

F'D IN PARK SLOPE



MEDIA KIT

F'D IN PARK SLOPE



Who We Are

F'd in Park Slope (FIPS) is a blog that covers the tree-lined, gentrified, know-it-all neighborhood of Park Slope, Brooklyn. Launched in 2008, we have slowly built an empire on a sturdy foundation of bitter self-righteousness.

On the blog, we mostly like to talk smack and make fun of all of the crazy stuff that goes on in our little neighborhood. And despite the fact that the majority of our time is spent ranting, whining, and bitching, we somehow still find time to highlight our favorite parts of the neighborhood, too. Our favorite restaurants, the killer concert we saw last weekend, awesome upcoming events, and everything between.

What it comes down to: if it's Park Slope, we've got it covered.

Our Reach

FIPS reaches an audience of savvy, smart-mouthed, rich, opinionated, know-it-alls, who we're sure would love to buy some shit from you. We average about 350,000 pageviews a month with 200,000 unique visitors per month, so your ad will definitely be getting in front of a crapload of eyeballs.

Still not convinced? Consider the following...

People Love FIPS

Or, love to hate FIPS. Whether it's true love or pure haterade, FIPS sees 350,000 young, active, affluent Brooklynites pass through our site every month. Check out our Reader Profile for specifics.

We Get Recognition

We're not some bush-league neighborhood blog over here. We've gotten some legit coverage over the years in *The New York Times*, *The New York Post*, *New York Daily News*, NBC, CNN, CNBC, Curbed, Gothamist, and more.

We're easy

Don't let our bitchy attitude fool you. We'll work with you—whether you're a first-time advertiser or an advertising pro looking to expand your reach, we'll hold your hand. And we'll even try to keep the swearing to a minimum. How's that for service?

F'D IN PARK SLOPE



The Basics

SEX

54% Female
46% Male

AGE

42% 21-29
34% 30-39
23% 40+

LOCATION

59% Park Slope Residents
27% Brooklyn Residents
(Non-Park Slope)
5% NYC residents
(Non-Brooklyn)

AVERAGE HHI

38% \$41,000-99,000
34% \$100,000+
23% \$40,000 (or less)

EMPLOYMENT

72% Employed (full-time)
15% Employed (part-time)

The Personal

CAREER

44% Creative
10% Education
8% Tech
6% Social Services
4% Law
3% Finance/Business
23% Other

MARITAL STATUS

75% Single
25% Married

GOT KIDS?

61% Don't have kids
27% Have one kid
9% Have two kids
3% Have three+ kids

HOUSING SITUATION

73% Renters

The Lifestyle

HEALTH/FITNESS

65% Work out at least 1-2x
per week

PETS

50% Are pet owners

SOCIAL LIFE

49% Go out at least 1-2x
per week

EAT OUT

89% Eat out at least 1-2x
per week

SHOPPING

80% Do more than half of
their shopping in
Brooklyn

Not good with numbers?

Let us break down what all of this crap means. Our readers are young, affluent, and—recession be damned!—employed Brooklynites. They're professional yet creative, and they manage to be moderately healthy even though they're boozing and eating around town an average of three times a week.

This is a dedicated, captive audience that will check out your restaurant, spend money in your store, and go to your event, simply because it's in the best neighborhood in New York: theirs.

F'D IN PARK SLOPE



What we offer

F'd in Park Slope (FIPS) offers traditional online advertising options as well as social media integration and advertorial outreach. Take a look to see what we've got going on:

Traditional ad units

We offer three different ad units: Full (300x250), Half (125x125), and Double (300x600). Each ad unit is high impact as we have a limited amount of ad units on the site. Your purchase of one ad unit will remain on the site for a one-month period (unless you buy a longer campaign) and will rotated along with other advertisers.

Twitter Outreach

The official F'd in Park Slope Twitter account reaches over 6,000 active, affluent Park Slope dwellers at a moment's notice, directly on their mobile devices when they're on-the-go. For \$75, we will create a Sponsored Tweet that will include a message with a link to your site. Say, for example, you're a restaurant and you're offering a free appetizer with the purchase of a dinner. The Sponsored Tweet would follow this format: "[SPONSORED] Johnny McRestaurant is giving away free appetizers with the purchase of dinner. Get down there now! www.linktoyourrestaurant.com." It's that easy.

FIPS Deals

Demographics show that 80% of our readers do more than half of their shopping in Brooklyn, and FIPS Deals allows local businesses to capitalize on this statistic by offering discounts and deals to our monthly audience of over 350,000 Brooklyn consumers. Serving as a virtual "bulletin board," the FIPS Deals page will be updated monthly with deals from local Park Slope businesses across all genres (health/beauty, restaurants/bars, personal services, etc). At \$75 per deal, it may be cheaper than printing up flyers, and is guaranteed to reach a hell of a lot more people than the bulletin board at the entrance of Key Foods.

Sponsored Posts

As a way to break out of traditional advertising, FIPS is offering advertisers the opportunity to get front-and-center with our readers via a Sponsored Post. Each sponsored post will be written by a FIPS editor from information supplied by you (press release, emailed bullet points, cocktail napkin ramblings, etc). The Sponsored Post will be identified as [SPONSORED] in the title, will link back to your site and include any applicable imagery you'd like to supply. With the purchase of a Sponsored Post, you will also be given a FIPS Deal as a bonus—the Deal can be highlighted in the Sponsored Post, or you can save it for another time.

Ready to take the plunge? Awesome. We'll hold your hand all the way. We're sweet like that.

Contact us at effedadvertising@gmail.com with questions, concerns, or to get the ball rolling.