

CITY LIMITS

MEDIA KIT 2024



ABOUT US

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City Limits uses investigative journalism through the prism of New York City to identify urban problems, examine their causes, explore solutions, and equip communities to take action.

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Our History

Founded in 1976 in the midst of New York's fiscal crisis, City Limits exists to inform democracy and empower citizens to create a more just city. The organization is a 501(c)(3) nonprofit funded by foundation support, ad sponsorship and donations from readers.

WEBSITE

Updated daily, the City Limits award winning site reaches over 1 million readers and pageviews annually. Sponsorship includes full ROS ad inventory for 30 day.

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LAND USE City Council Speaker Defends His Comprehensive Planning Bill in First Public Hearing

Corey Johnson says his 'Planning Together' proposal will help create a more just and inclusive city planning process. But others raised worries about the costs of the plan, and about how it would engage communities.

By Sadef Ali Kally. Published 7 hours ago



Councilmember Corey Johnson at a City Hall rally in March 2016. (William Alvarez/NYC Council)

Mapping the Future

City Council Speaker Corey Johnson took up a defensive strategy during the first public hearing about his comprehensive planning legislation on Tuesday, responding to dozens of residents and community groups that raised questions about, or spoke out in opposition to, the proposal.

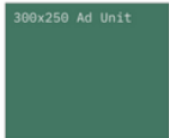
Johnson introduced his "Planning Together" proposal back in December, which would amend the City Charter to require a long-term comprehensive plan overhauling the city's existing land use planning processes. Johnson says the legislation — which would require the city to implement a ten-year planning framework, starting in 2022 — would streamline the current piecemeal approach to city planning, bringing several agencies in line with a larger agenda to bring equitable growth to neighborhoods across the five boroughs.

He presented a chart to the virtual hearing's attendees, outlining things he said are "false" and "true" about his proposal. He said it was false to assume the bill would amend or change the city's zoning resolution, trigger rezonings or upzonings, propose or support the elimination of single family zoning, or eliminate the role of community boards in future rezonings. Instead, he says the plan would provide community boards with more resources to plan for their neighborhoods, direct growth in communities vulnerable to sea-level rise and displacement risks, identify and prioritize community budget needs and encourage rezoning tools on the community level.

But officials from the Department of City Planning (DCP) and other city agencies testified against the legislation. They included DCP Director and City Planning Commission Chair Marisa Lago, who questioned the bill's feasibility and effectiveness.

"We do not believe it's feasible to achieve all of the bill's goals through a single, one-size fits all process. Not without glossing over key priorities and short-changing key community impact. To attempt to do so would cost an incredible amount of money," said Lago in her testimony.

She pointed to one aspect of the bill that would require community boards, borough presidents and a newly-created "Long-Term Planning Steering Committee" to submit separate land use proposals for each of the city's 59 community districts during years three and four of Johnson's 10-year proposal — a whopping 177 plans over a nearly 10-month period. She said this "top-down approach" would make it impossible to provide the in-depth planning efforts and engagement needed to meet "every inch of the city."



MAPPING THE FUTURE

STATE BUDGET
Opinion: Proposed State Budget Cuts Would Dismantle Care for New Yorkers with Disabilities

By Rachelle Kivanski

IMMIGRATION
Fiscales de 16 estados apoyan la moratoria de deportaciones propuesta por presidente Biden

By Daniel Parra

ELECTION 2021
Will NYC's Mayoral Candidates Commit to Transparency?

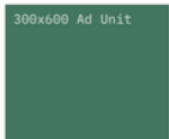
By Jarrett Murphy

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plan for the last 20 years, they are concerned about Johnson's legislation and "the haste with which it was being proposed."

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Andrea Goldwyn, director of public policy at the New York Landmarks Conservancy, said the bill was well-intentioned but there were too many unanswered questions, such as how the city will deal with the existence of as-of-right development. She recommended that the City Council present Johnson's plan before all community boards and consider making amendments before any vote takes place.

"We urge the Council to reject this proposal," she said. "New York needs comprehensive planning, but not this plan."

Both Manhattan Community Board 8 Chair Russell Squire and Community Board 2 Chair Carter Booth said the City Council had conducted little to no outreach to their groups about the bill, and said residents have many questions about its feasibility and community engagement strategy. Queens community boards 8, 11 and 13 — boards that are home to significant numbers of single-family homeowners — have also been vocal in their opposition to the plan, according to news reports and community sources.

Without the support of the de Blasio administration, Johnson would need a minimum of 36 councilmember votes to pass the legislation.

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Volume Posting: Buy five Standard Postings or five Premium Postings and get a 20% discount

OUR METRICS

City Limits continues to develop a robust and growing audience. Engagement across all platforms have increased exponentially. In 2023, we maximized the efficiency of our content with an organic and paid social strategy. This year we will leverage a Google Ads Grant to drive website traffic growth.

Social Media Followers



33K



3.0K



32K



1.9K

565%

Increase in Facebook's reach since last year

131%

Increase in Facebook's average engagement since last year

730%

Increase in Instagram's reach since last year

145%

Increase in Instagram's average engagement since last year

813%

Increase in Twitter's number of posts since last year

190%

Increase in Twitter's average engagement since last year

692K

LinkedIn impressions in 2022

500

LinkedIn posts in 2022

1.0M

Website Users

30K

Weekly
Newsletter
Subscribers

1.2M

Sessions

1.7M

Pageviews

UNA CIUDAD SIN LÍMITES

CITY LIMITS EN ESPAÑOL

City Limits continues its goal of becoming a fully bilingual investigative local media outlet, a first of its kind in the city.

City Limits' series "Lo que necesita saber sobre" has published guides and explainers in Spanish and English which serve as real-service journalism, news-you-can-use pieces for immigrant and undocumented New Yorkers.

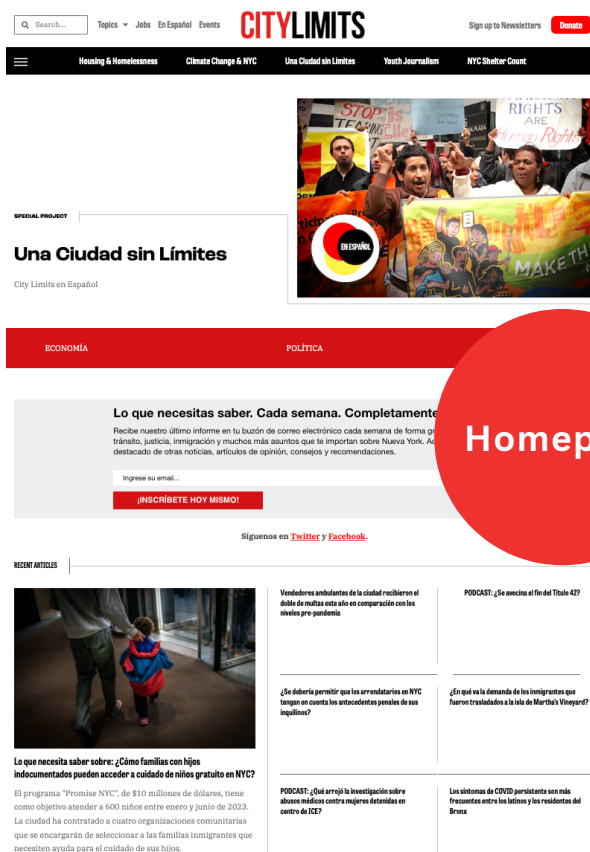
This Spanish-language project has been so successful that one of its articles "La licencia de conducción para indocumentados en Nueva York" was City Limits' most-read article, achieving higher views than our English-language content.

35K

pageviews for one of City Limits' most popular article, "La licencia de conducción para indocumentados en Nueva York"

3.0K

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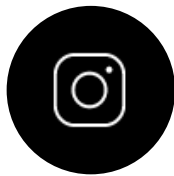
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