

NY NOW®

march 25–26, 2021

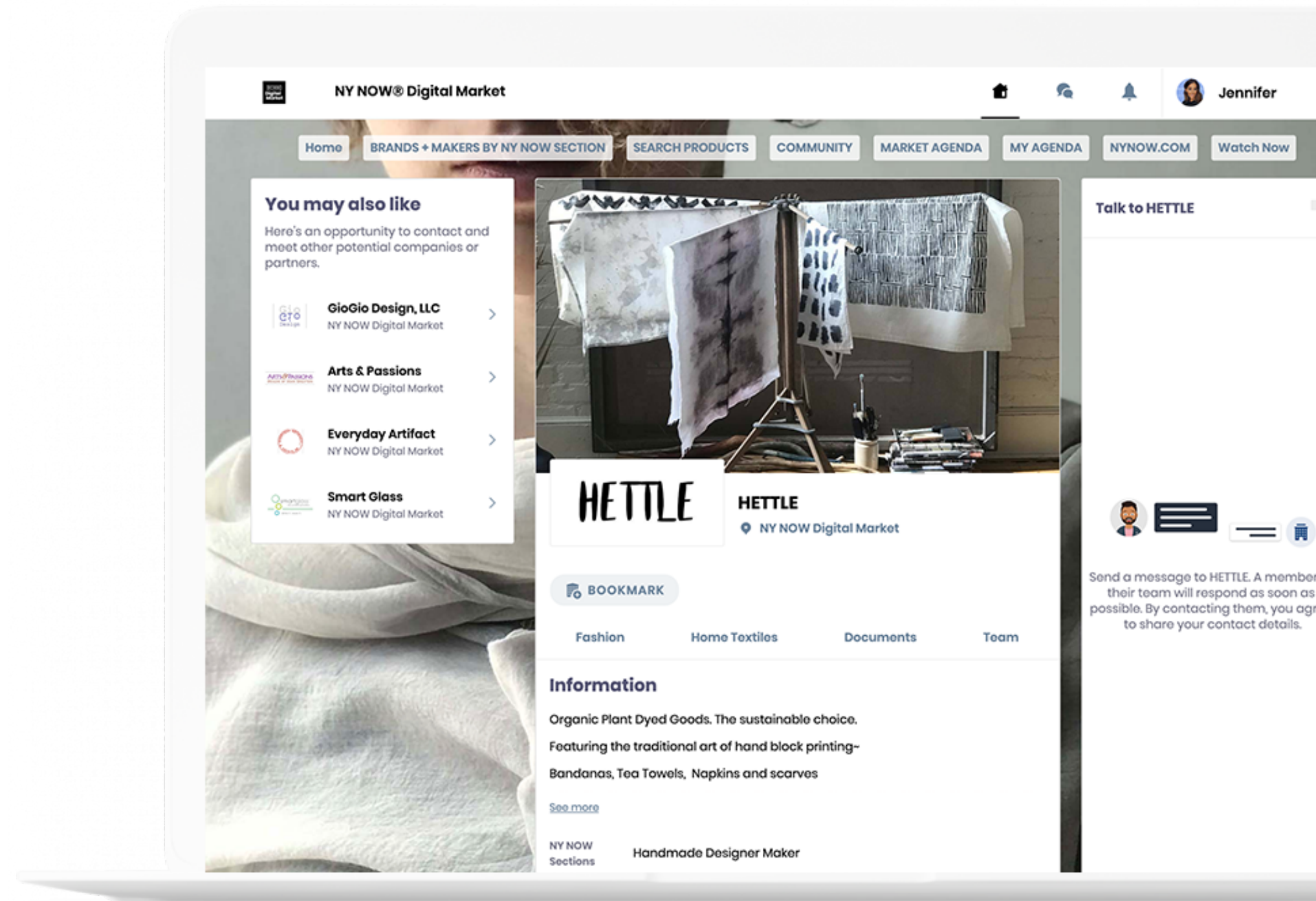
march get
together.

let's get together

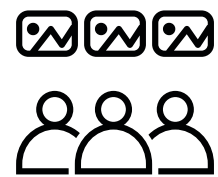
The year-round companion to our in-person show, the NY NOW Digital Market is an interactive platform and lead generation tool for buyers and brands to connect and do business.

Following the success of our recent Digital Winter Market Week, we will be hosting a two-day Get Together on March 25-26, 2021. Expect two days of intense activity as buyers explore the highlights of the Digital Market, including what they may have missed from Winter, what's new, what's fresh, what's trending -- and much more!

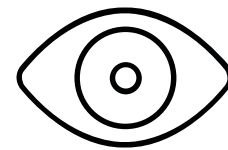
Join us at the NY NOW Digital Market today to gain access to an engaged audience of buyers searching for products for their stores!



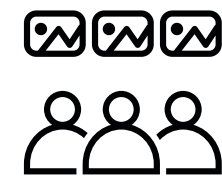
Why join us



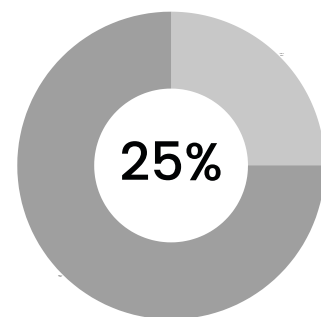
342k+
Total Page Visits



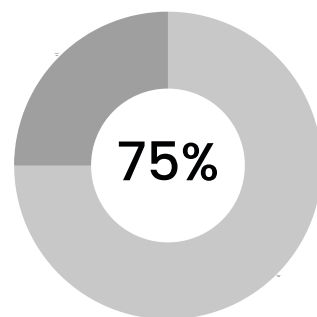
100k+
Buyer Booth Views



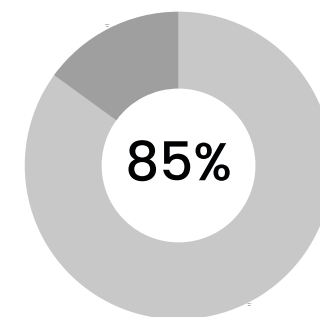
149k+
Chats exchanged



Buyer traffic increased by 25% and engagement doubled at the Winter Digital Market Week

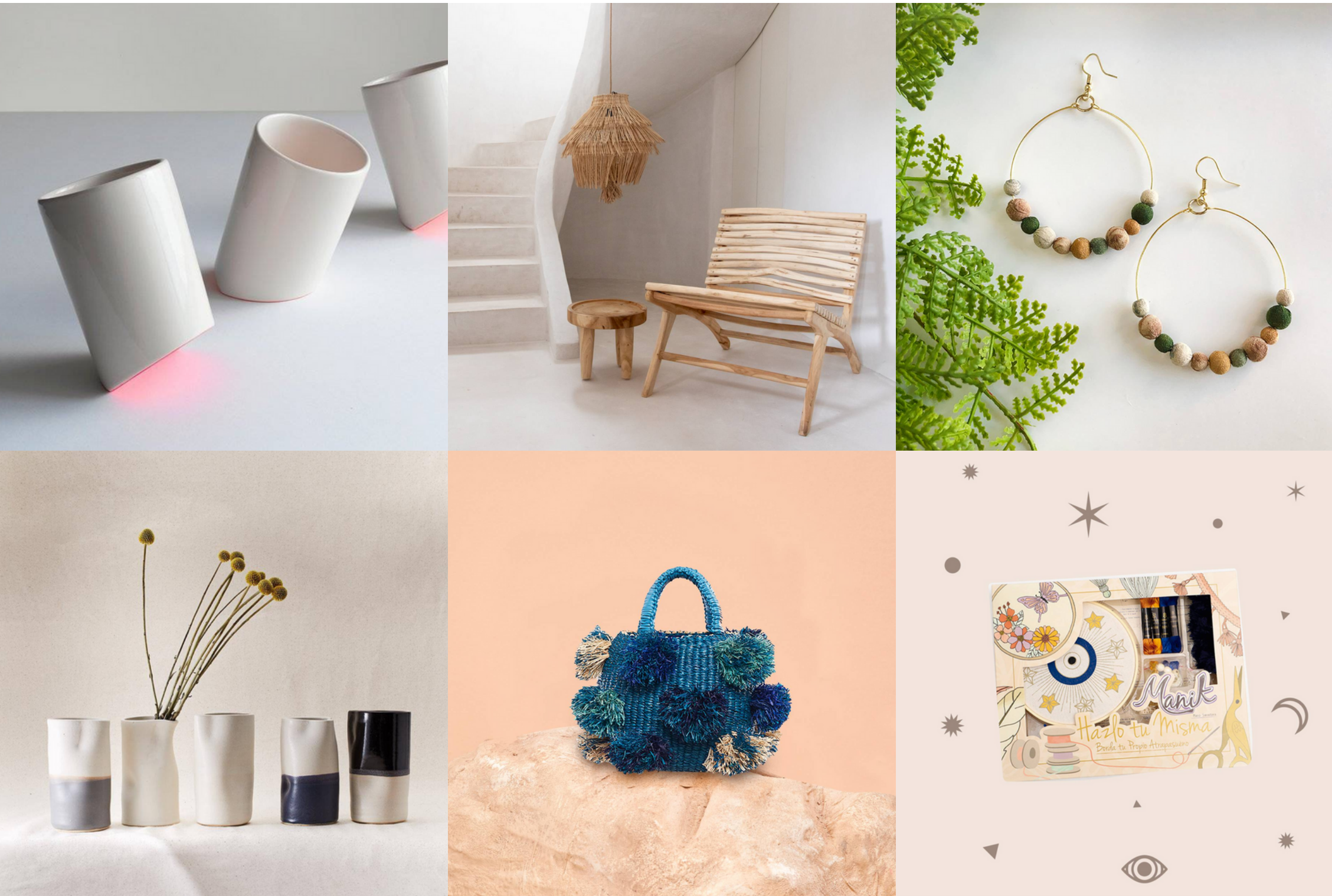


75% of buyers stated they need products when they engage with the NY NOW Digital Market.



85% of buyers are looking to place orders within the upcoming months.

top 20 product categories searched



Handmade
Games/Puzzles/Toys
Handbags
Furniture
Decorative Accessories
Earrings
Necklaces
Accessories
Christmas
Tabletop

Stationery
Jewelry
Pillows
Children's/Baby Items
Apparel
Scarves
Scented
Baskets
Gifts
Bracelets

a la carte options

banner ad
Vertical product ad space on Digital Market home page. Placement includes 20% SOV (share of voice) on the home page.

\$500

per brand for a two-week duration

premium listing
The placement allows your brand to be showcased at the top of the Brands + Makers list

\$250

per brand for a two-week duration

brand spotlight email
Email sent to NY NOW buyers. Email is shared with 4 other brands. Images and text should highlight your brand story

\$300

per product per email deployment

brand logo
The logo provides you full exposure on the homepage of the Digital Market and can link to your digital booth.

\$100

per brand for a two-week duration

banner ad
Product ad space on NYNOW.com home page. 50K average monthly website visits

\$300

per brand for one month duration

banner ad
Horizontal product ad space on Digital Market home page. Placement includes 20% SOV (share of voice) on home page

\$200

per brand for a two-week duration

let's connect



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