



Media Kit

February 2016

buffaloVibe



Buffalo
CityVibe

BuffaloVibe.com online lifestyle & entertainment magazine.



BuffaloVibe.com provides daily updated lifestyle and entertainment content tailored specifically for the Buffalo and Western New York audience.

Original feature articles, videos and photo galleries tell the stories of Buffalo's unique places and people. Our community-driven Event Calendar ranks at the top of search engine results with hundreds of new events added each month.

Creating an enjoyable experience for the reader is always our focus, so we keep our on-page advertising to a minimum. The result: **our visitors stay engaged longer**, increasing brand exposure and maximizing the value of well-placed banner advertisements.

45,000+

UNIQUE VISITORS PER MONTH

1 min 55 secs spent per visit on average

740,000+

WEB PAGE VIEWS PER MONTH

8 pages viewed per visit on average

1.5 MILLION

BANNER AD IMPRESSIONS PER MONTH

optimized for maximum brand exposure

Buffalo Citybration digital newsletter delivered weekly via email.



The Buffalo Citybration e-publication uses the principles of placemaking to promote Buffalo, New York as a great place to live, work and play.

The event-centric weekly digital newsletter reaches the inboxes of over 10,000 direct subscribers as well as thousands of additional readers via social media channels.

Citybration continues to expand a loyal audience of local and global readers having now delivered over **128 consecutive weekly issues**, in addition to ongoing community outreach via the #WheresBuffy campaign, "Take Another Look" and other Citybration events.

10,000+

NEWSLETTER SUBSCRIBERS

Buffalo residents and global supporters

85,000+

SOCIAL MEDIA REACH

via Twitter, Facebook & Instagram

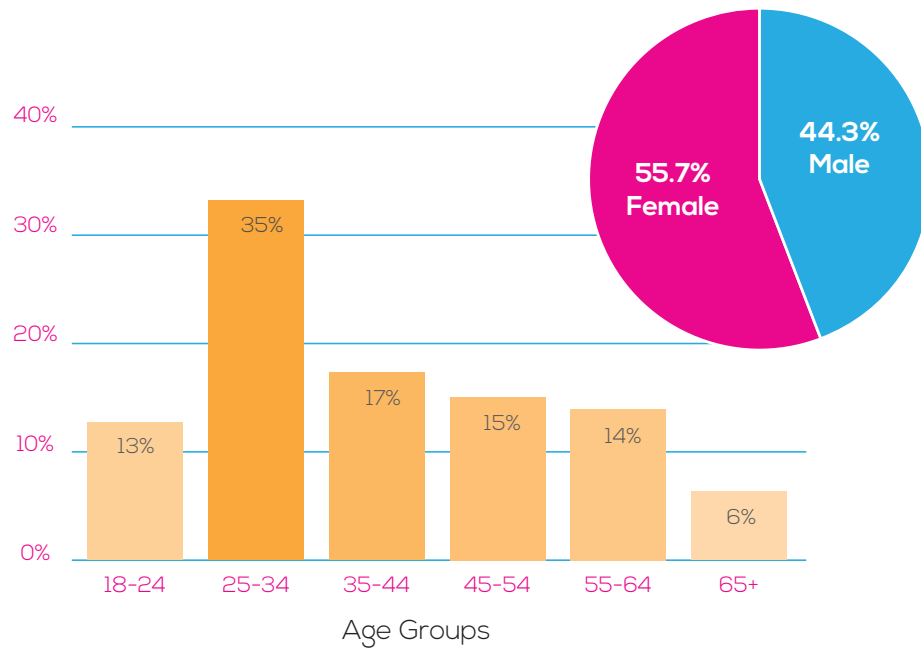
25-30%

EMAIL OPEN RATE

15% above industry average

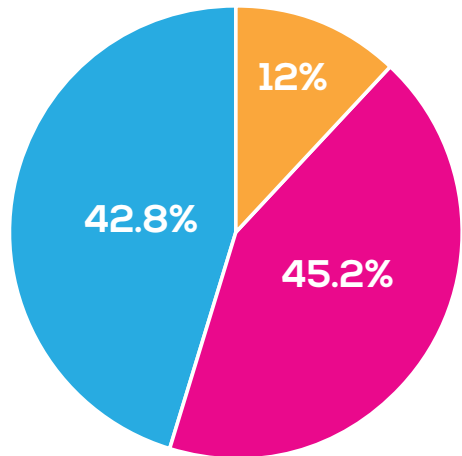
Lifestyle, Dining, Music, Movies, Sports, Arts & Culture

Diverse content. For a diverse audience.



Optimized for every platform laptop, desktop & mobile

Over 50% of our traffic comes from mobile devices with our audience staying engaged through social media.



45%
SMARTPHONE USERS

43%
DESKTOP/LAPTOP USERS

12%
TABLET USERS

18,000+

✉ EMAIL OPENS PER MONTH
Citybration Newsletter

90,000+

🌐 WEBSITE VISITS PER MONTH
BuffaloVibe.com Website



Industry-standard banner ad sizes provide your own or let us help you with design.



Large Rectangle - 300 x 600
Website Sidebar + Mobile



Full horizontal - 468 x 60
Website Top Header + Mobile + Newsletter



Wide Leaderboard - 728 x 90
Website Bottom Footer + Content Inline



Medium Rectangle 300 x 250
Website Sidebar + Mobile



Square 250 x 250
Newsletter

Offering local businesses an affordable way to deliver a message to our targeted regional audience.

No Contracts or Minimums

Choose from simple and affordable monthly packages. Sign up for three months and save up to 20%.

Average CPM (cost per 1,000 impressions) - \$4.50

For more information:

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1.5 MILLION

BANNER AD IMPRESSIONS PER MONTH

BuffaloVibe / Citybration

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