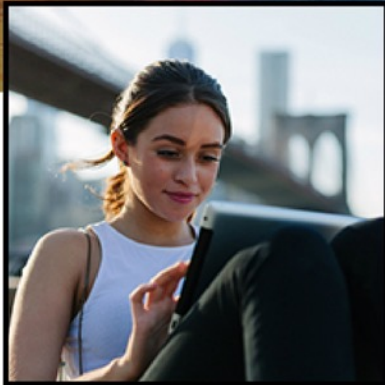
BEST  
REAL ESTATE  
WEBSITE!

National Association  
of Real Estate Editors

2019

“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 70% of our 5 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.

Source date: January 2020





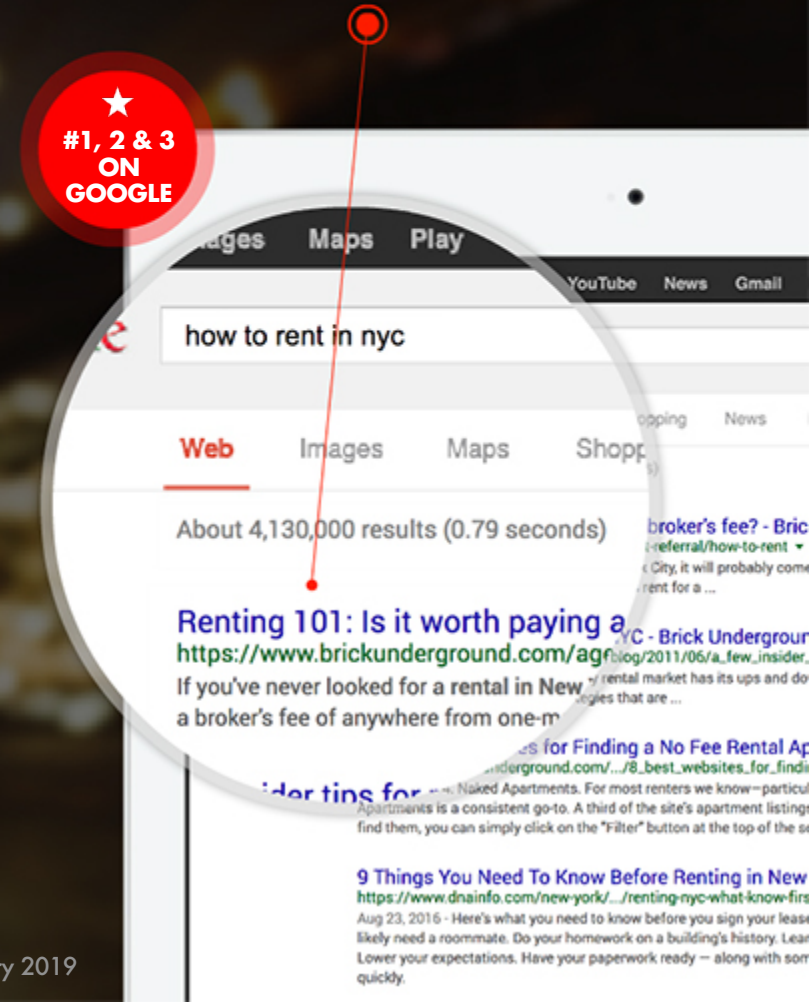
FIND CONSUMERS **BEGINNING** THEIR SEARCH FOR NYC REAL ESTATE AND

# Upstream the Competition!

BRICK UNDERGROUND RANKS HIGHLY ON THE FOLLOWING SEARCH ENGINE QUERIES:

"find an apartment in NYC"	(2nd of 136 MILLION)
"best apartment rental websites"	(3rd of 34 MILLION)
"how to buy a NYC apartment"	(1st of 79 MILLION)
"best apartment search sites NYC"	(1st of 129 MILLION)
"how to sell NYC apartment"	(1st, 2nd, & 3rd of 39 MILLION)
"how to buy an apartment NYC"	(2nd of 72 MILLION)
"how to rent in NYC"	(2nd & 3rd of 187 MILLION)
"how to move to NYC"	(1st of 411 MILLION)
"find a no fee apartment NYC"	(1st & 2nd of 148 MILLION)
"how to buy a co-op NYC"	(2nd & 3rd of 13.5 MILLION)
"apartment insurance NYC"	(1st of 13.2 MILLION)
"how to buy a brownstone NYC"	(2nd & 3rd of 7 MILLION)
"best real estate investment NYC"	(1st 2nd of 29.5 MILLION)
"buy new construction NYC"	(2nd, 3rd, & 4th of 86 MILLION)
"how to buy a condo NYC"	(1st of 18 MILLION)
"best neighborhoods NYC"	(3rd of 25 MILLION)
"find best real estate agent NYC"	(3rd of 89 MILLION)
"where to buy in Brooklyn"	(1st, 2nd, and 3rd of 362 MILLION)
"apartment hunting NYC"	(1st & 2nd of 11 MILLION)
"best NYC neighborhoods for first time buyers"	(1st, 2nd, & 3rd of 35 MILLION)
"best Brooklyn neighborhoods for first time buyers"	(1st, 2nd & 3rd of 28 MILLION)
"best Manhattan neighborhoods for first time buyers"	(1st, 2nd & 3rd of 37 MILLION)
"best websites for first time NYC buyers"	(1st, 2nd, and 3rd of 132 MILLION)
"best apartment search websites"	(3rd of 71 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 February 2019

## THE BUZZ

# 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.”

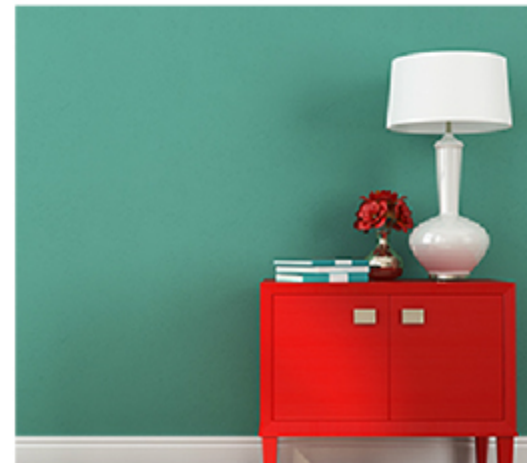
– GOTHAM BROKERAGE

“ 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**

**54%**

AGE 25 - 44

**AFFLUENT**

**182**

index HHI \$150K+

**EDUCATED**

**74%**

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

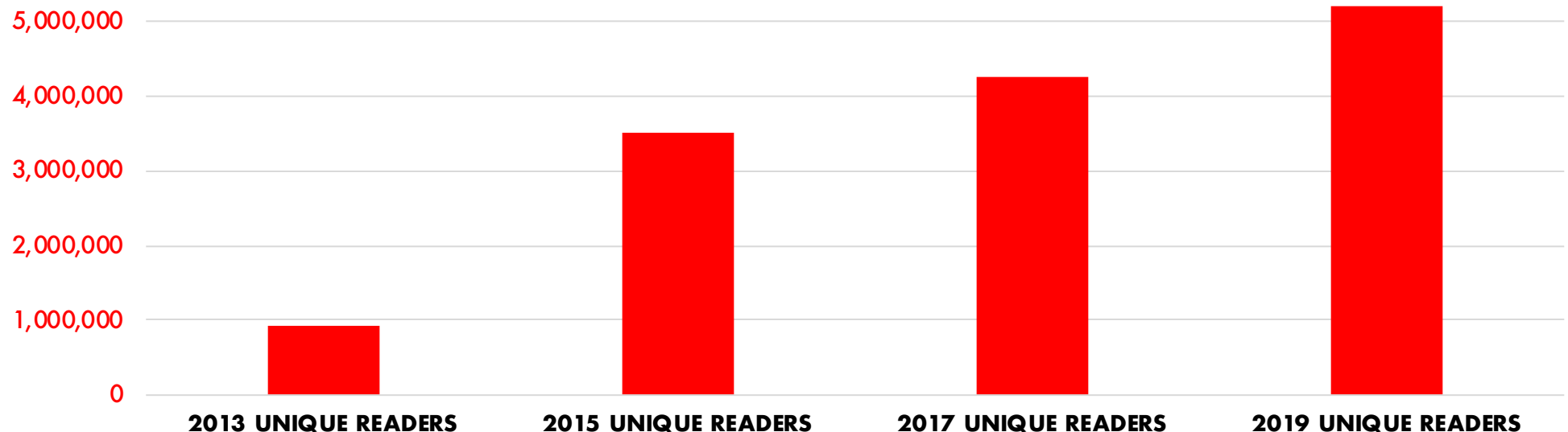




# FAST-GROWING

Get in Front of 5 Million Unique High-Value  
Real Estate Consumers a Year

*70% Organic Traffic Site-Wide // 85% Organic Traffic - Evergreen Content*



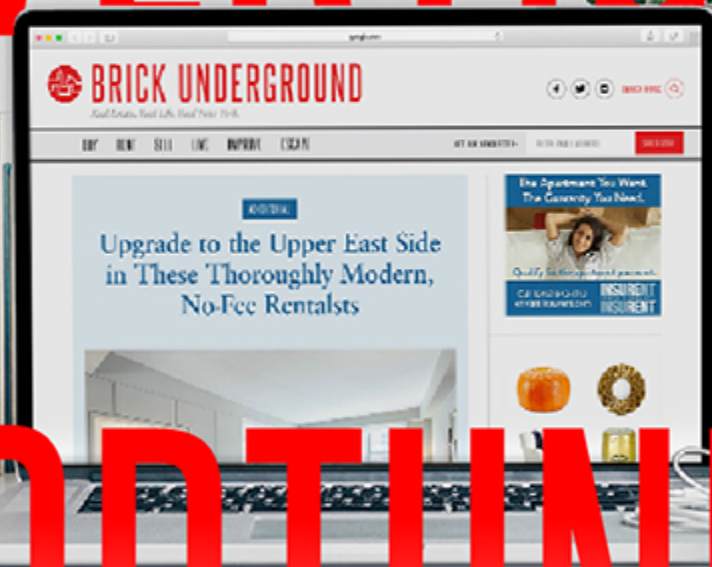
\*Source: Google Analytics, January 2020





# ADVERTISING

# OPPORTUNITIES



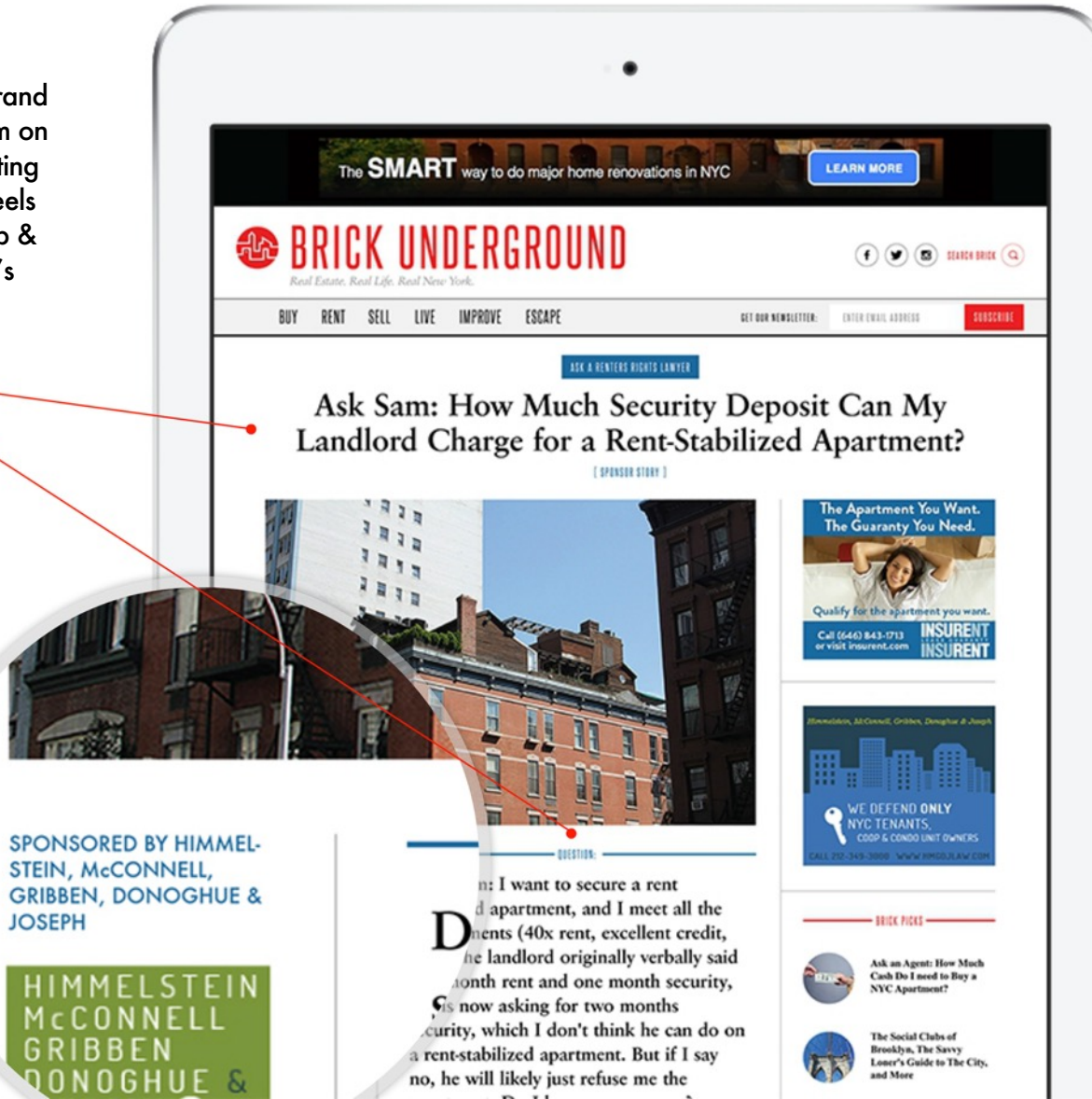




BUILD AN **EXPERT PLATFORM** WITH BRICK UNDERGROUND'S

# 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 HIMMELSTEIN, McCONNELL, GRIBBEN, DONOGHUE & JOSEPH

HIMMELSTEIN  
McCONNELL  
GRIBBEN  
DONOGHUE &

QUESTION:  
I want to secure a rent  
stabilized apartment, and I meet all the  
requirements (40x rent, excellent credit,  
the landlord originally verbally said  
one month rent and one month security,  
but 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

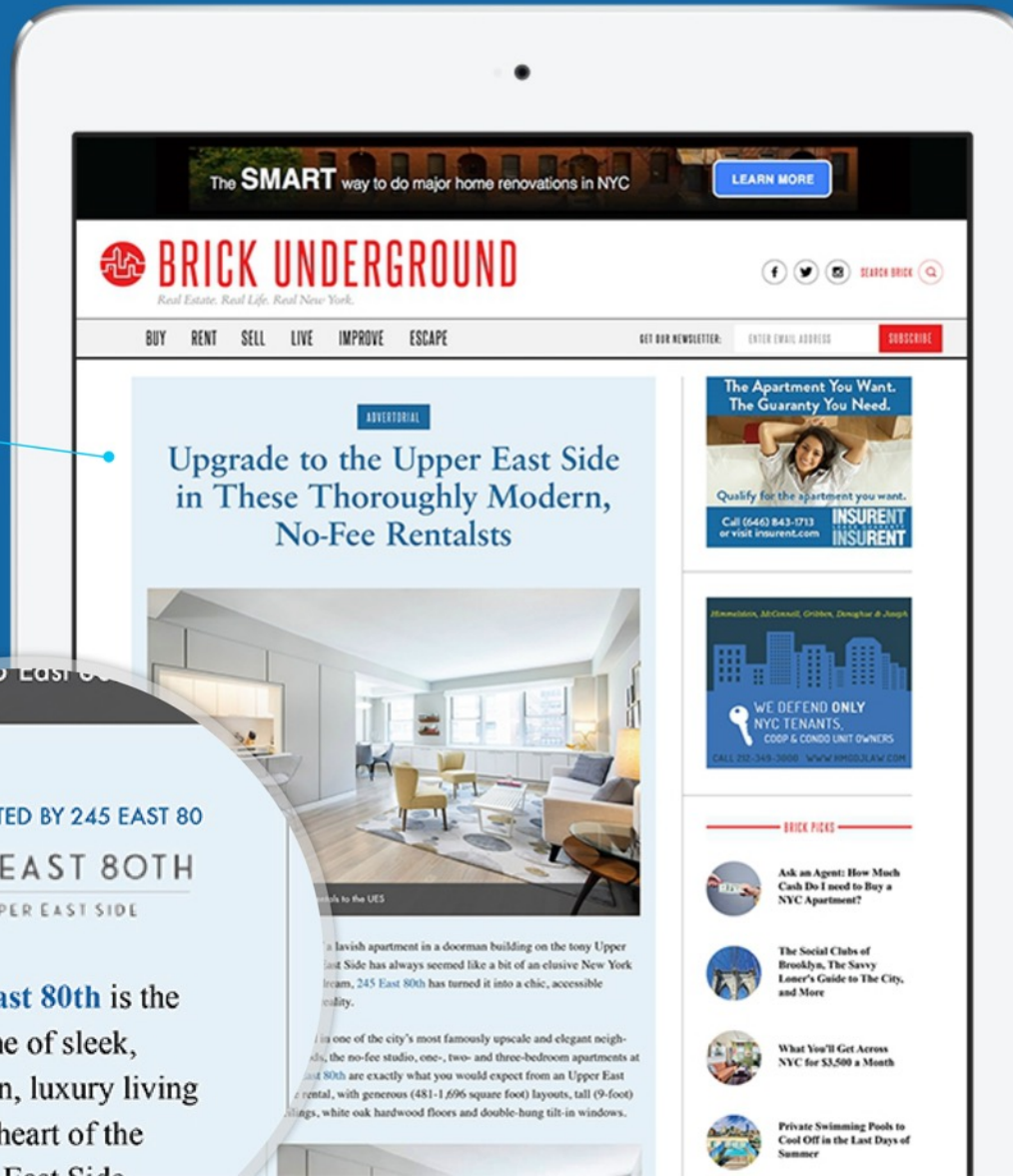




PROMOTE YOUR **BRAND AND AGENDA** IN A

# 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

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

**W**hether you're new to New York City or a seasoned resident, finding a no fee apartment in NYC can be a challenge. The average renter's fee, typically \$2 to \$5, is a significant barrier to entry. Handing over several thousand dollars or more if it's your first time at the rodeo and you need market (read this first), you don't have time to want on your own, and/or you're planning to or longer.

### 1. NakedApartments.com

A third of the listings on NYC-centric Naked Apartments. To search, click on the "Filter" button at the top of the page. (There's also a "low fee" filter that pulls up 9 percent or less.) Would-be renters interested in note: Of the many rental sites out there, Naked Apartments offers a variety of outer borough options and is a great jumpstart for cash-strapped.

**[SPONSORED]**

## Your Name Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus ut est congue velit lacinia condimentum. Donec id venenatis leo. Duis viverra libero ut erat hendrerit, id fringilla lacus aliquet. Ut tempor rutrum velit eu interdum. Mauris bibendum tincidunt justo at eleifend. Nulla elementum neque quam, eu malesuada mauris cursus at. In hac habitasse platea dictumst. Praesent sapien ex, luctus a tristique...

**YOUR IMAGE HERE**

**YOUR IMAGE HERE**

[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]

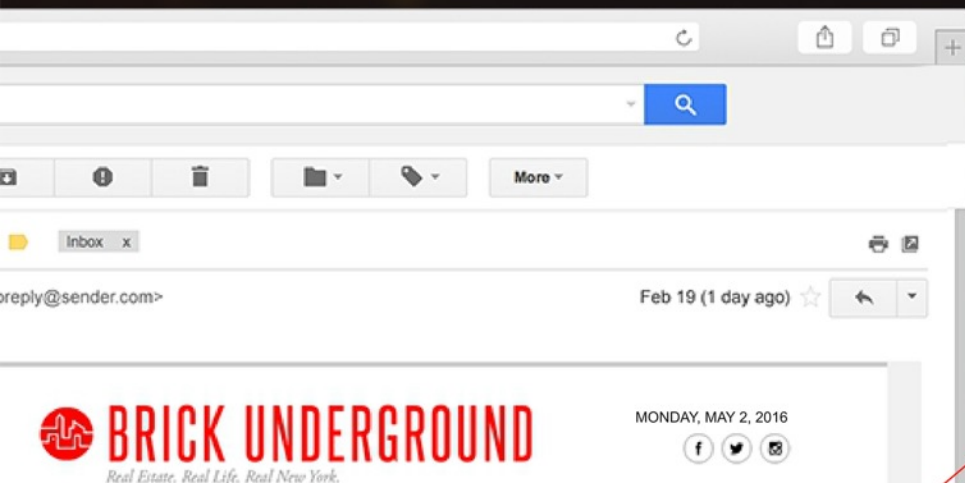
✓ **Pro Tip:** If you exhaust the advantage of the corporate relocation savvy real estate brokerage founded by searches of classmates and colleagues rent versus the usual 12 to 15 percent listing where the fee is split with the a delight to deal with.



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 48,000+ email subscribers and/or 13,000+ real estate agents who want to stay up-to-date on NYC real estate matters.



MONDAY, MAY 2, 2016



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

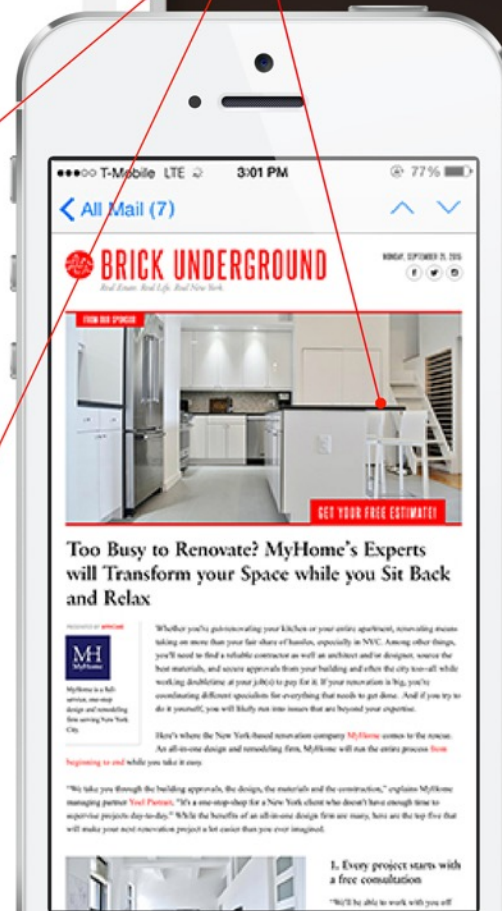
PRESENTED BY MYHOME



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

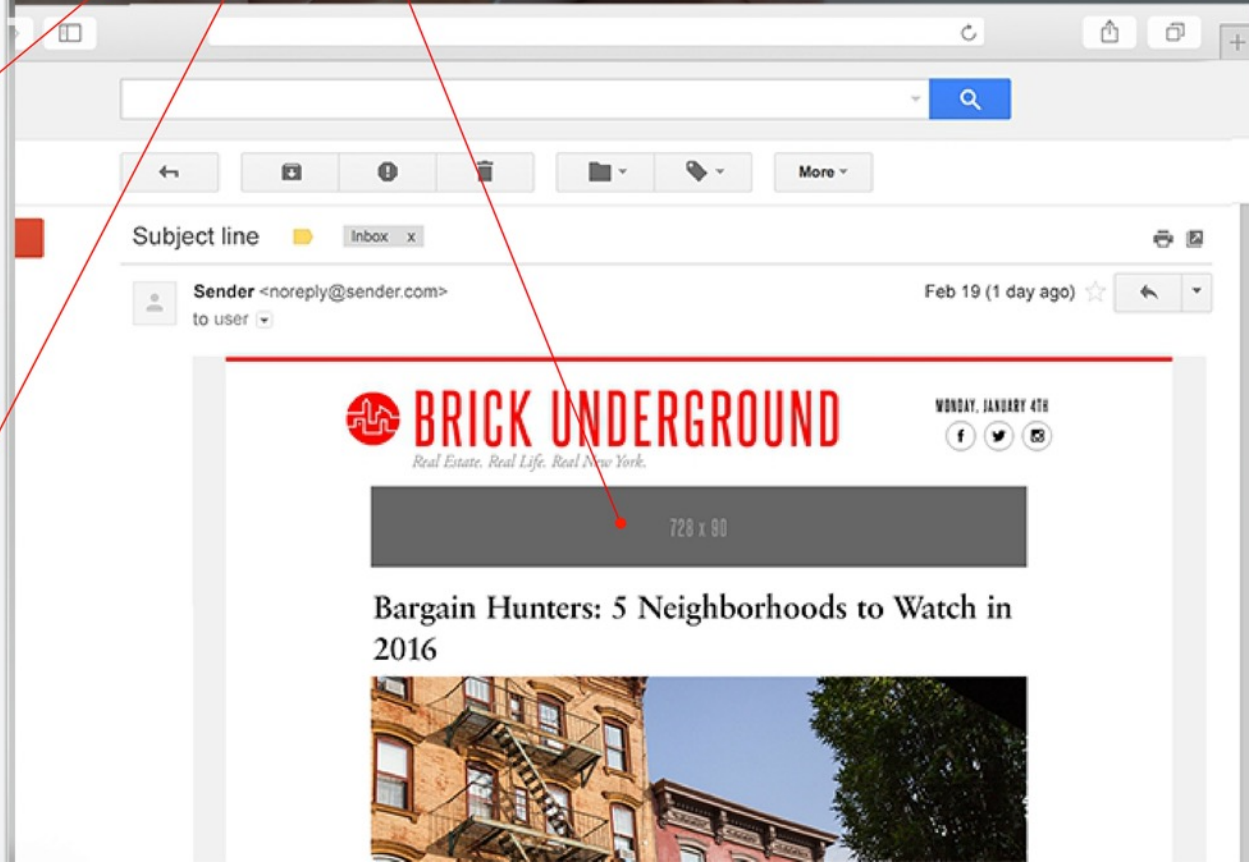
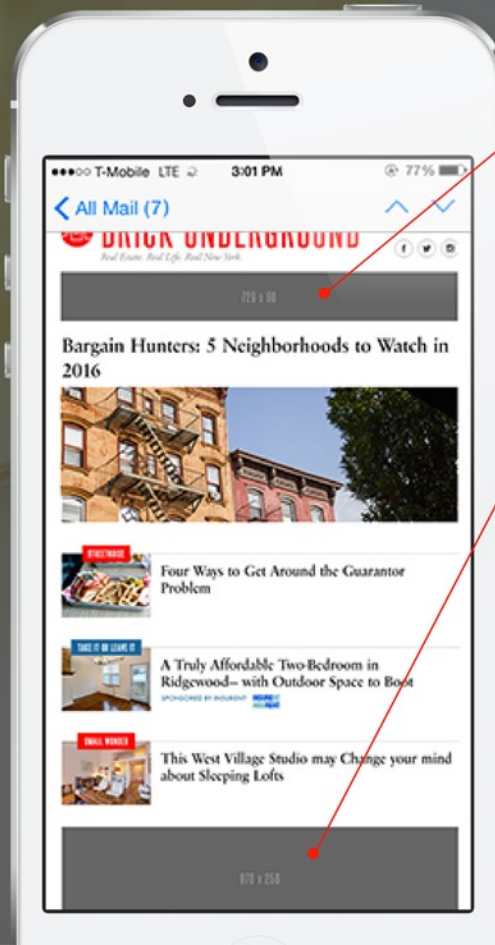
Reach our 48,000+ email subscribers on the regular by putting your brand's messaging alongside Brick Underground's latest updates.

## PLACEMENT:

### Banner Placements

- 728 x 90
- 970 x 250

Sold as a package of 4 to run on designated weeks (pending availability)





SPEAK DIRECTLY TO 13,000+ NYC REAL ESTATE AGENTS VIA OUR

# Broker Underground Newsletter

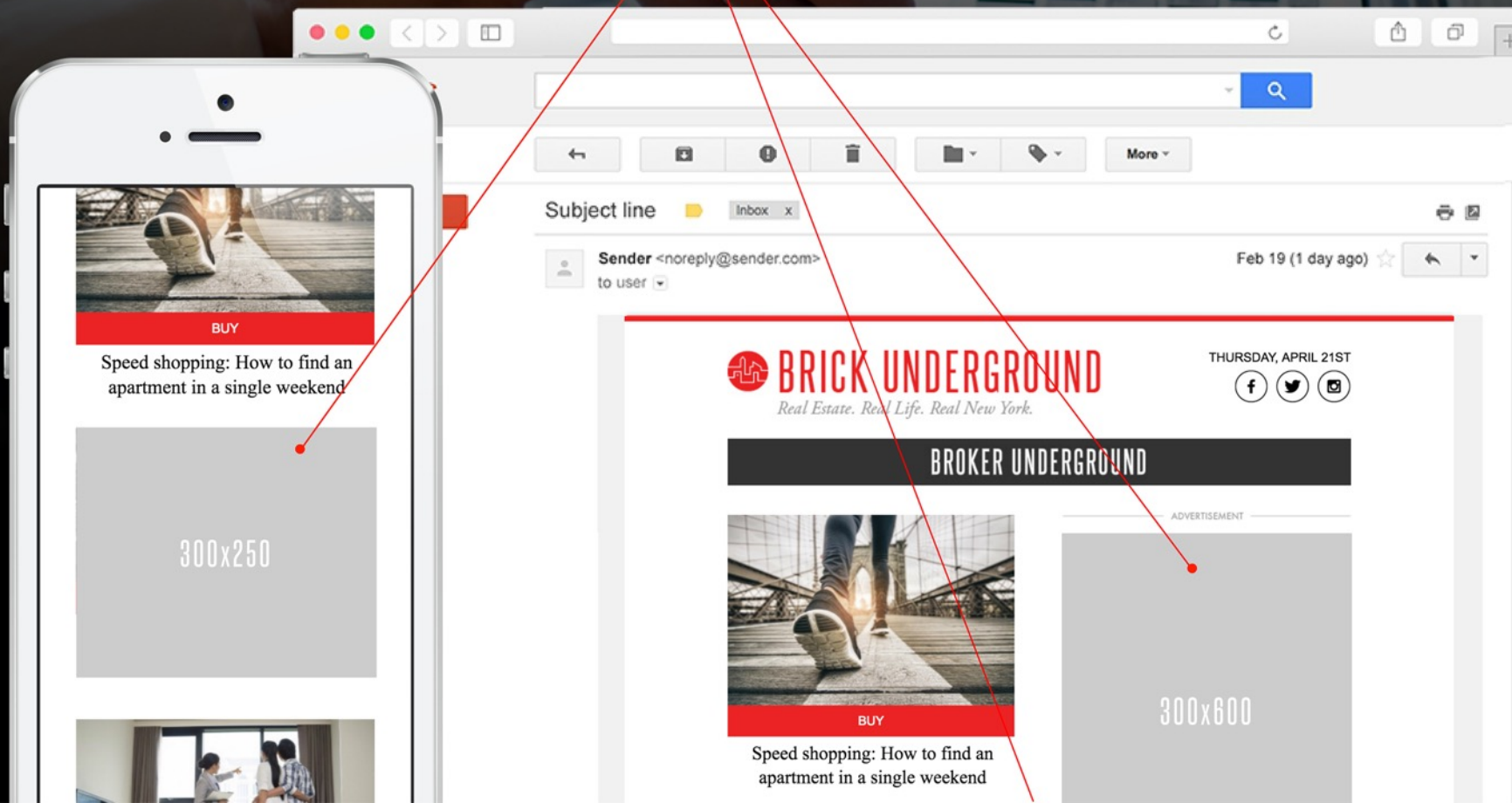
Directly reach over 13,000 NYC Real Estate Agents in a newsletter designed specifically for them.

## 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



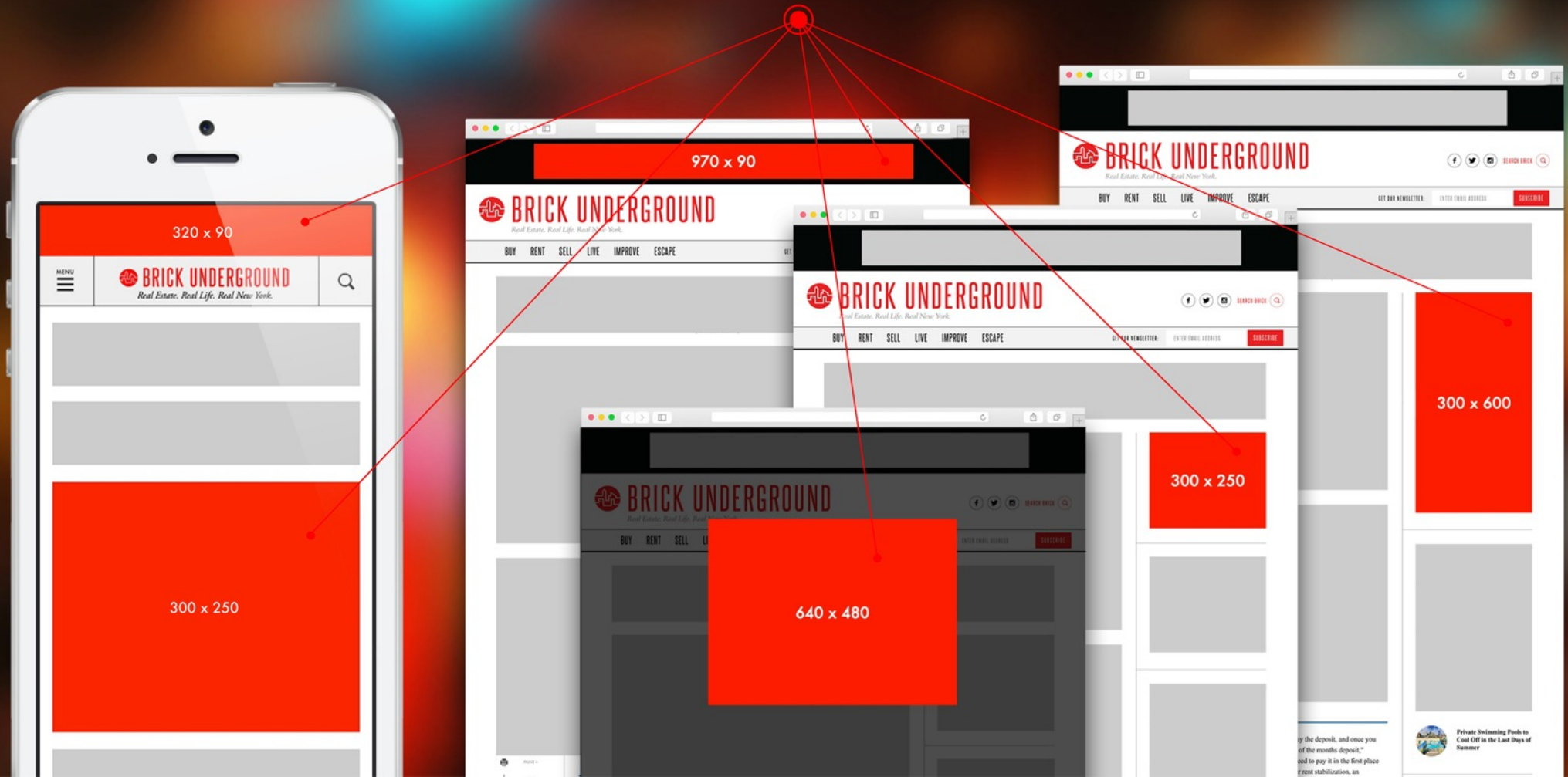
**High-intent audience:** 87% of this audience is from high-intent Google organic search.



DELIVER YOUR MESSAGE VIA TARGETABLE BANNER MEDIA WITH

# Display Advertising

Make your message visible to Brick Underground's 460,000+ 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



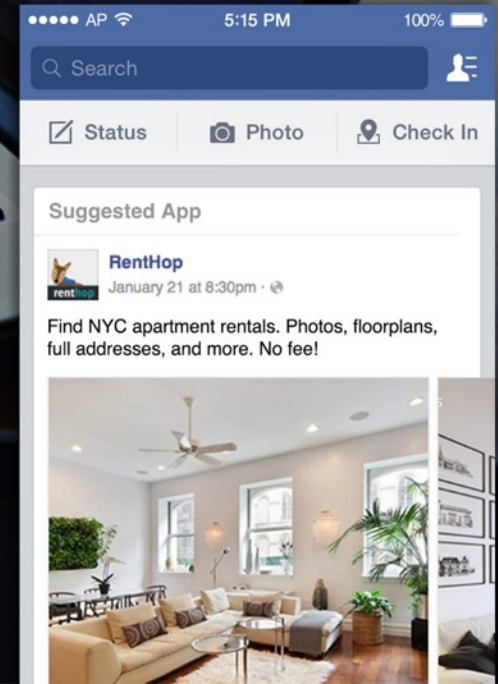
## You target the audience of your choice.

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

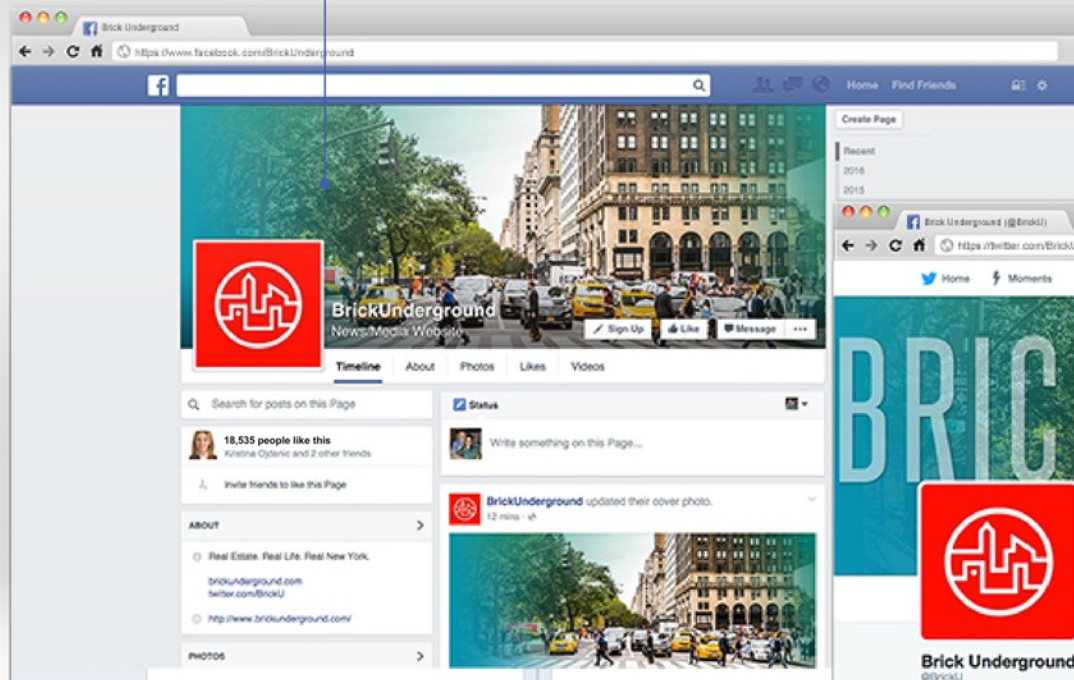
# Social Network Communities



**FACEBOOK**  
32,00+ Followers



**TWITTER**  
9,000+ Followers



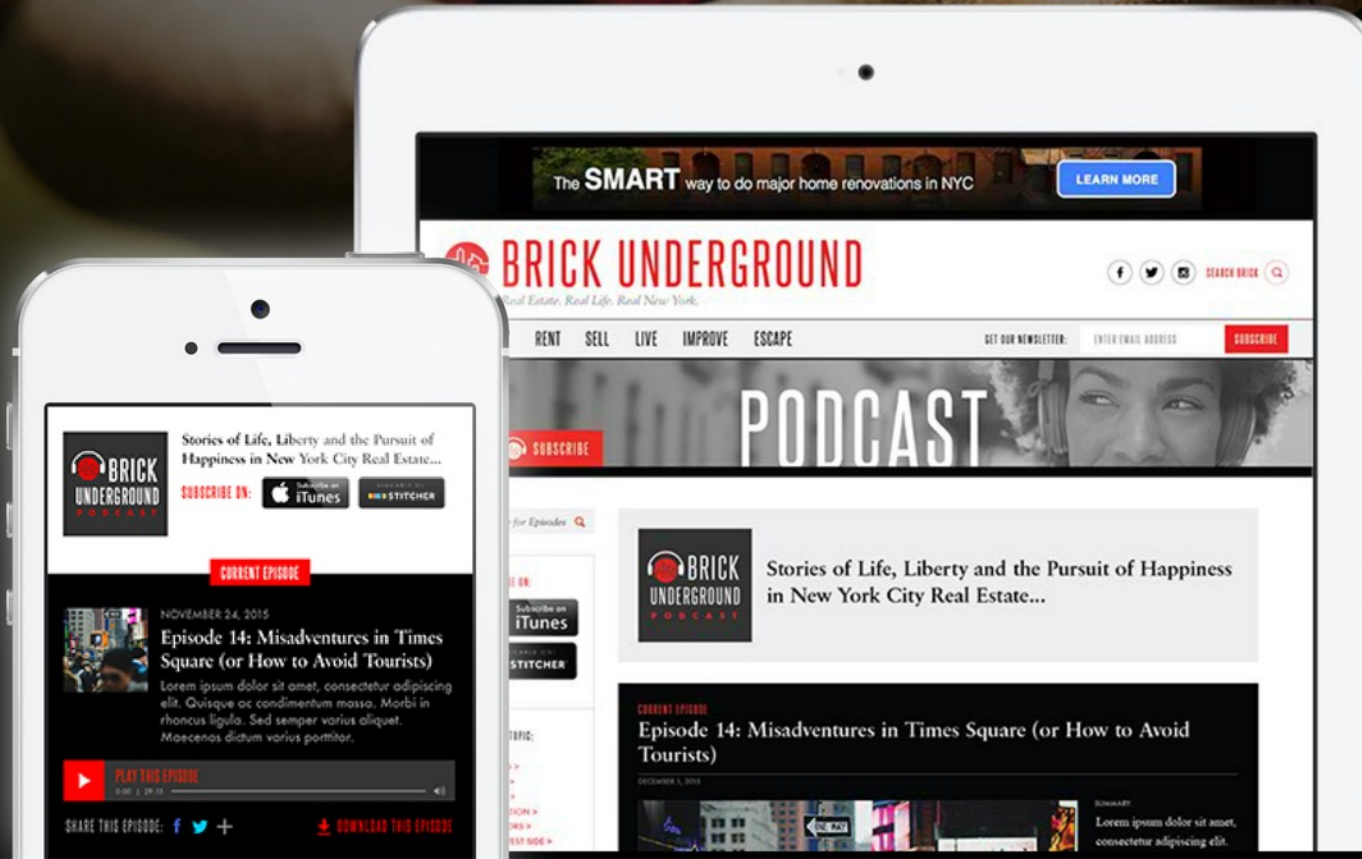




ANNOUNCING OPPORTUNITIES TO

# Sponsor Brick Underground's Original Podcast Series

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# BRICK UNDERGROUND

*Contact us:*

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