



SAIL INTO ENGAGEMENT

2025 ADVERTISING OPPORTUNITIES



ferry.nyc
advertising@ferry.nyc



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ABOUT



Spanning all **5** boroughs, NYC Ferry has empowered millions of New Yorkers to reduce their commute times and enjoy greater access to the city's waterfronts.

Launched in **2017** NYC Ferry evolutionized travel for waterfront communities, making it easier than ever to navigate New York City's iconic waterways.



Offering a convenient and affordable transit solution, NYC Ferry connects communities to jobs, recreation, and each other—bringing people closer to the heart of New York City life.





Connecting the Five Boroughs, One Ride at a Time



NYC Ferry bridges the waters of New York City, creating vital connections across

5
Boroughs

25
Landings

across

6
Routes

with
service
running

365
Days / Year

This network doesn't just move people—it moves the city.

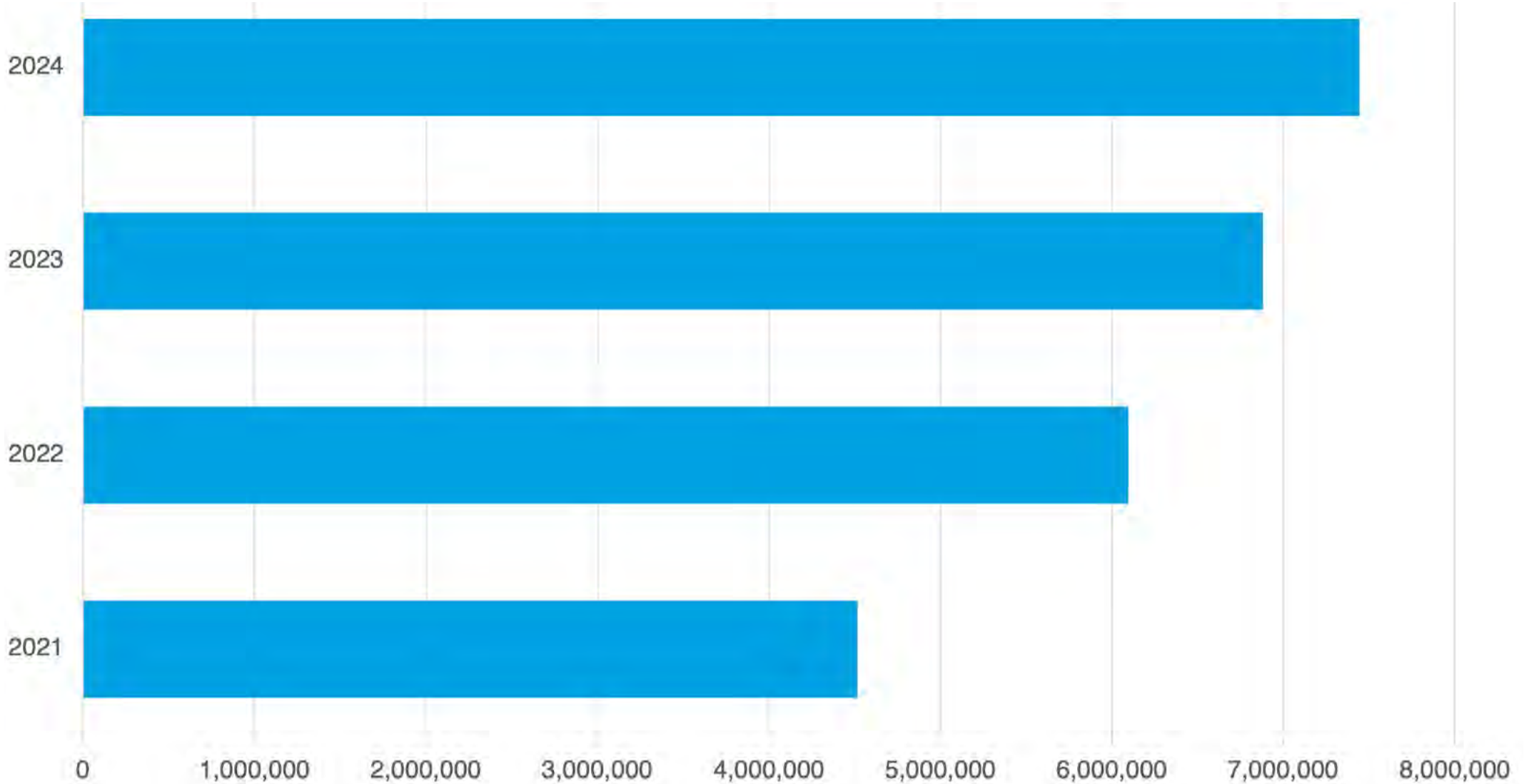
Growing Community of Riders



+7M
Annual Ridership

With over 7 million riders annually, NYC Ferry has become a trusted and essential part of New Yorkers' lives. From the bustling energy of summer, when monthly ridership peaks near 1 million, to the crisp days of fall, every season tells a story of vibrant communities relying on this essential service. Whether commuting to work, exploring the city, or escaping for a waterfront view, NYC Ferry riders experience the best of what the city has to offer.

Year Over Year Ridership





Who's on Board?

Our riders are the city's heartbeat—professionals, families, and visitors—all connected by the water. With an average household income of \$100K–\$149K, NYC Ferry attracts an audience of engaged, affluent, and active participants in city life.

\$100–149k
Average Income



94%
NYC Residents

61%
Ride 3x / week

24m
Average Ride Time

Our audience is as diverse and dynamic as New York City itself.

Who They Are: A mix of locals, tourists, families, students, young professionals, retirees, and individuals from both working-class and high-income backgrounds.

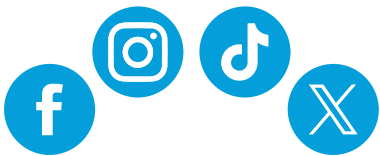
Age Range: Spanning generations, from Baby Boomers and Gen X to Millennials, Gen Z, and the emerging Gen Alpha.

What They Love: Health-conscious living, eco-friendly initiatives, fitness, food, technology, urban culture, and events. Whether they're commuting, sightseeing, or exploring, NYC Ferry riders are highly engaged urbanites who are always on the move.



A Digital & Social Powerhouse

Beyond the docks, NYC Ferry extends its reach through a robust digital presence.



150k+ Followers

450k+ Yearly App Users



1.6M+ Email Subscribers



The NYC Ferry Experience

Every ride is an opportunity—for connection, for discovery, for your brand. Whether gliding under the bridges or taking in the city’s iconic skyline, NYC Ferry turns a daily commute into a scenic escape. It’s more than just a ferry service; it’s where New Yorkers and visitors alike come together, one journey at a time.

MAKE WAVES

ONBOARD PLACEMENTS

Digital Displays
Full Interior Domination
Headliners
Posters
Table Wraps
Window Clings
Floor Decals

DIGITAL OPPORTUNITIES

In-App Ads
e-Newsletter Ads

SOCIAL MEDIA

Coverage
Impact

ACTIVATIONS & EXPERIENTIAL

Branded Activations
Product Placement
Product Sampling



ONBOARD



PLACEMENTS

DIGITAL DISPLAYS

Catch Eyes with Every Glance

Engage a captive audience with Digital Displays, the perfect platform for dynamic or static ads. Designed for flexibility, these screens adapt seamlessly to your marketing strategies, ensuring your brand resonates with riders in real-time.

High-Quality Formats:

Landscape (1 screen): 1080 x 1920 resolution

Portrait (5 screens): 1920 x 1080 resolution

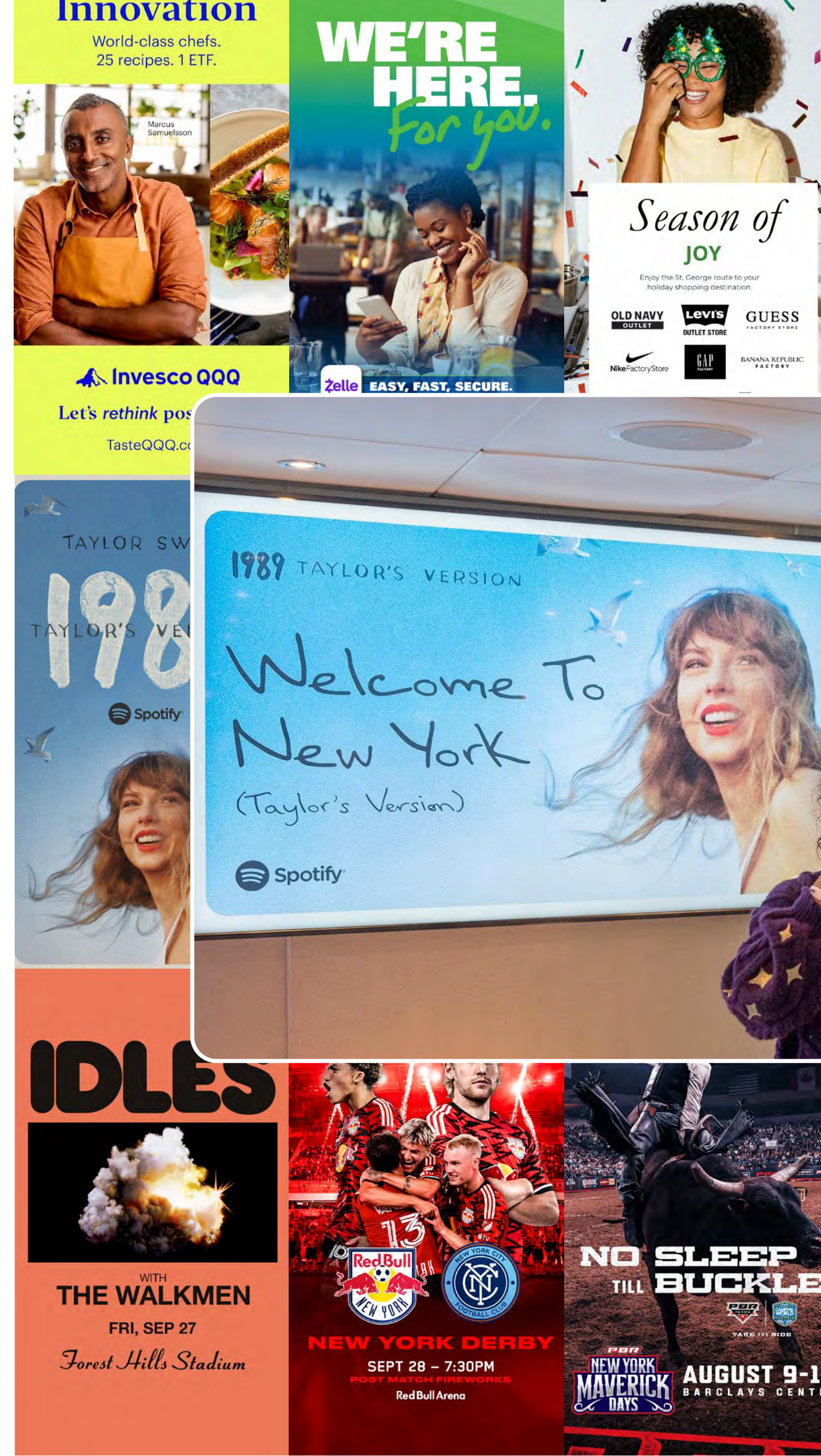
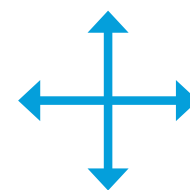
System-Wide Reach:

228 screens across 6 ferry routes

Ad Slot Details:

Duration: 15-second to 1-minute slots

Frequency: Displayed in a 10-minute loop



FULL INTERIOR DOMINATIONS

All Eyes on Your Brand

Take full control of NYC Ferry's interior spaces with a Full Interior Domination, a premium offering that maximizes your brand's visibility and impact. By combining multiple ad placements throughout the vessel, this package ensures your message is impossible to miss, creating a fully immersive experience for riders.

This package includes exclusive placements and opportunities that go beyond the previous a la carte offerings, giving your brand unmatched visibility across the vessel. Unlock premium branding spaces designed to maximize impact and ensure your campaign stands out in every way. What's Included:

Digital Displays Headliners Posters Floor Decals

Window Clings Table Wraps Concession Stand Takeover



OPPORTUNITIES

ONBOARD

HEADLINERS

Your Brand in Full Display

Ensure maximum visibility with Headliners, a striking way to showcase your brand. Positioned prominently above the windows, these placements capture attention as riders take in the iconic NYC views, blending seamlessly with the scenic journey to leave a lasting impression.

High-Impact Placements:

2 massive headliners per vessel, each over 42' long, spanning the Starboard & Port Sides



Unmatched Visibility:

Distinct, bold designs ensure your brand stands out in high-traffic areas

Iconic Association:

Pair your message with the breathtaking backdrops of NYC's waterfronts



POSTERS

Messaging That Sticks

At eye level, the posters displayed in the interior cabin allow for extended messaging and interactive elements.

Strategic Placement:

2 posters per vessel located towards the back of the cabin

High Visibility:

Designed to engage riders as they move to the top deck

Fleet-Wide Inventory:

46 posters are available across the fleet
(10 Vessel / 20 poster minimum buy)

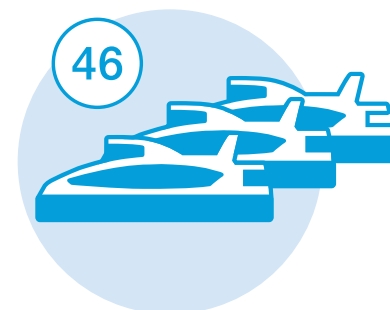


TABLE WRAPS

Hottest Seat in the House

Table Wraps offer a premium branding opportunity in a relaxed setting. Perfect for intimate engagement, these wraps ensure your message resonates with commuters and tourists alike on their journey.

Prime Interaction:

Located where riders relax and unwind



Strategic Placement:

9 wraps per vessel (6 interior, 3 rooftop)

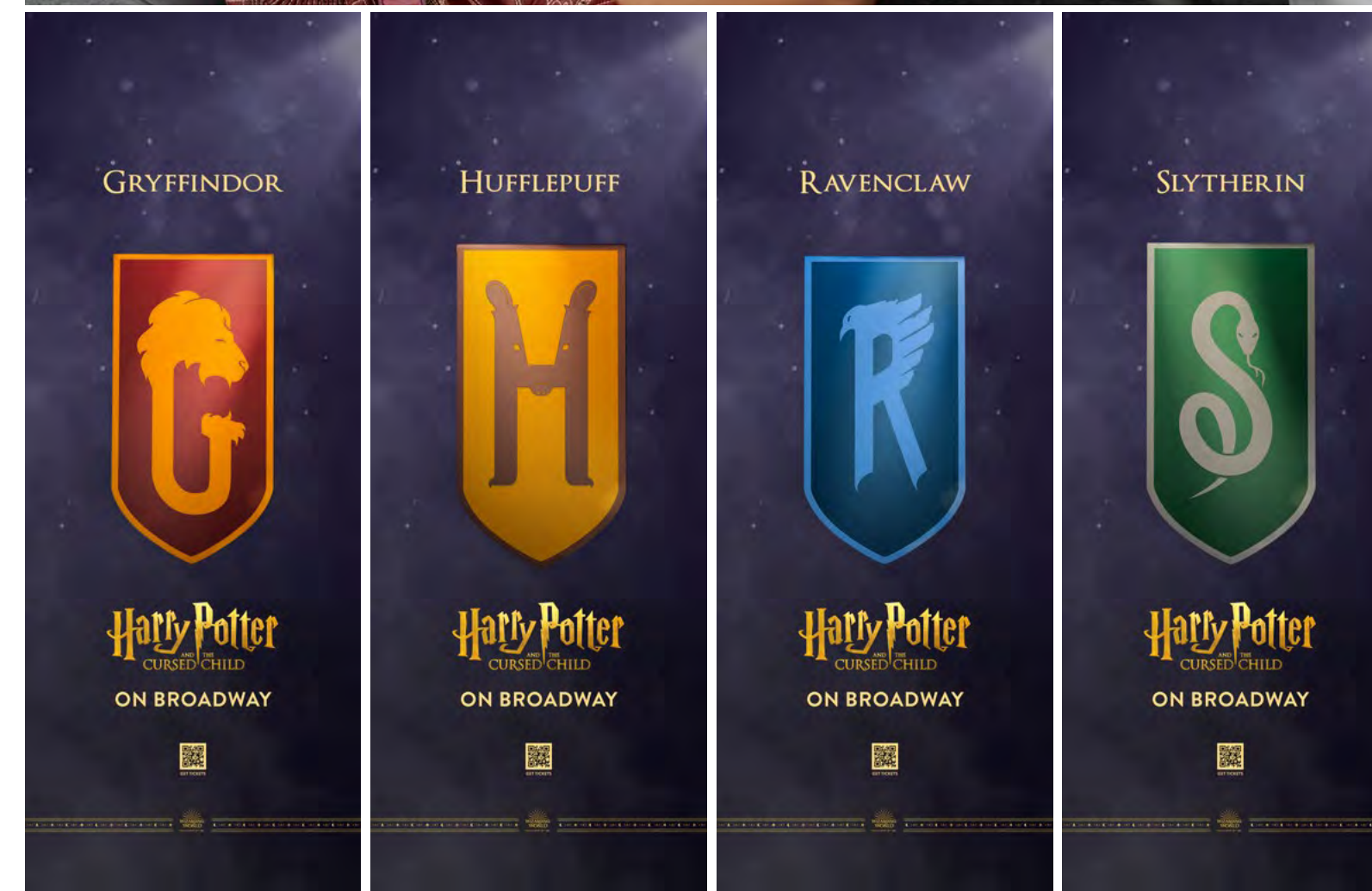


Fleet-Wide Inventory:

207 table wraps across the fleet
(10 Vessel / 90 table minimum buy)

Memorable Impressions:

A professional and visually striking way to connect with riders



WINDOW CLINGS

Iconic View Meet Iconic Branding

Ensures maximum visibility as commuters approach from all directions during their journey. There's nothing quite as distinct and impactful as a branded experience while commuting along the shores of Manhattan and its neighboring boroughs.



FLOOR DECALS

Your Brand, Every Step of the Way

Fleet-Wide Inventory:

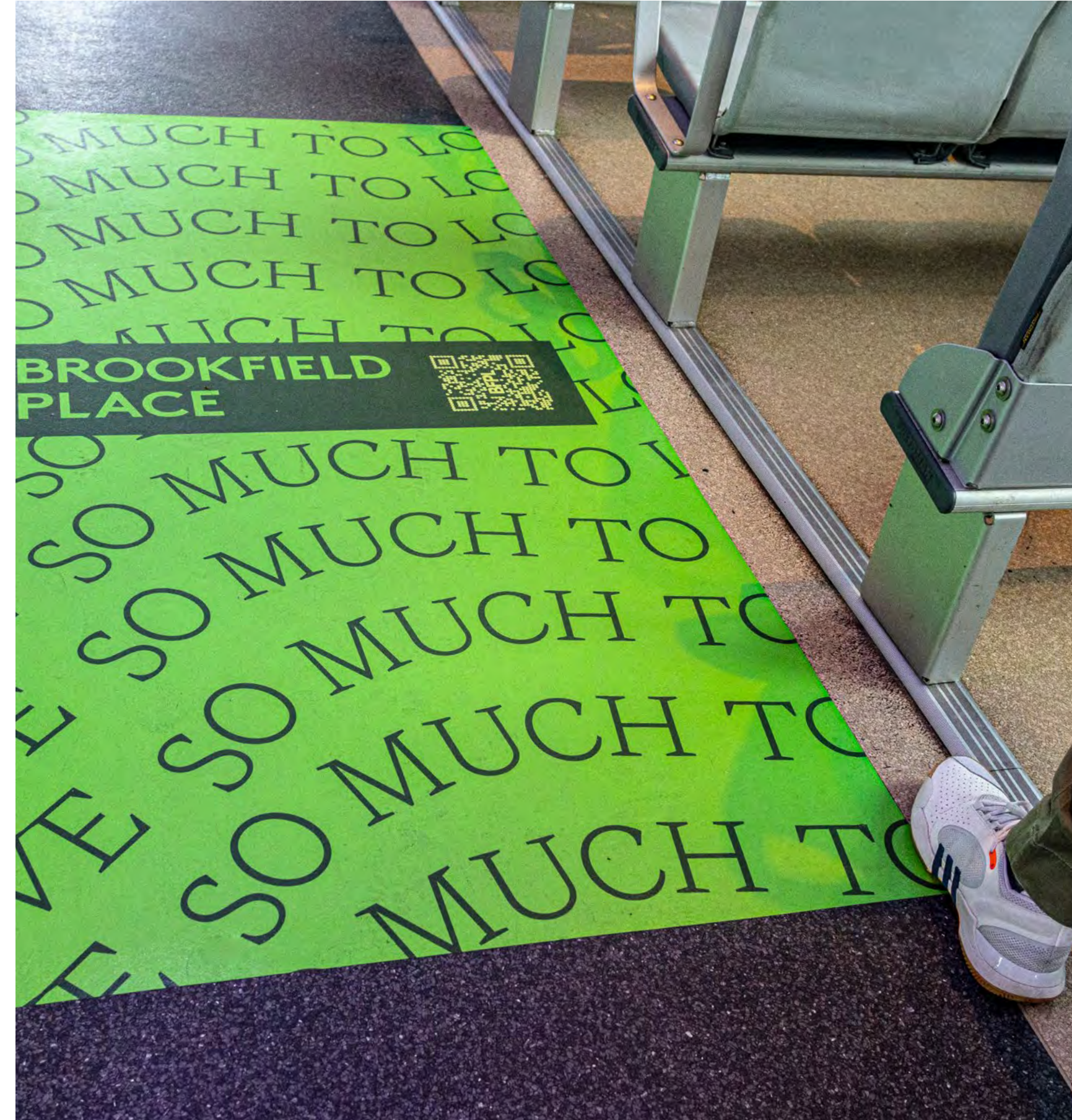
213 floor decals across the fleet that span the length of the interior cabin walkway.



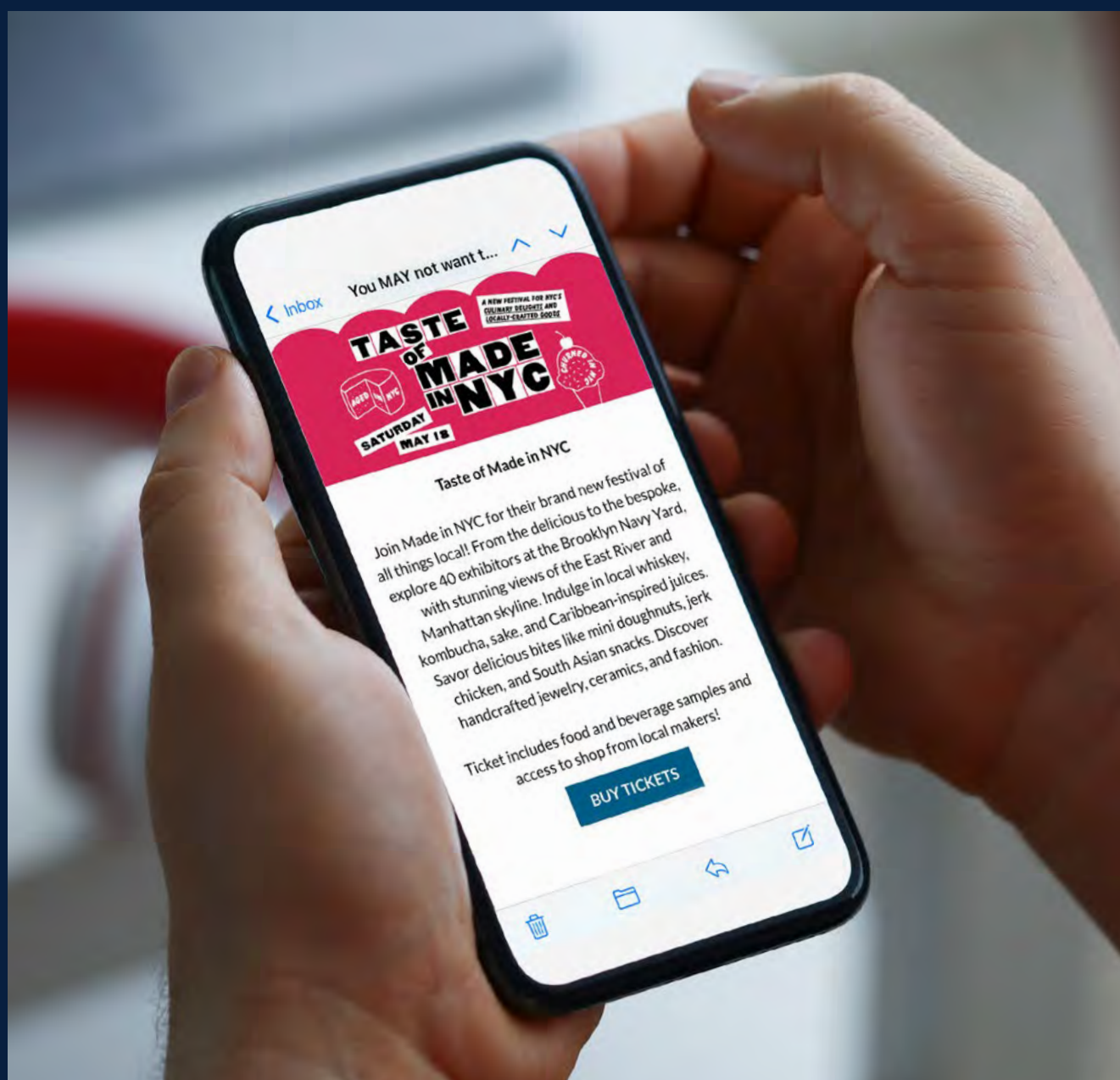
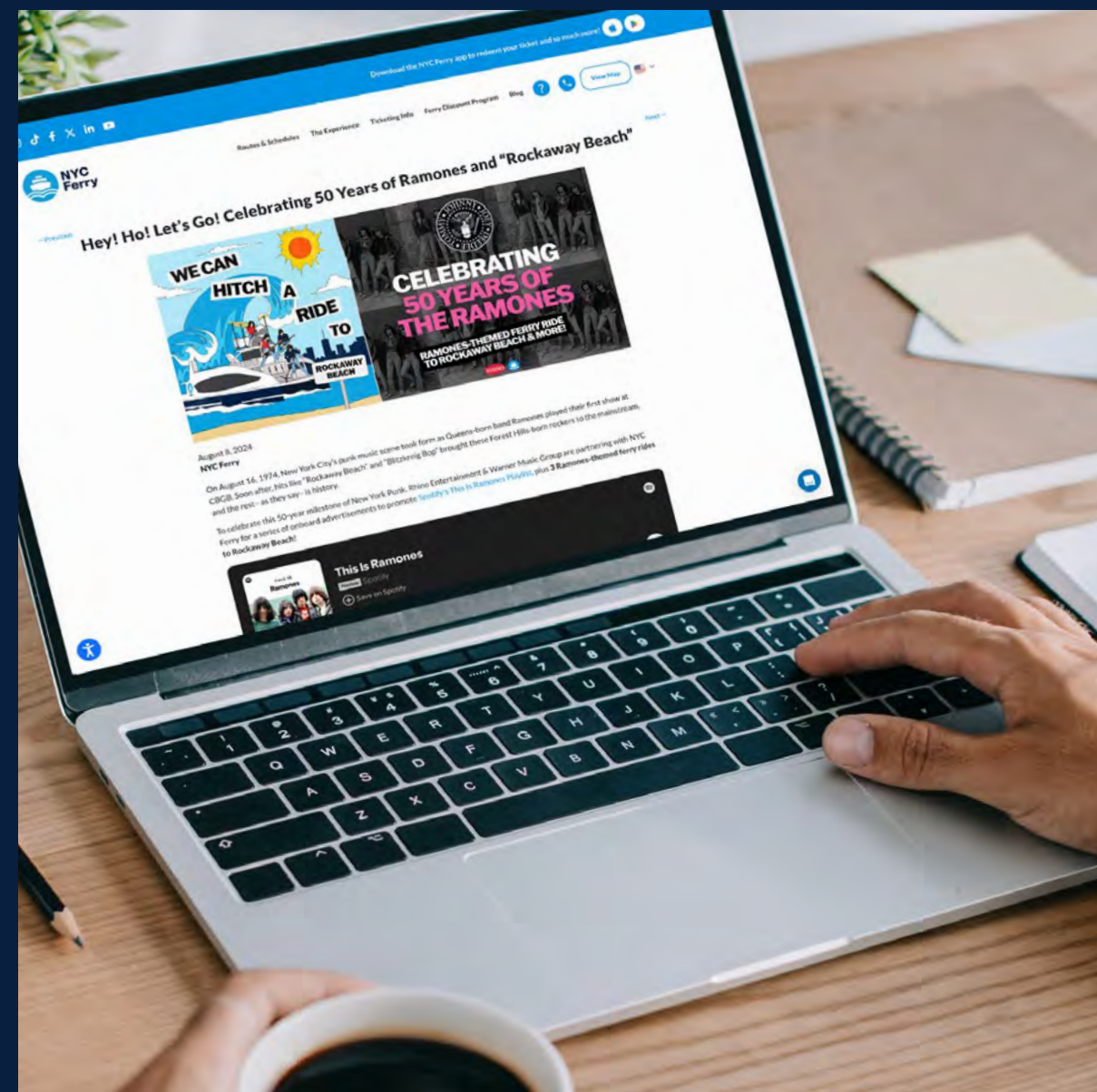
5 K-class Vessel (350 Passenger)

6 T-class Vessel (150 Passenger)

A unique and versatile way to convey your brand and messages, adding to the aesthetics and creating memorable experiences for commuters. These eye-catching designs capture attention—even when riders are looking down at their phones—ensuring your brand stands out during their daily journey.



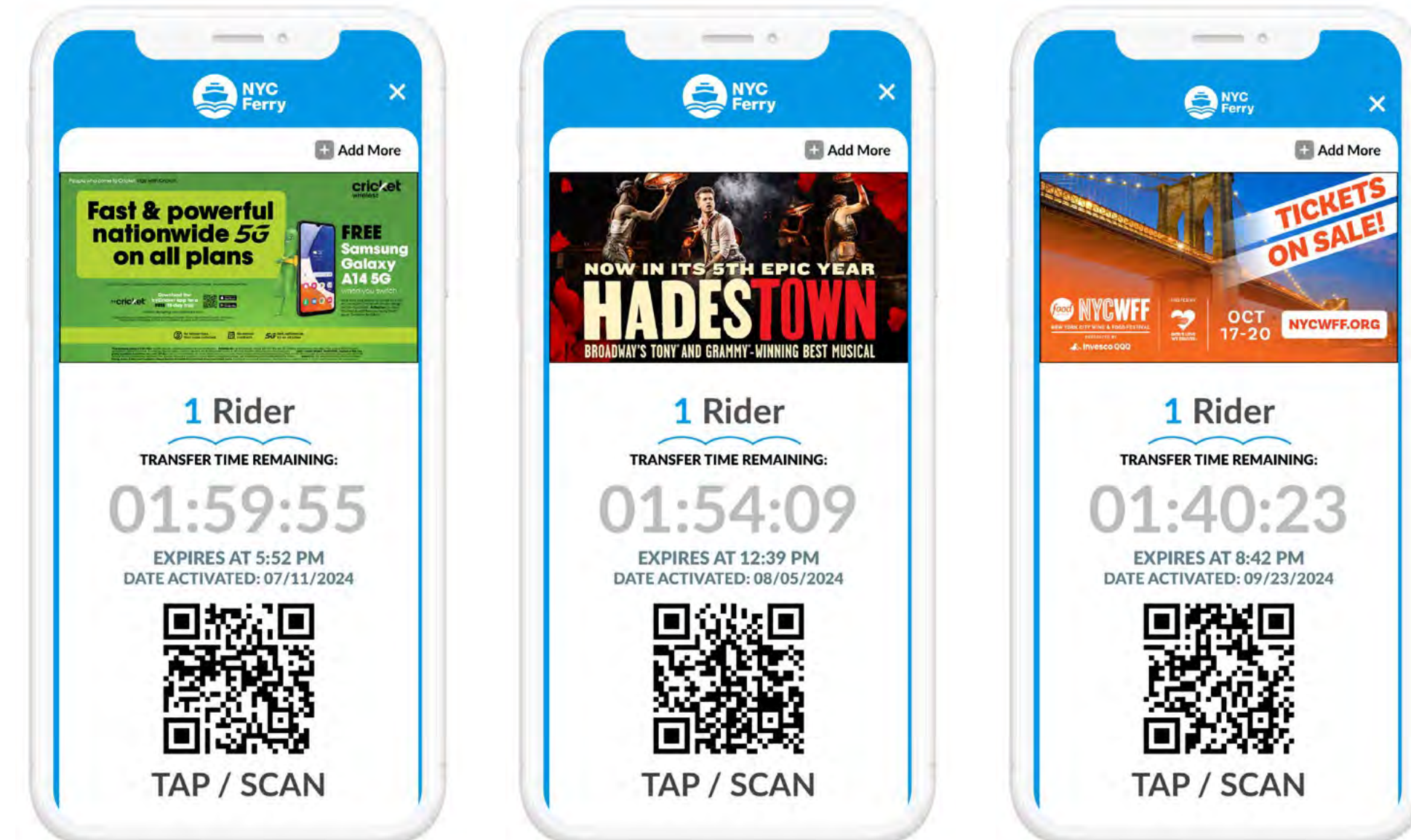
DIGITAL



OPPORTUNITIES

IN-APP TICKET ADS

Direct Engagement at your Fingertips



Seamlessly connect with riders through In-App Advertising on the NYC Ferry app. With high engagement rates, your brand integrates into the commuting experience in a meaningful and interactive way.

39k⁺

Monthly Active Users

3-4m

Average Engagement Time



750k⁺

Monthly Impressions

e-NEWSLETTER ADS

Slide into the Inbox of Loyal Riders

Tap into NYC Ferry's loyal subscriber base with strategic placements in our e-newsletters or on our blog. These platforms connect your brand with engaged riders who rely on us for updates, tips, and things to do.

Newsletter Opportunities

Newsletter Features:
Highlight your brand as part of curated content.
Dedicated Newsletters:
Exclusively feature your campaign for maximum exposure.

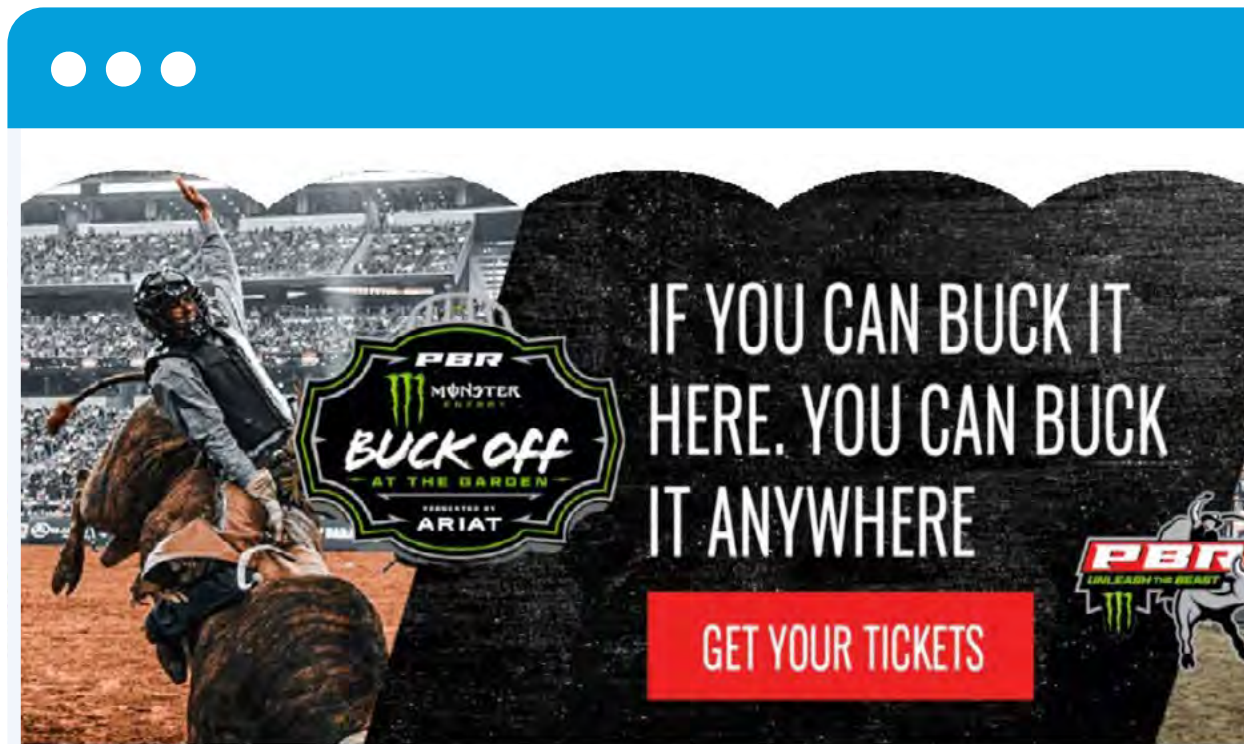


Blog Opportunities

Blog Features:
Integrate your brand into high-traffic editorial content on our SEO-optimized website.
Dedicated Blog Posts:
Showcase your campaign with a full post tailored to your messaging.

Audience Snapshot:

1.6M Subscribers
+30% Open-Rate
~3-8% CTR: Click-Through-Rate



Professional Bull Riding

The toughest sport on dirt returns to the World's Most Famous Arena [January 3rd -5th!](#) Be there to see the toughest cowboys in the world take on the biggest bucking bulls! Get your tickets today and be there for the biggest party on dirt!

[BUY TICKETS](#)



Harry Potter & the Cursed Child

It's time to believe in magic again at Broadway's Spellbinding Spectacular. When Harry Potter's head-strong son Albus befriends the son of his fiercest rival, Draco Malfoy, it sparks an unbelievable new journey for them all—with the power to change the past and future forever. Prepare for a mind-blowing race through time, spectacular spells, and an epic battle, all brought to life with the most astonishing theatrical magic ever seen on stage. "You'll be wondering 'how'd they do that?' for days to come" (*People Magazine*).

[BUY TICKETS](#)



Mubadala New York Sail Grand Prix

Kick off the first official weekend of summer at the **Mubadala New York Sail Grand Prix** with two days of action-packed racing and entertainment.

Sailing's best athletes will compete on identical 50-foot boats, flying at 60+ mph right in front of the SailGP Race Stadium on Governors Island against the backdrop of the world's most iconic skyline.

Come for the racing, stay for the party – before and after racing, fans can enjoy food and drinks, live music and more. Get your tickets [HERE](#).

[BUY TICKETS](#)



Brooklyn Cyclones

What's better than one ticket to see the Cyclones? How about TWO tickets to see the Cyclones for the price of one? With this special offer for NYC Ferry Riders you'll get a special Buy One, Get One Free Offer for games from Tuesday, May 21st – Sunday May 26th including a post-game Fireworks Extravaganza on Friday, May 24th. Start your summer with a BOOM with the BOGO Tickets to see the Cyclones.

[BUY TICKETS](#)

SOCIAL

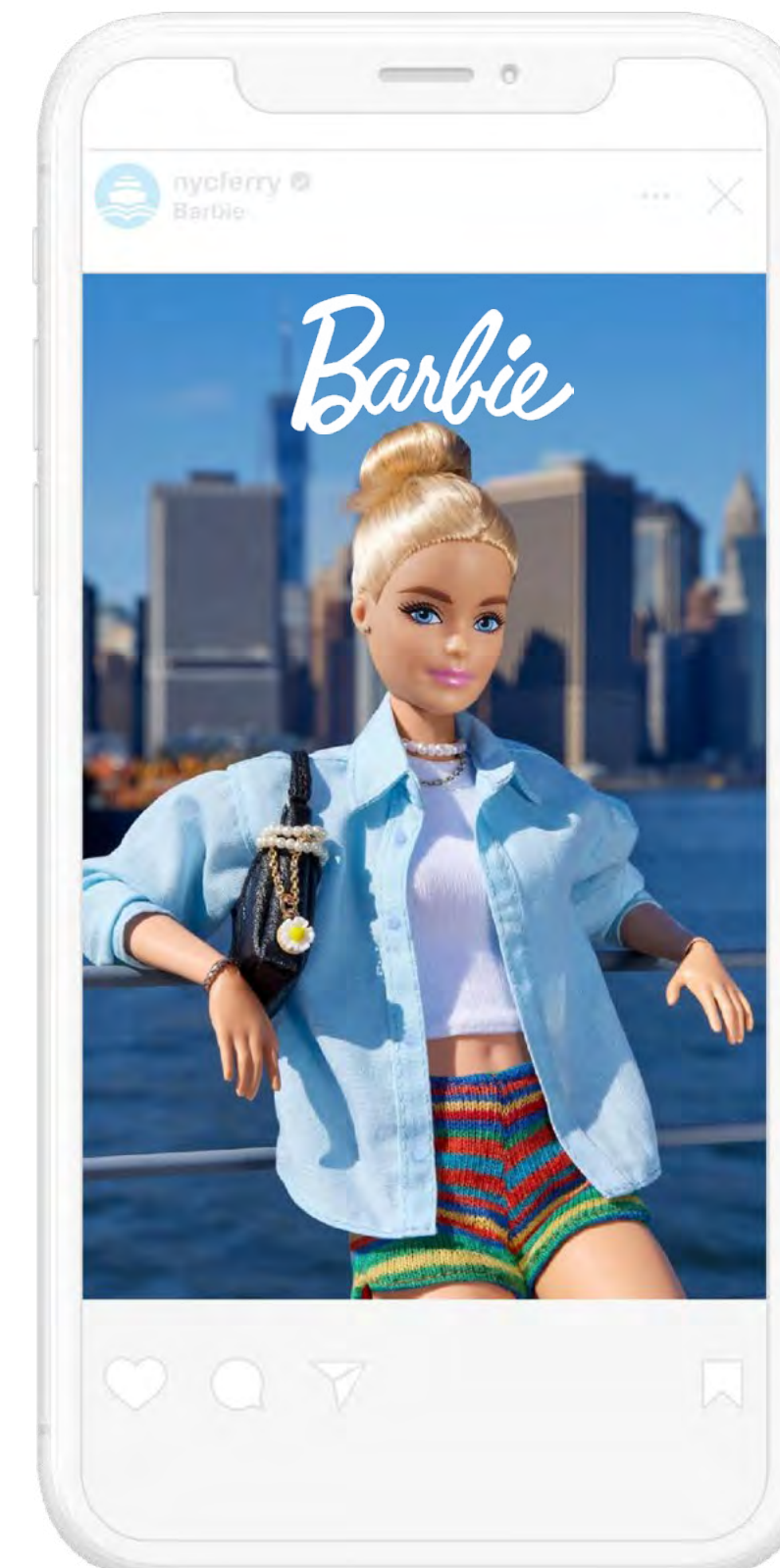
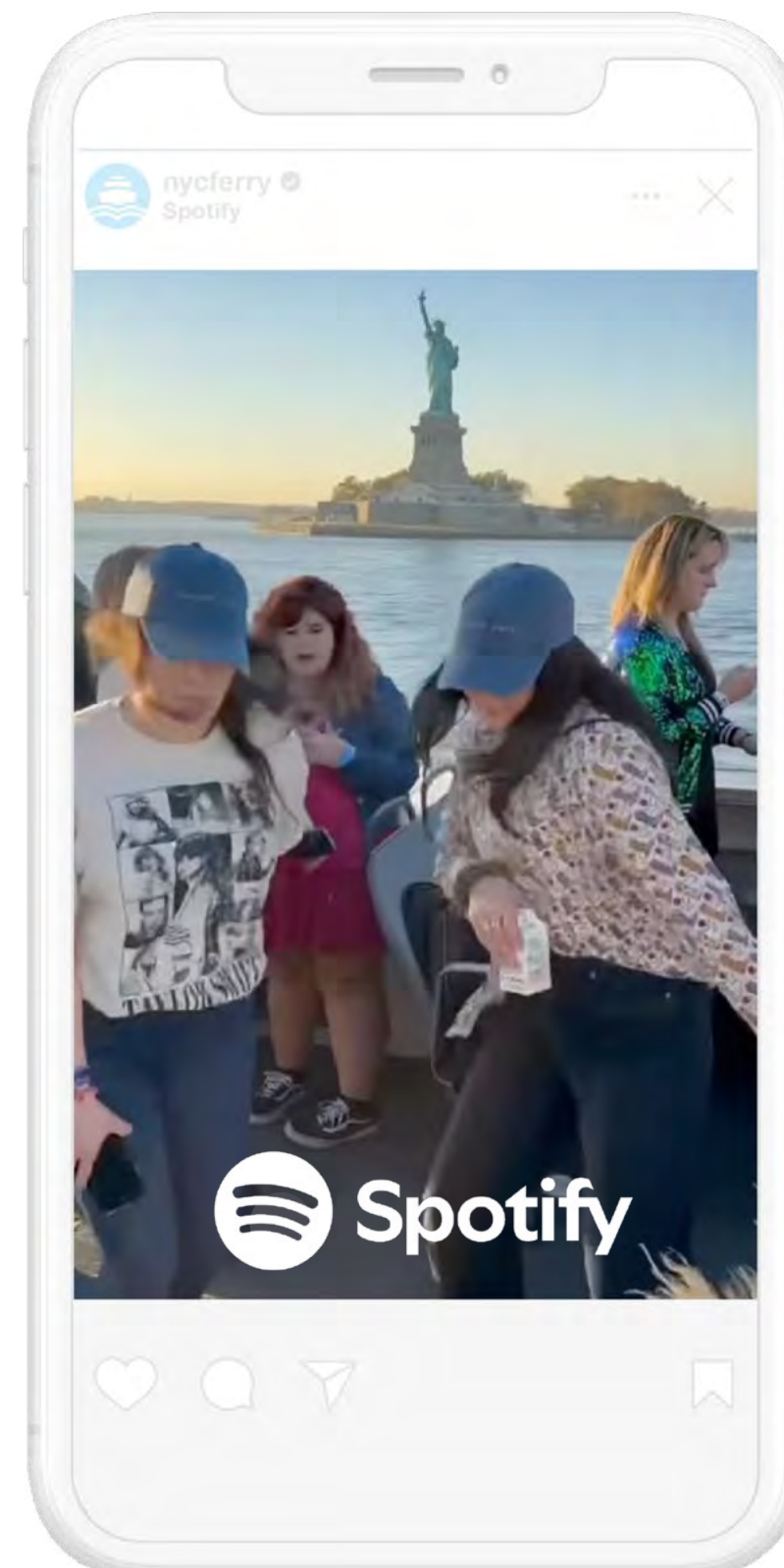
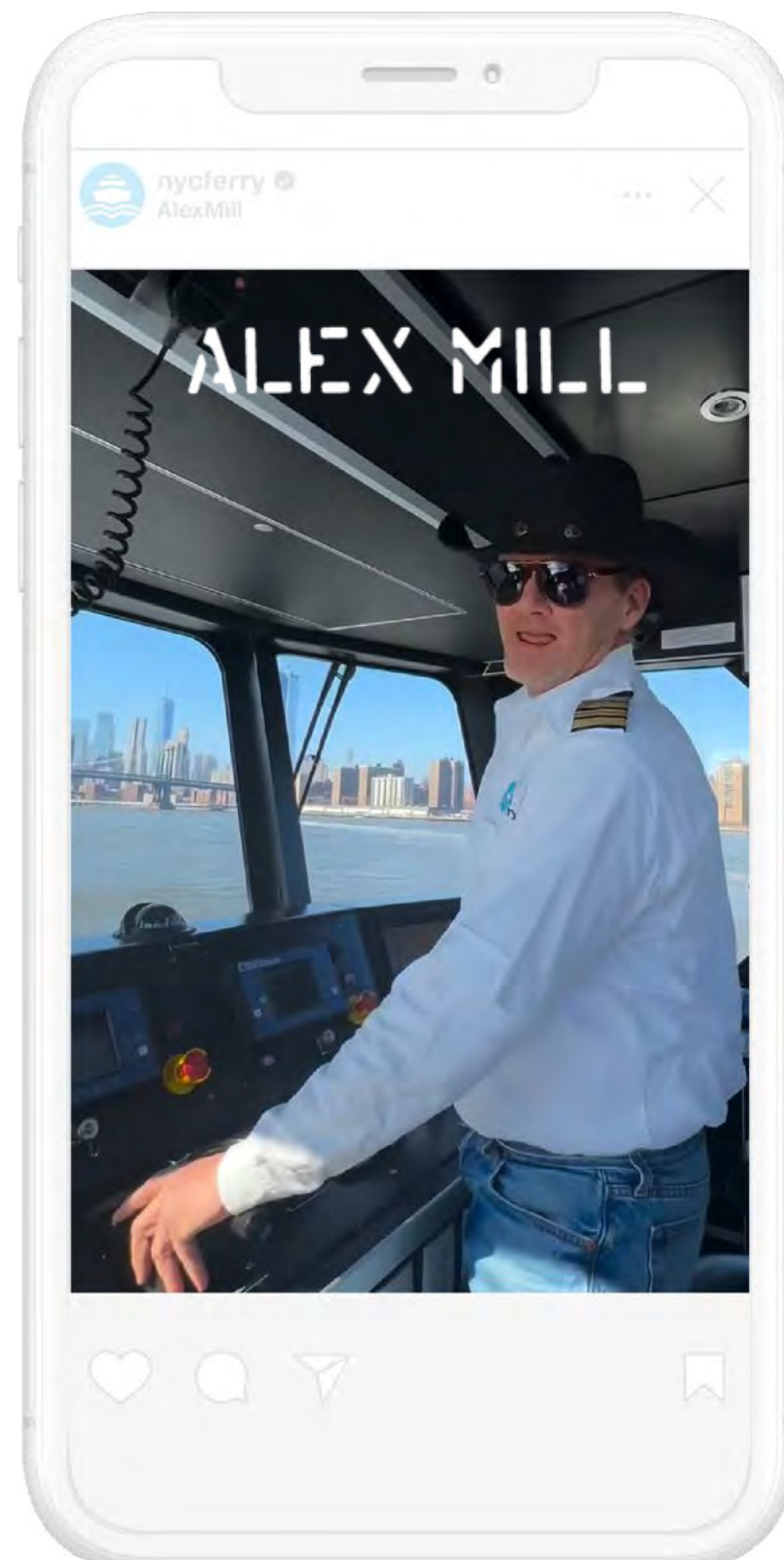


MEDIA

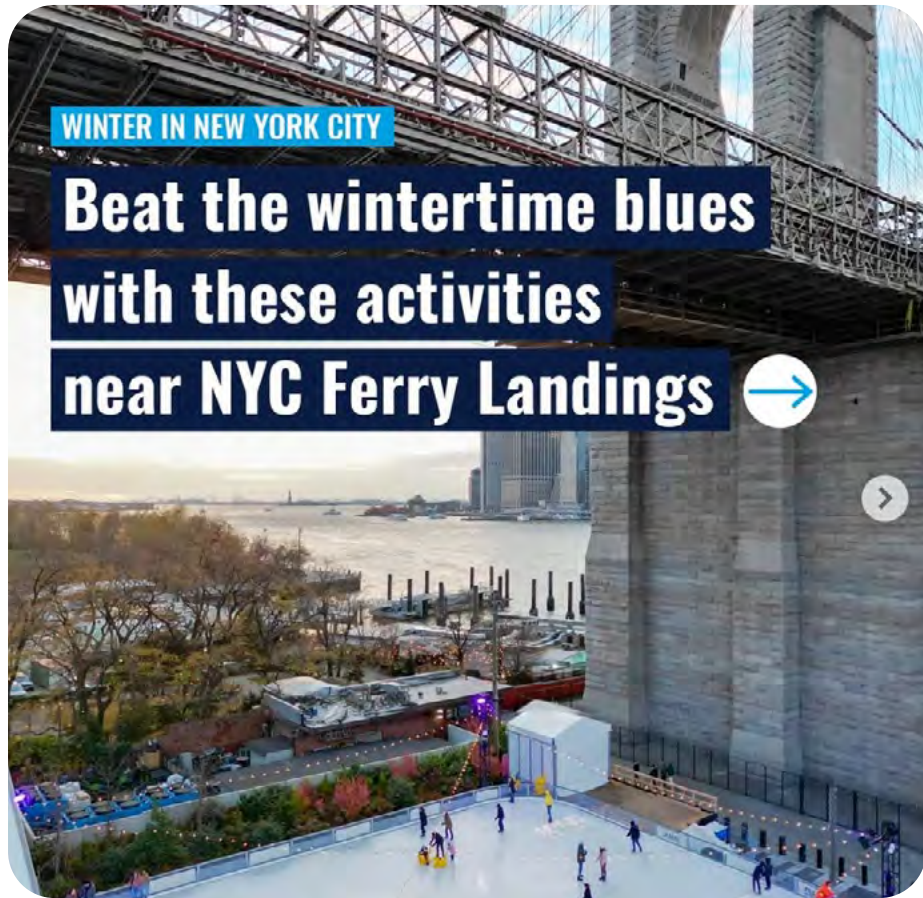
COVERAGE

Virality by the Boatload

Meet social media's favorite ferry! With engagement outperforming much of the travel industry our content keeps our audience coming back for more. Whether you're a global brand or a local business, our team knows how to craft campaigns that connect, captivate, and convert.



Content Formats That Deliver



Static Discovery Guides Inspire riders with curated guides that seamlessly integrate your brand.



Video & Interactive Content Create dynamic, shareable moments with videos designed for virality.



Branded Content Showcase your brand's story in creative ways that resonate with our audience.



Small Biz Support Pieces Highlight partnerships or feature businesses in a way that drives engagement.

Performance That Speaks Volumes



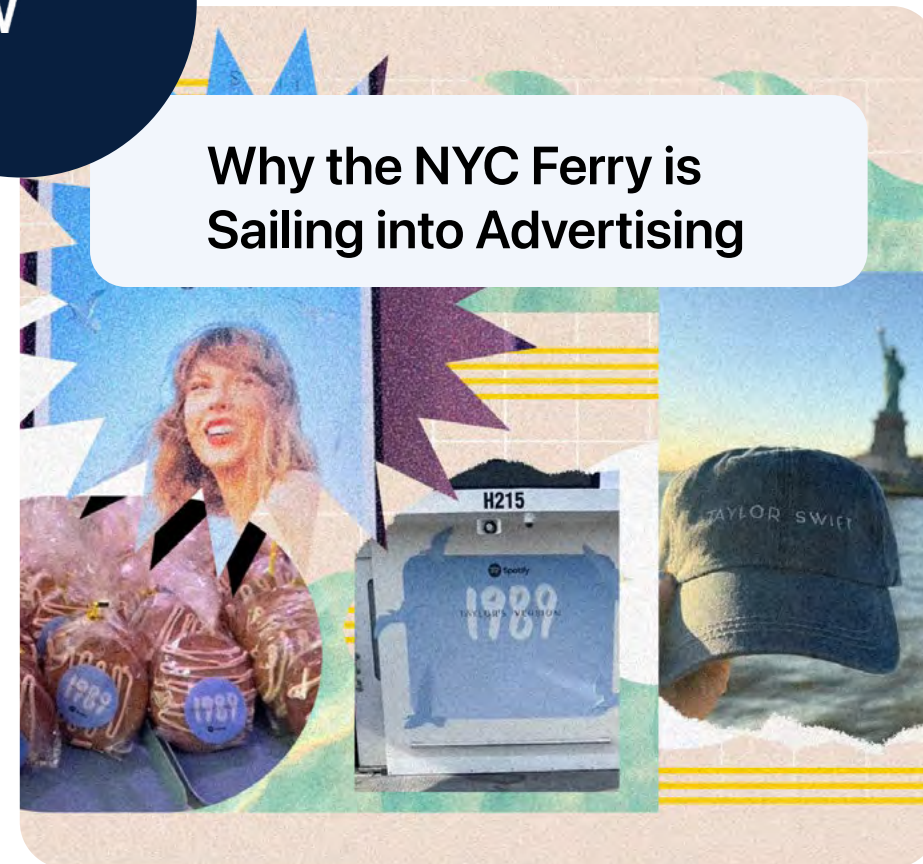
IMPACT

Evidently We Float A Lot of People's Boats

To date, we are the most successful ferry boat on social media, outperforming most in the the travel industry.

MARKETING
BREW

Why the NYC Ferry is
Sailing into Advertising



“Nichels had seen the NYC Ferry and the Denver airport getting creative with their social media.”

WPP

Behind the Campaign to
Make Metro Cool Again

“The TikTok account in particular really became a place to celebrate one of New York's most beloved modes of transportation.”

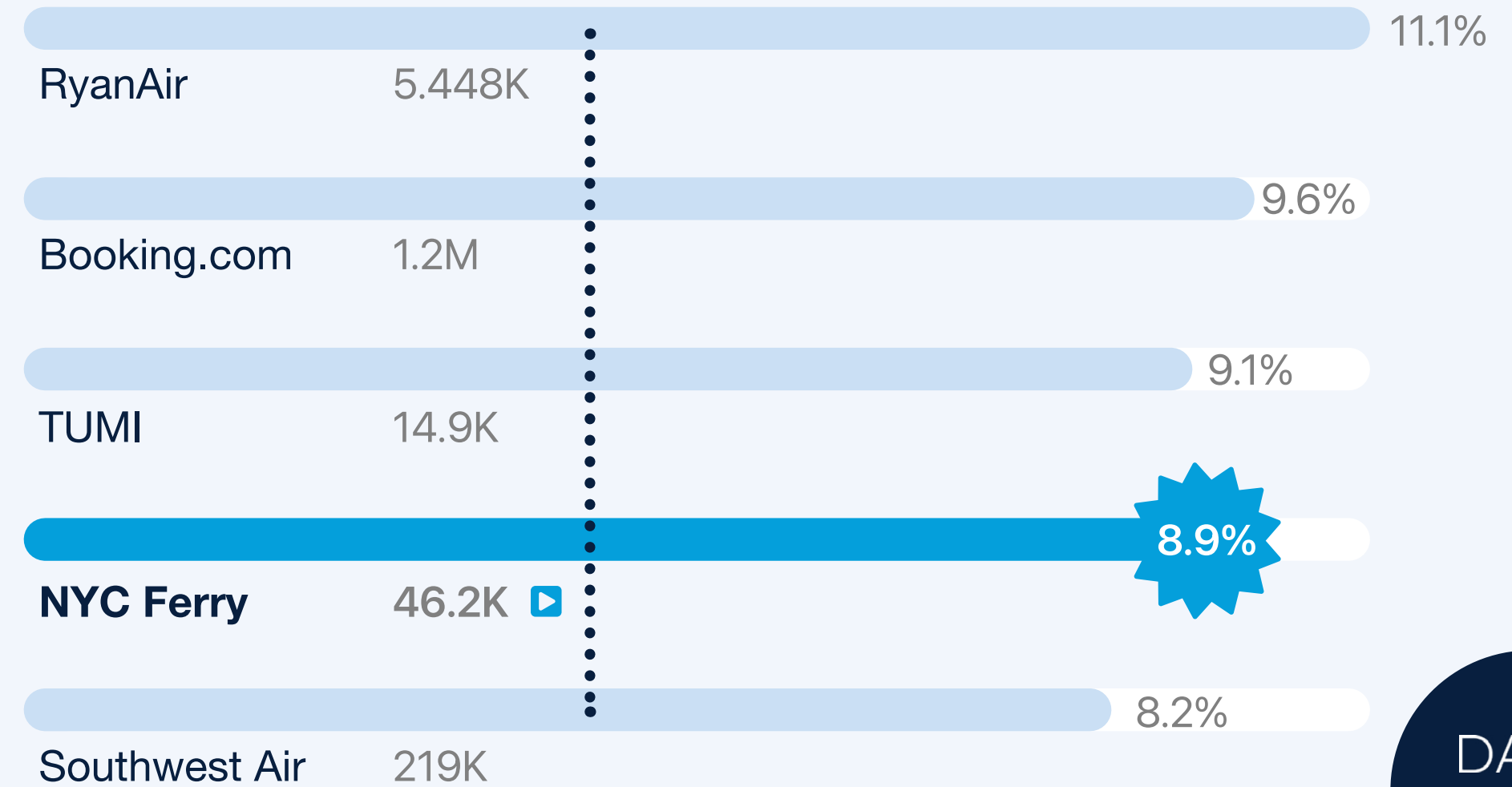
NYC Ferry's Social Makes
Me Want to Travel by Boat

LINK
IN
BIO

4.1%

Industry Average

TOP TRAVEL INDUSTRY PERFORMERS
BY ENGAGEMENT RATE



DASH
HUDSON

Sea-ing What People Have To Say

A glimpse at how our content is received by New Yorkers, visitors and fans alike. Often, our content converts fans to riders... and vice versa.



Alicia ✨
I am so READY for this Teletubbies meet & greet tomorrow

kjrunyan
Just took our weekly movie @nycferry from midtown to battery park city - our apartment to the @alamonyc to see @beetlejuicemovie LOVED IT. even sported my @glamnetic beetlejuice nails!

sethxtlyer
I'm gonna ride the ferry before I see the movie again 🤔🤔



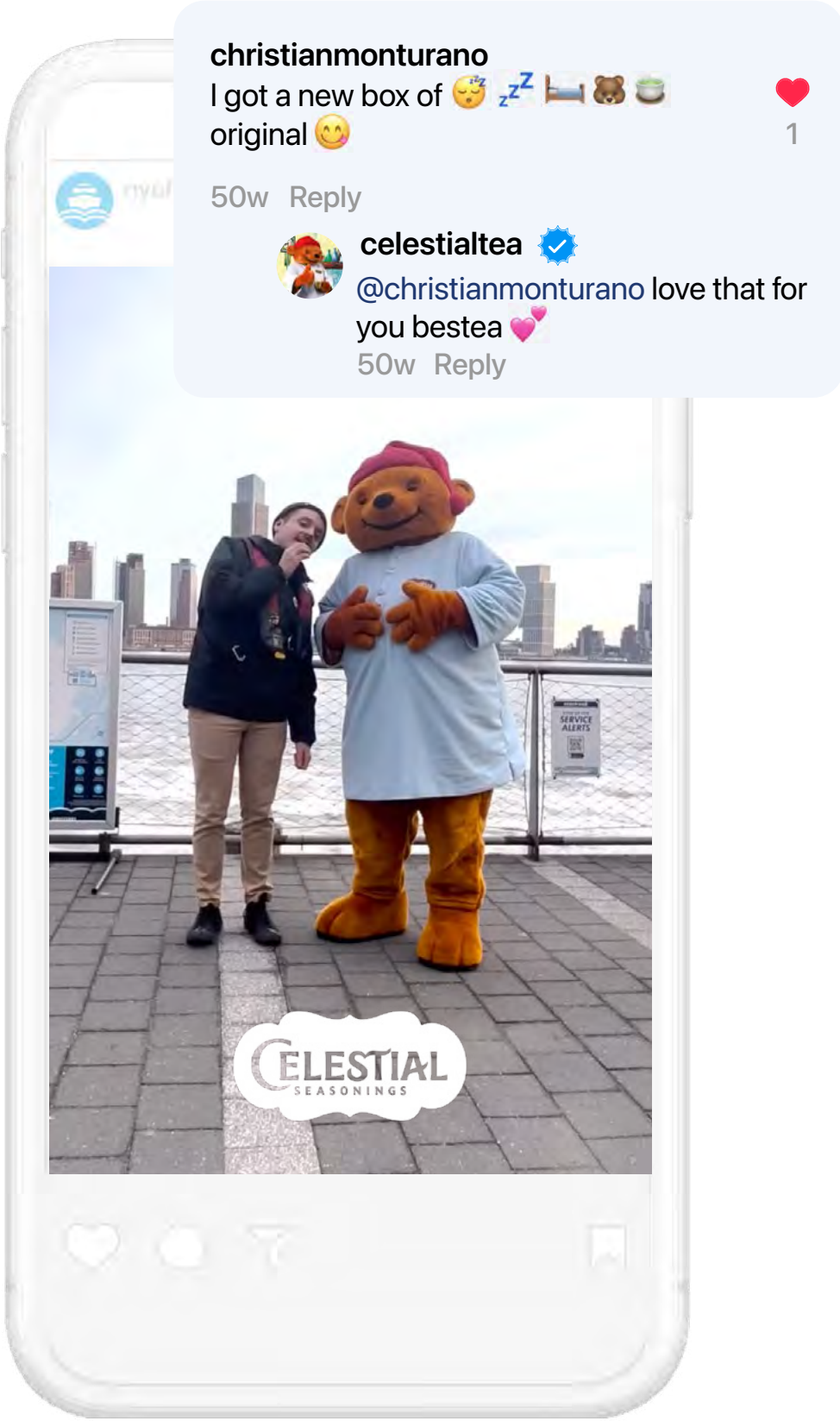
margotreneee
Hahaha nice. I actually took the ferry to Wall St on my way to see that movie.

sorooshisonfire
Omg love this collab!!

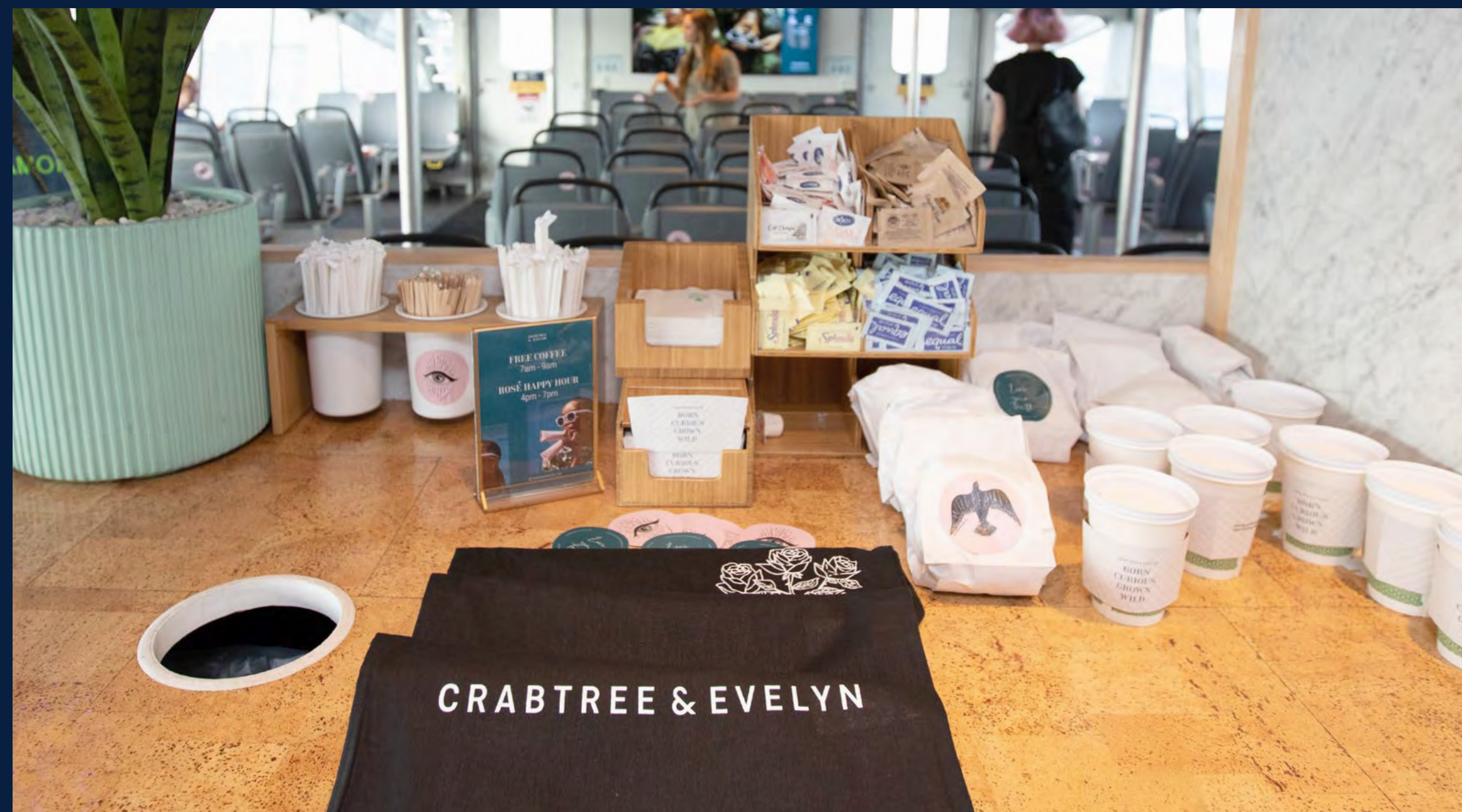


tigerspittle
I'm going to early vote (oct 26) then ride the boat All aboard!

Emily Dietz
Registering to vote on a boat is elite



ACTIVATIONS &



EXPERIENTIAL



BRANDED ACTIVATIONS

All Eyes on Your Brand

Take experiential marketing to the next level with Branded Activations aboard NYC Ferry. Your brand becomes the highlight of the journey with creative, engaging experiences riders won't forget.

Turn every journey into a memorable experience that anchors your brand in riders' minds.

Create a captivating branded experience aboard NYC Ferry. Engage riders with entertainment that resonates, set against the stunning NYC skyline.

Activations

Product Giveaways: Distribute branded items that leave a lasting impression.

Onboard DJs: Set the vibe with music that enhances the ride.

Live Performances: Capture attention with entertainment that complements your message.

Pop-Up Events: From manicures to cooking demos, customize your activation to fit your brand.



Performance Opportunities

Music Acts: From acoustic sets to energetic DJs, connect with riders through sound.

Interactive Shows: Incorporate your brand into performances riders can actively engage with.

Themed Events: Align with holidays or special occasions to maximize impact.

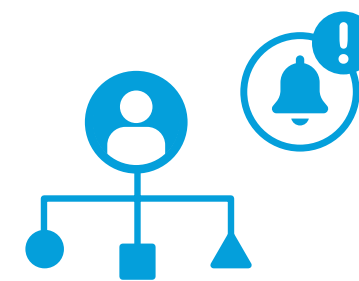


PRODUCT PLACEMENT

Your Brand in Their Hands

NYC Ferry's onboard environment offers a unique opportunity for product placement that connects directly with riders during their commute. Transform their routine into a memorable experience with your brand.

Engaging Tactics



Tastings: Allow riders to sample your product firsthand.

Flyering: Share information with direct calls to action.

Experiences: Create unique touchpoints, such as interactive displays or demonstrations.



PRODUCT SAMPLING

Give Riders a Taste of Your Brand

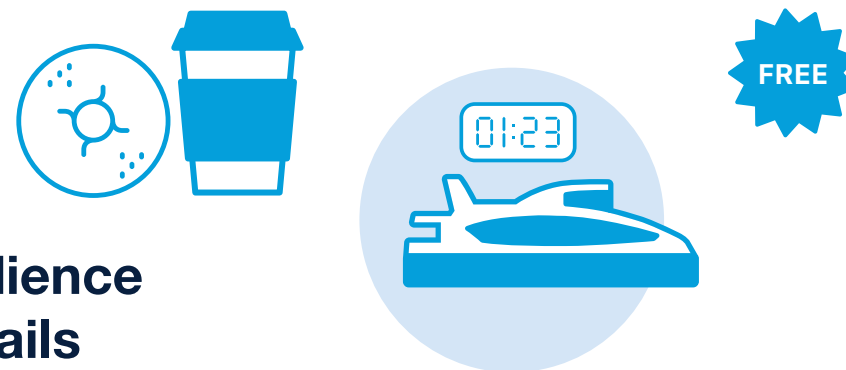
There's no better way to connect with riders than through Product Sampling. Whether it's a tasting, flyer, or interactive offering, your brand has the opportunity to surprise and delight a captive audience. Make your brand the highlight of the ride with hands-on interactions that leave a lasting impression.

Sampling Ideas

Food & Beverage Tastings: Introduce riders to new products.

Promotional Flyers: Provide take-home materials for further engagement.

Interactive Offerings: Demo products or host mini-experiences.



Audience Details

Trip Times: 20 minutes to 1 hour ensures ample time to connect.

Broad Reach: NYC residents and tourists alike are part of our rider base.



PARTNERS



MANHATTAN
CHARTER
SCHOOL
FOR CURIOUS
MINDS



STATEN ISLAND
MUSEUM

CARVEL



Teletubbies



havaianas®



SPERRY



fever presents

Candlelight

Justworks



THANK YOU

