

invest in community  advertise in the  
**Red Hook Star-Review**



**MEDIA KIT**



## from the publishers



Many have asked us over the years how they can support the *Star-Revue*. They recognize the valuable benefits having a strong local paper offers such an involved community. They've seen the amazing work we've done informing, advocating for, and supporting Red Hook. From issues ranging from zoning to resiliency to public services, our audience appreciates the institutional memory and insights only a neighborhood paper can offer.

While national daily subscriptions have decreased over recent years, the *Star-Revue* is growing! Over the last year we have added staff as well as a diverse range of marketing products in order to accommodate the needs of you, the advertiser.

Advertising in the *Star-Revue* is the perfect way to connect to Red Hook's many diverse stakeholders. Call us today to find out how we can help meet your marketing and outreach needs!

Sincerely,

George Fiala & Kimberly Gail Price

## The *Star-Revue* at a glance

8k papers distributed per issue

4k monthly web visitors

17 awards from the New York Press Association

7 years continuously publishing

*IF YOU WANT RED HOOK, YOU NEED US!*

By advertising in the *Red Hook Star-Revue* you are reaching prime NYC residents, including high income transplants from Manhattan, the NYCHA population, and the hip new residents developing the fringes of Red Hook and Gowanus.

audience

|                                     |           |                                  |        |
|-------------------------------------|-----------|----------------------------------|--------|
| Current Population:                 | 33,336    | Civilian employed population:    | 19,478 |
| Housing units:                      | 16,446    | Manufacturing:                   | 695    |
| Median Age:                         | 35.3      | Retail trade:                    | 1,694  |
| Average House Value:                | \$520,500 | Information:                     | 1,981  |
| Avg. Income Per Household: \$45,154 |           | Finance, insurance, real estate: | 2,073  |
|                                     |           | Professional, administration:    | 4,251  |
|                                     |           | Educational and health services: | 4,159  |
|                                     |           | Arts, recreation, food services: | 1,935  |

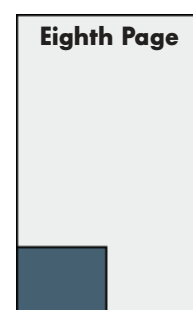
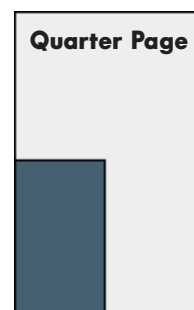
We are your #1 choice  
for reaching 11231

# schedule

Jan. Feb. Mar. Apr. May Jun. Jul. Aug. Sep. Oct. Nov. Dec.

in the summer, thousands of tourists come to Red Hook every weekend!

# rates



|                              |                 |               |               |               |
|------------------------------|-----------------|---------------|---------------|---------------|
| <b>12 ISSUE CONTRACT</b>     | \$500 / issue   | \$350 / issue | \$150 / issue | \$100 / issue |
| <b>6 ISSUE CONTRACT</b>      | \$600 / issue   | \$450 / issue | \$200 / issue | \$150 / issue |
| <b>3 ISSUE CONTRACT</b>      | \$700 / issue   | \$550 / issue | \$225 / issue | \$175 / issue |
| <b>1 ISSUE (NO CONTRACT)</b> | \$1,100 / issue | \$750 / issue | \$400 / issue | \$250 / issue |

# web advertising

Web advertisements are \$150 per week and \$350 per month.

We offer 50% discounts on web ads with a contract of 6 issues or more.



1.9k followers



1.3k likes

## SOCIAL MEDIA

On request, we boost, retweet, or share 1-2 of our advertisers' posts/month, **free of charge.**

## from the community

“THE RED HOOK STAR-REVUE is a perfect example of a community institution that unites neighbors for better outcomes. After the storm, unified residents and businesses accomplished greater and better results than government could ever muster on its own, in large part because the Star-Revue was there to inform and advocate for the neighborhood.

- CITY COUNCILMAN CARLOS MENCHACA



“The Red Hook Star-Revue the only paper that gives this otherwise invisible community a voice.”

Marshall Sohne, local land developer

“Local leaders and business owners shouldn’t just see it as a free resource but one that’s invested in on behalf of the community.”

- Ben Fuller-Googins, Program Director at the Carroll Gardens Ass’n

“The future of cities is hyper-local, and the Red Hook Star-Revue is at the center of that. In this new era, it’s communities that take the lead that will succeed, and having an informed press is a necessity.”

- Alexandros Washburn, local land use expert

“The Star-Revue has integrity, you can’t survive very long if you don’t. Business people here would be out of their minds not to take advantage of having a paper here that they can advertise in.”

-Buddy Scotto, Elder Statesman of Southwest Brooklyn



FOR MORE INFORMATION, CONTACT NOAH PHILLIPS AT  
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photo: Ray Hall