



39th and Broadway Media Kit

www.39thandbroadway.com

About Us:

This website is devoted to shining a light on the NYC Garment Center and the fashion industry professionals that work there. 39th and Broadway was developed by several designers for employees and employers in the Garment Center. After several years in the industry our team of writers came to realize the need for a communal place to vent/chat/gossip etc. 39th and Broadway is also a platform for us to write on issues like, saving the Garment Center, domestic production, fashion school, clothing size issues, fashion design, and trend development. This brilliant idea resulted in what you now know as the fashion insider's blog of choice, 39th and Broadway.

What we provide our readers:

- The most current fashion scoop on the upcoming events, trends, and news in the business.
- The most honest opinions on working in fashion, no matter who we are offending, we tell it like it is!
- A chat room forum for our readers to communicate, discuss the latest gossip, and ask questions about anything fashion and industry related.
- A jobs page for fashion companies to recruit the most well informed fashion industry professionals in the business.
- The most in-depth articles on what is really happening in the NYC Garment Center from the unique perspective of industry insiders.

Press and blog reaction in the news:

We have been mentioned in or linked to the following publications.

- **Independent Fashion Bloggers (IFB)** – *“This week’s Blogger Spotlight goes to the adorable 39th & Broadway! Finally! 39th and Broadway is one of those fashion blogs heavy on the content. Industry insiders often will delve into the subjects we never think about, like issues of the plus size industry, garment worker conditions, the reality of a career in fashion. As well as how to dress for a fashion job interview, there is something compelling every week, a fashion blogger’s must read.”*
- **Racked NY** – *“Garment District blog 39th and Broadway lays out the case against Forever 21. It’s all compelling, but one detail is particularly vivid: Employee Guadalupe Hernandez says that when she worked at one of the fast-fashion chain’s California factories, it had “no running water and no bathroom.”*
- **College Fashion LLC** – *“39th and Broadway is a fabulous resource we just discovered – perfect if you want to work in the fashion industry!”*
- **Parson’s School of Design Career Services** – *“Great informative website. www.39thandbroadway.com has a host of wonderful articles and first person stories about the fashion industry. It’s honest and not afraid to tell you what you will really encounter when working in fashion.”*
- **Work Chic** – *“39th and Broadway’s website that gives their thoughts on what to wear if you are interviewing for a position in the fashion industry. Being fashion industry veterans ourselves, we have seen practically everything when it comes to interview attire. The team at 39th and Broadway offers pretty sound advice on how to adjust your interview style to this type of interview.”*
- **Dollhouse’s Blog** – *“I love this blog, 39th & Broadway, the insider scoop on the fashion industry. As they put it, the “blog is devoted to fashion insiders who work in the industry and need a place to gossip, vent and network.” Hmm, sounds good. I think I will follow it regularly.”*
- **Dream Sequins** – *“If you want to read a fashion blog written from the perspective of a different sort of fashion insider, a working fashion designer who can dish the dirt from the trenches of New York’s garment district, look no further than 39th and Broadway. The writer behind 39th and Broadway not only shares insider perspectives on the fashion industry, but entertains readers with glimpses of “only in New York” moments, snapshots of events and observations on life in the buzzing area around the intersection referenced in the blog’s name. Written in a very informal, conversational style, reading 39th and Broadway feels like you’re sharing a coffee break with a colleague, catching up on the latest industry gossip.”*
- **The Printed Blog** – Featured more times than another blog in their fashion issue.

Perez Hilton
Trendology
Dallas News
Fashion Indie
PR Couture

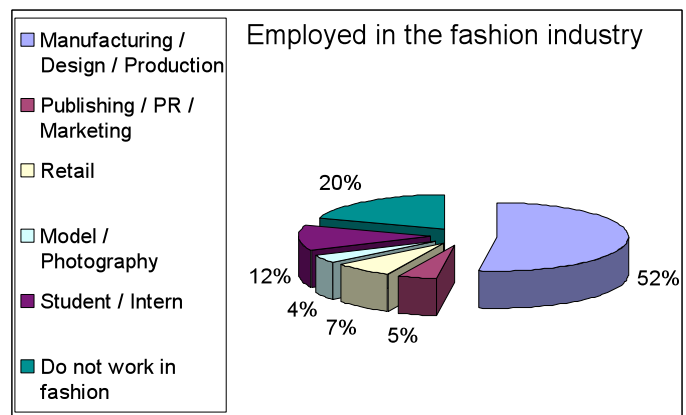
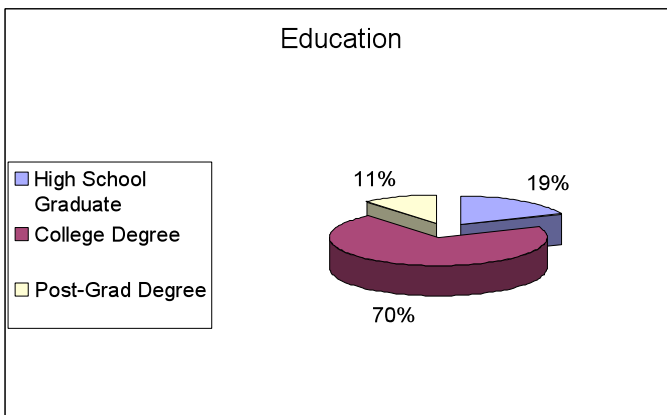
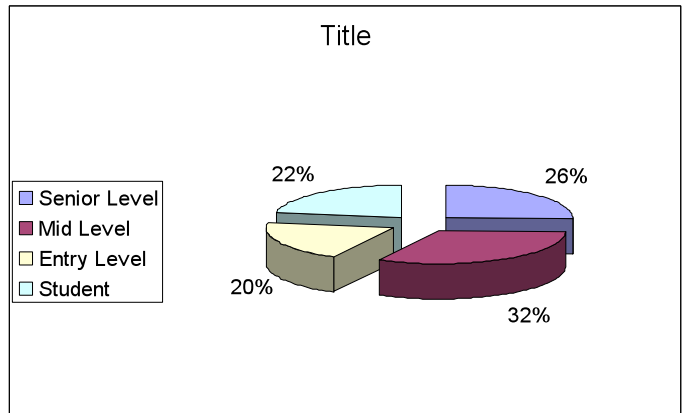
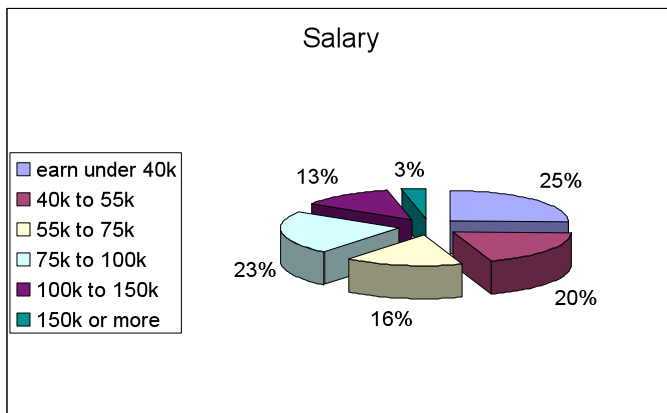
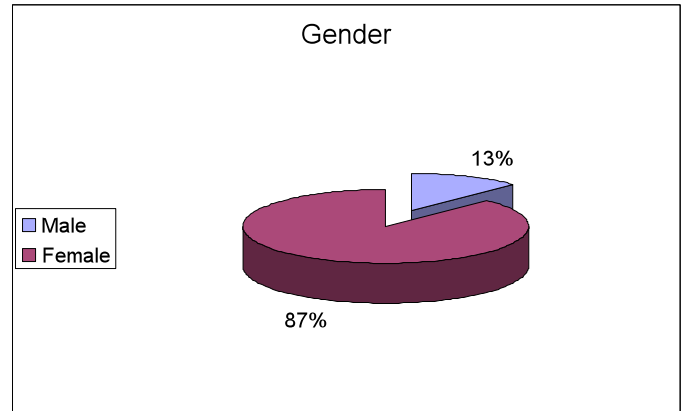
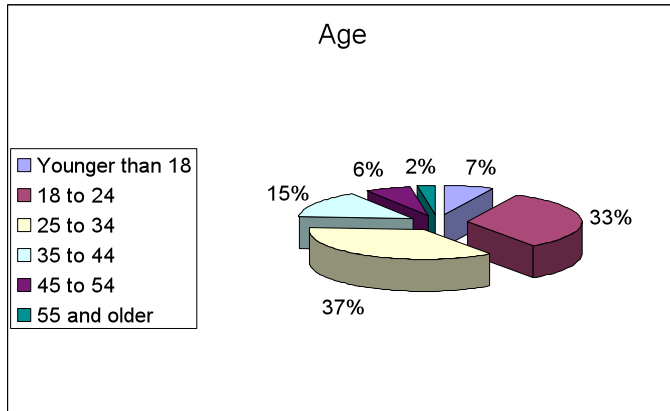
Racked
Carola’s Musings
The Real Deal
Fiscal Fashionista
The Business of Fashion

Chicago Sun Times
Treehugger
Coco Perez
No Fear Just Diva
AOL jobs



Demographics / Reader Profile:

We are a local neighborhood blog and fashion site that is updated daily. We have an international readership with the majority of our readers from New York and California. Our Technorati.com blog ranking as of February 2010 is, **Technorati Authority: 548**. We average over **30,000** visitors per month.





Advertising Guidelines:

We are offering the following flat rates ad spaces due to limited space and layout below the fold. Before advertising with 39thandbroadway.com you will need to submit your code to us so we can review the content. We do not provide code for you. If you have any questions about advertising with us email them to jobs@39thandbroadway.com. Once your ad has been reviewed and accepted we will contact you to confirm your ad and arrange for your payment at that time.

Rate Card:

Unit	Dimensions (in pixels)	1 month jpg/gif	3 months jpg/gif
Mini Ad	125x125	\$50	\$120
Standard	160x160	\$60	\$150
Hi-Rise	160x600	\$150	\$400



Example 125X125 Ad



Example 160X160 Ad

Sponsors:

If you're interested in sponsoring a giveaway or contest featuring your products, you're more than welcome! Provided your merchandise fits the genre and theme of the site.

Contact Us:

You may contact us at the following address, or click the **Contact** button on our homepage to send us a message.

admin@39thandbroadway.com



Example 160X600 Ad