

NEW YORK EATS HERE

Where the City Eats Culture Media + Partnership Kit 2025

250K + FOLLOWERS

150K SUBSCRIBERS

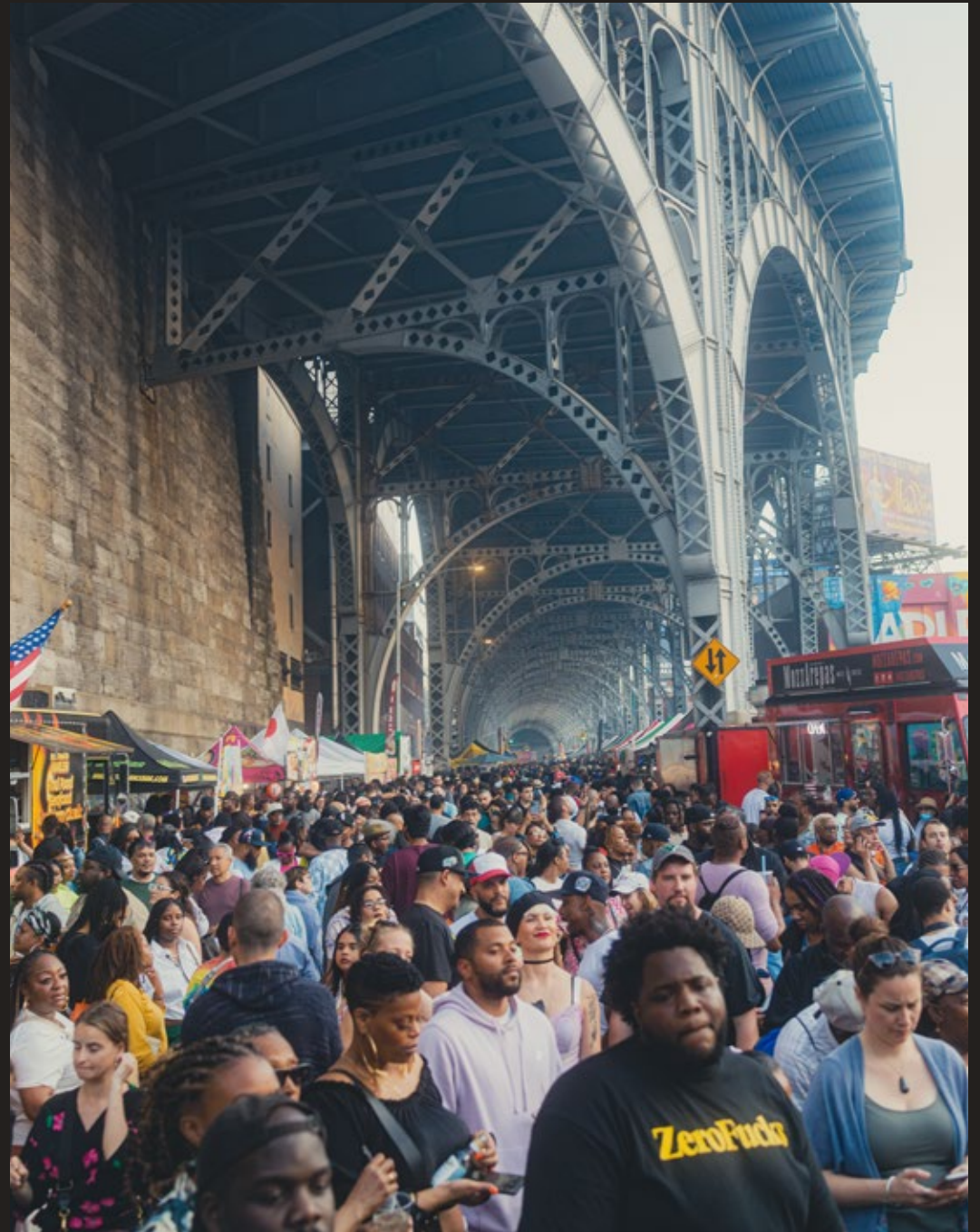
2M EVENT VISITORS

New York Eats Here is the digital heartbeat of the city's food culture.

Born from the producers behind Bronx Night Market, Uptown Night Market, and Latin Food Fest, we blend media, street food, and storytelling into one connected ecosystem.

We document how New York really eats — the carts, counters, kitchens, and creators that make this city taste like nowhere else.

FOOD | CULTURE | COMMUNITY | MEDIA



THE NUMBERS



+250K

social followers
across Instagram +
TikTok



+150K

direct
subscribers via
email + SMS



+3.5M

monthly
reach across
channels



+2M

annual IRL
attendees at
our events



32%

average newsletter
open rate (vs. 18 %
industry avg)



4.7%

CTR on
campaigns (vs. 1.9
% industry avg)

THE NUMBERS



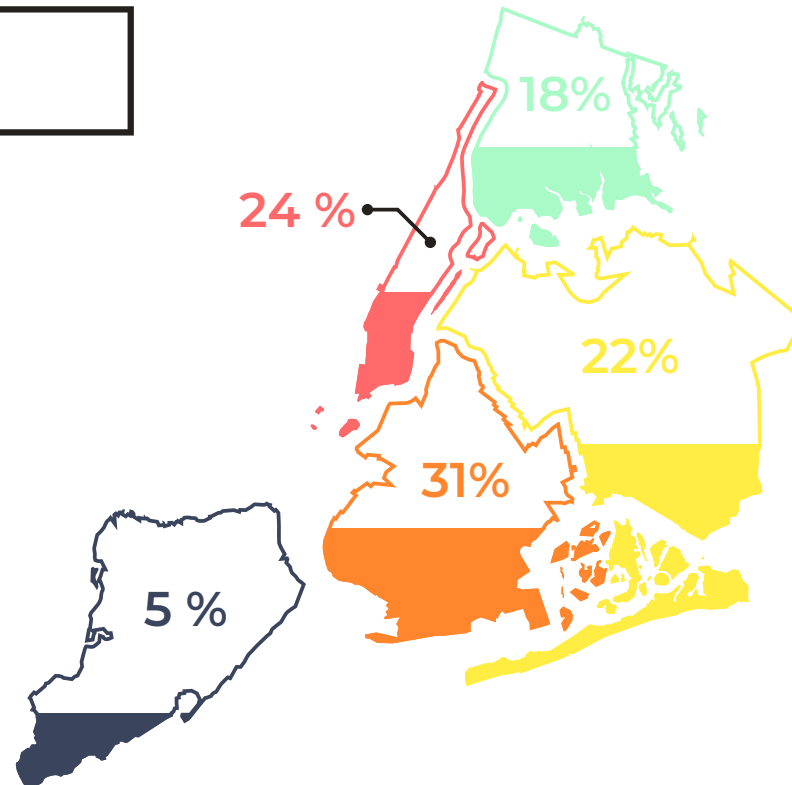
18-44 yrs



Women



Men



Behavior



82% dine out
2-4x per week



61% follow at least
3 local food pages



48% travel >
5 miles for a meal

Top interests: food exploration,
music, events, travel



Eat



Explore



Engage



Share

WE'RE MORE THAN A PAGE — WE'RE A FLYWHEEL.



Each audience touchpoint feeds the next. Our partners plug into a system built for amplification, not impressions.

COMEMUNDO

(Latin food culture)

MOMENTUM

(fitness + wellness)

REALITY CHECK

(tech + culture).



Monthly Reach
3.5 M +



Story Views
45K avg



Average Reel Views
120 K



Save Rate
5.2%



Community Growth
+45 % QoQ



Event Season Impressions
2.1 M / month



WE DON'T CHASE CLICKS — WE DRIVE CROWDS.



HOW EAT STARTED

Origins of iconic NYC foods.



\$10 OR LESS

Budget finds across the boroughs.



DESTINATIONS

Food travel within city limits.



HOT TAKES

NYC street opinions & debates.



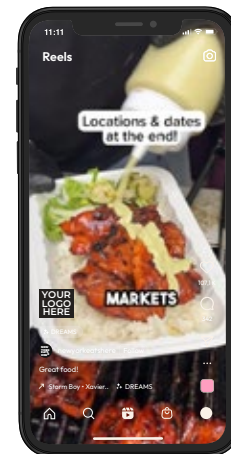
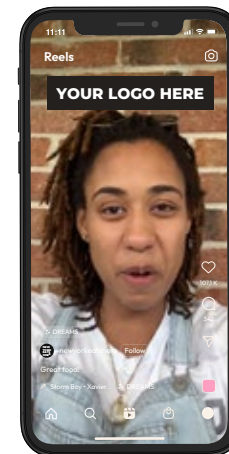
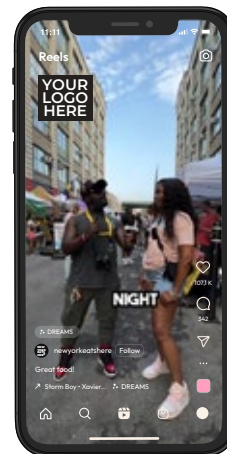
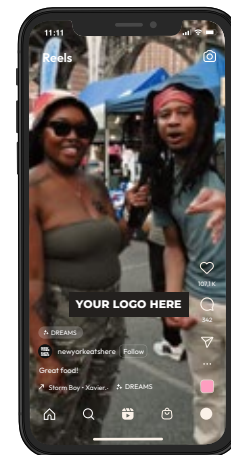
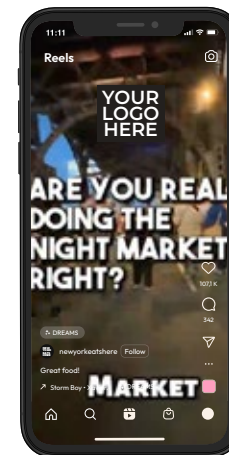
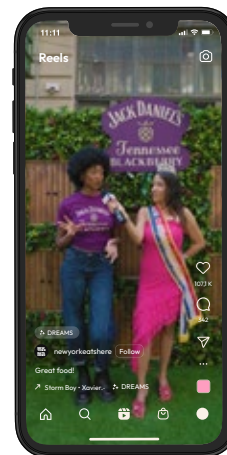
BRAND SPOTLIGHT

Foodie Product of the Week



BOROUGH GUIDE

Neighborhood Flavor Radar



OPPORTUNITIES:

Co-created reels, giveaways, feature stories, sponsored segments, and influencer collabs.

WE TRANSLATE DIGITAL ATTENTION INTO FOOT TRAFFIC.

BRONX
NIGHT
MARKET

LATIN
FOOD
FEST.

UPTOWN
NIGHT
MARKET

VEGAN
NIGHT
MARKET

MEATROPOLIS

BROOKLYN
NIGHT
MARKET

2 M attendees since 2017

55 M + media impressions

Top activations:

Verizon, Brown-Forman,
Montefiore, DoorDash

**AVERAGE ROI ON
BRAND ACTIVATIONS:
6-12 * MEDIA VALUE.**

KraftHeinz



GOYA

más+
BY MESSI

I ♥
NY.

optimum.

by verizon

NEW
YORK
CITY



Marinela

WK Kellogg Co

PARTNERSHIP OPPORTUNITIES



TITLE PARTNERSHIPS

Category exclusive ownership + takeover rights.



CONTENT COLLABORATIONS

Branded series, editorials, and reels.



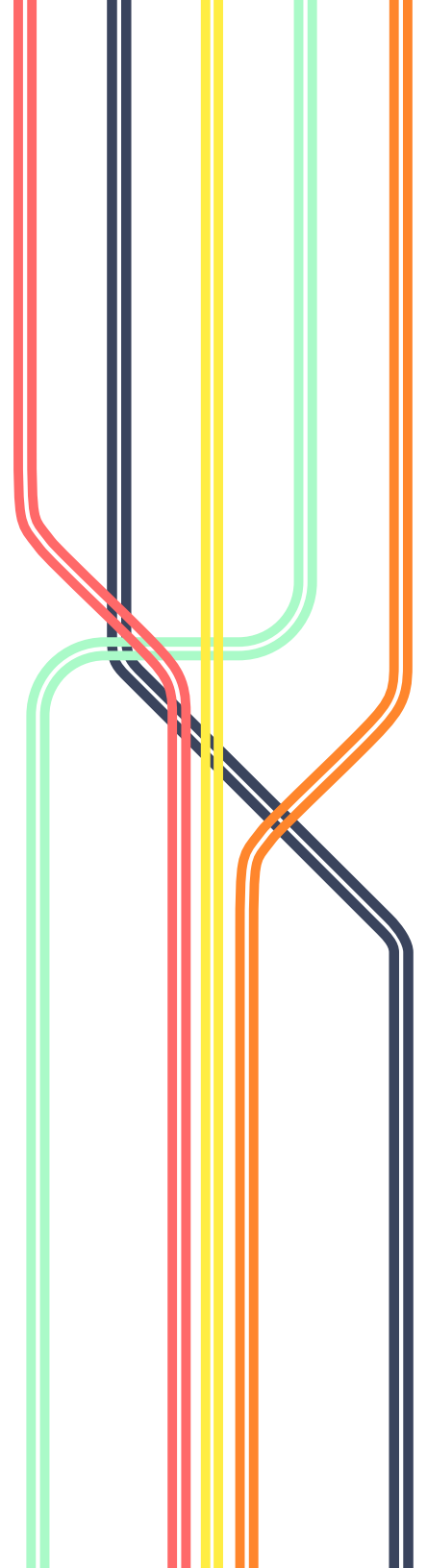
EXPERIENTIAL ACTIVATIONS

On-site sampling, installations, creator takeovers.



STRATEGIC ALLIANCES

Multi-month storytelling and brand integration.



Rates based on verified reach and NYC cultural-media averages
Custom multi-month packages available.

Tier	Deliverables	Est. Impressions	Investment Range
Anchor / Headline Partner	2–3 reels + 2 story sets + newsletter feature + optional event activation	500K – 800K	\$12K – \$25K
Feature / Category Partner	1 reel + 1 carousel + 1 newsletter mention + IG story set	250K – 400K	\$5K – \$10K
Supporting Brand	1 carousel or story series + feed tag	100K – 200K	\$2K – \$5K
Affiliate / Trial Collab	1 story mention + link + CTA integration	25K – 75K	\$500 – \$1500

Estimated impressions combine verified averages from IG/TikTok reach + newsletter opens, adjusted for 20–25 % repeat audience overlap.



“From post to purchase in seconds”



NEXT STEPS & CONTACT

LET'S BUILD SOMETHING THAT LIVES
BOTH ONLINE AND IN REAL LIFE.

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 [@newyorkeatshere](https://www.instagram.com/newyorkeatshere)

 newyorkeatshere.com

MARCO SHALMA

Founder & Executive Producer

