untapped new york.
Rediscover your city.
Untapped New York is a web magazine and tour company dedicated to NYC’s secrets and hidden places.
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"Untapped New York is a treasure trove of insider’s tips and secrets.”
- Flipboard
Go Inside the House of the Redeemer, a Stunning Gilded Age Mansion in NYC

Read
Stories about NYC’s secrets and hidden gems.

Tour
Experience NYC’s secrets and hidden gems in person with our local guides.

Join
Access NYC’s most off limits places, get free admission to museums and more.

Photos Inside the “Morgue” of the New York Times

Inside Porto Rico Importing Co., One of NYC’s Oldest Coffee Stores
Our Magazine Audience is:

- **YOUNG**: 47% < Age 34
- **AFFLUENT**: 29% $100K+
- **EDUCATED**: 73% College Degree+

- 4 Million Unique Visitors / year
- 1.5 Million Page Views / month
- 25K Newsletter Subscribers
CLIENTS & PARTNERS: TOURISM

DUTCHESS COUNTY TOURISM

CITY OF NEW ROCHELLE

I ♥ NY

untapped new york.
CLIENTS & PARTNERS: CULTURAL INSTITUTIONS

MUSEUM OF THE CITY OF NEW YORK

PUBLIC THEATRE

Smithsonian
Brooklyn Historical Society
Archtober
Fine Art Print Fair
Waterfront Alliance
Partners in Preservation
CLIENTS & PARTNERS: REAL ESTATE

TOUR DEVELOPED FOR TWO TREES FOR OPENING OF DOMINO PARK

INSIDERS TOUR OF THE AMERICAN COPPER BUILDING

INSIDERS OPEN HOUSE AT TWA LOUNGE

TRAINING TOURS FOR COMPASS AGENTS
CLIENTS & PARTNERS: ENTERTAINMENT

TOUR OF BROOKLYN KINGS THEATRE

D.S. DESTINY SHOW IN CUNARD BUILDING

RED BULL MUSIC FESTIVAL

CAVEAT: A SPEAKEASY FOR INTELLIGENT NIGHTLIFE

LITTLE CINEMA AT BROOKLYN MUSEUM

MANHATTAN YACHT CLUB
CASE STUDY: NON PROFIT
Our Tour Audience:

- 80%+ are New Yorkers
- 10,000+ guests per year
- Age 7 to 77

In addition to our original tours, we develop tours in partnership with organizations like:

- WYTHE HOTEL
- NYC Parks
- SAVE ELLIS ISLAND
- THE PLAYERS
- TWO TREES
Rediscover your city.
A members-only club offering free access to NYC’s most off-limits places, free admission to museums and much more.

**Your passport to NYC’s secrets**

**INSIDERS**

**INSIDERS only**

**Wednesday, March 11, 2020**

Behind the Scenes Tour
Inside Gracie Mansion

**LEARN MORE ➔**

**INSIDERS only**

**Friday, March 20, 2020**

Insiders 2nd Anniversary Celebration
at SPIN 23, NYC’s Ping Pong Social Club

**LEARN MORE ➔**

**INSIDERS only**

**Saturday, March 21, 2020**

Tour the Fabulously Retro TWA Hotel

**LEARN MORE ➔**

**INSIDERS only**

**Sunday, April 26, 2020**

Enjoy a Picnic Inside New York Marble Cemetery

**LEARN MORE ➔**

**INSIDERS only**

**Monday, March 09, 2020**

Tour of Panorama, Former Jehovah’s Witnesses

**LEARN MORE ➔**

**INSIDERS only**

**Friday, May 29, 2020**

Climb to the Top of the Little Red Lighthouse
100% are New Yorkers

500+ members

Insiders are our Super Fans, intellectually curious and interested in getting access to both places and people
Rediscover your city.

CASE STUDY
CASE STUDY

**MUSEUM OF THE CITY OF NEW YORK**

x

untapped new york.

**WEB MAGAZINE**

- Banner ads
- Editorial content
- Newsletter blast
- Event Promotion

**SOCIAL MEDIA**

- Instagram posts
- Twitter posts
- Facebook posts
- Facebook live video

**INSIDERS**

- Exclusive curator walkthroughs
- Tickets to MCNY Events in exchange for media coverage
- Bringing visitors through the door to exhibitions and events

"Thank you for another successful campaign!"

- Jacob Tugendrajch, Marketing Manager at Museum of the City of New York
RATE CARD

Sponsored Article  $1000
Newsletter Blasts  $1000
Banner Advertising  $15/CPM
Instagram Post & Story  $500
Event Listings  $250/week

Inquire for package rates
Rediscover your city.

THANK YOU!

Contact us:

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