



# SAIL INTO ENGAGEMENT

2025 ADVERTISING OPPORTUNITIES



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*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.

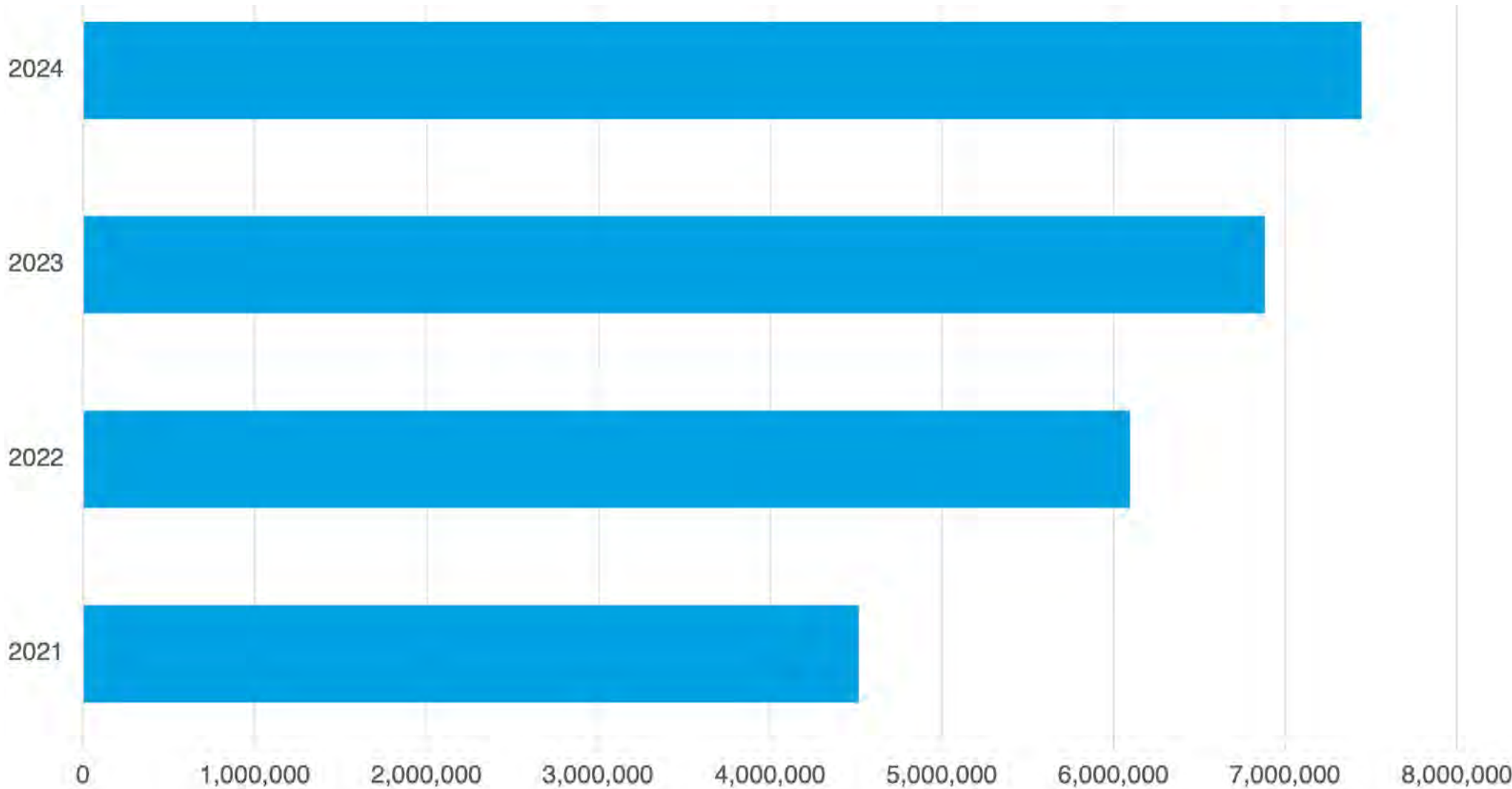
## Growing Community of Riders



**+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.

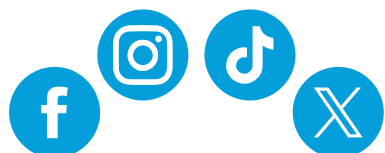
**What They Love:** Health-conscious living, eco-friendly initiatives, fitness, food, technology, urban culture, and events. Whether they're commuting, sightseeing, or exploring, NYC Ferry riders are highly engaged urbanites who are always on the move.





# 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

## DIGITAL OPPORTUNITIES

e-Newsletter Ads

## SOCIAL MEDIA

Coverage  
Impact

## ACTIVATIONS & EXPERIENTIAL

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

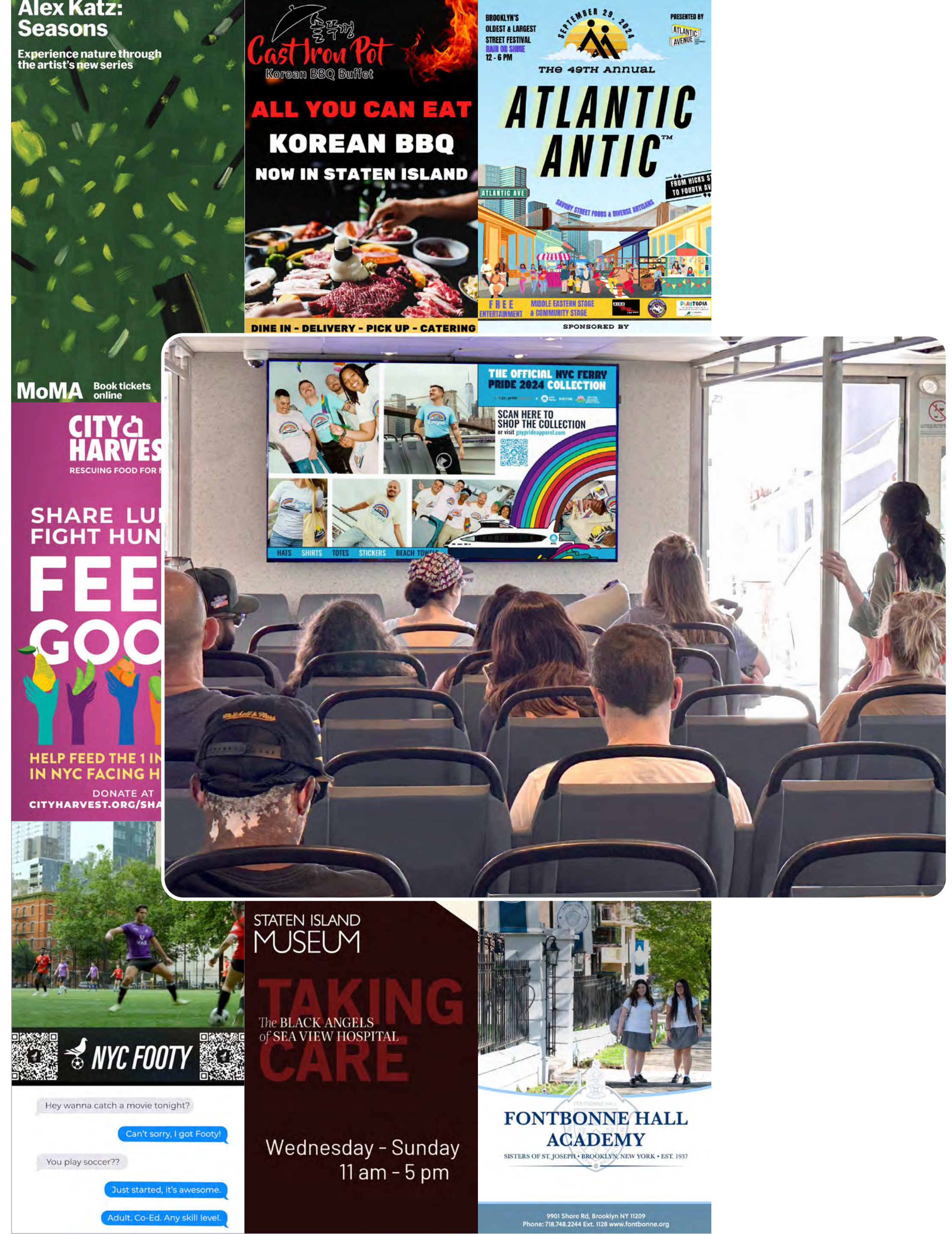
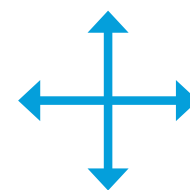
## System-Wide Reach:

228 screens across 6 ferry routes

## Ad Slot Details:

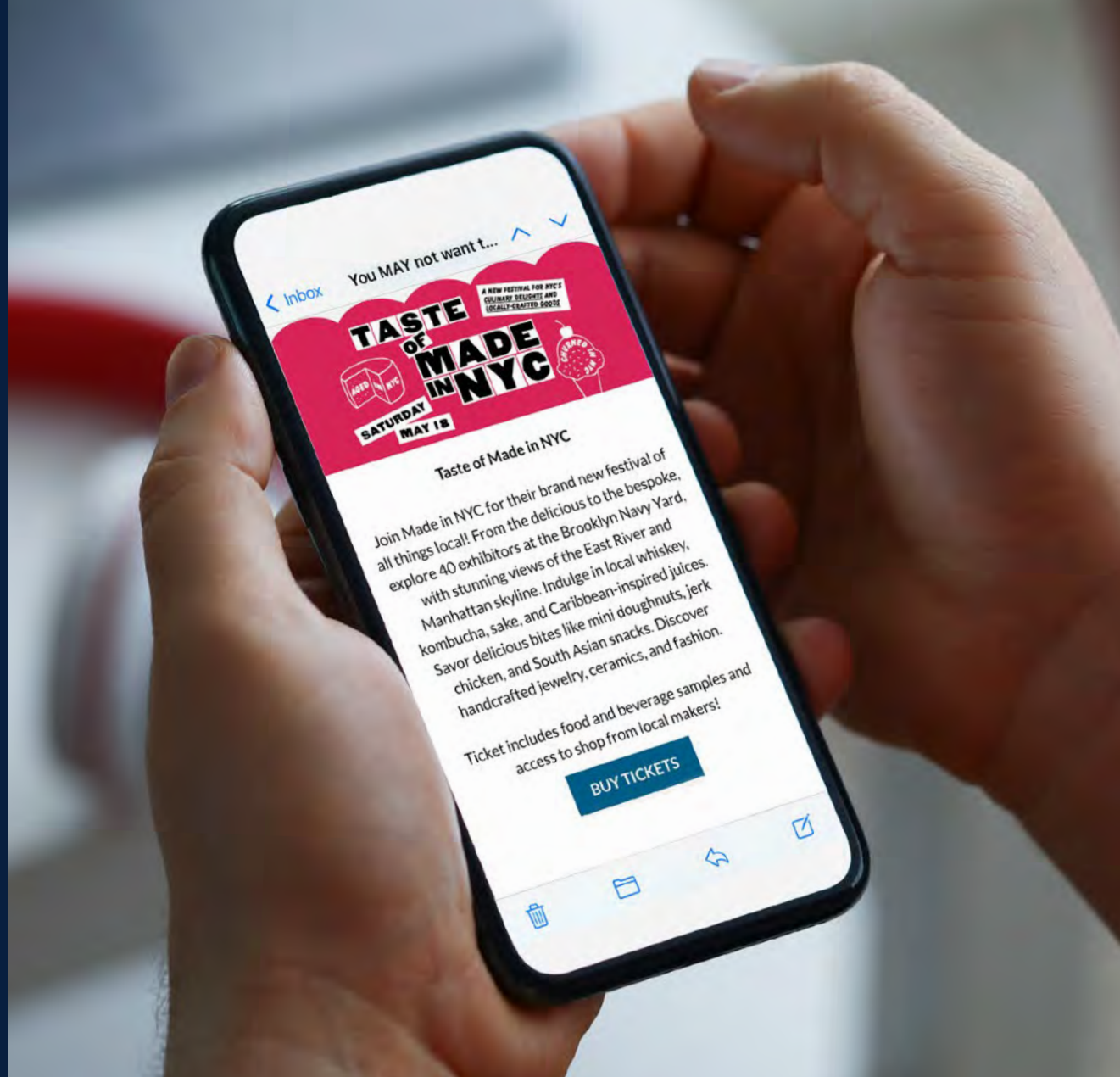
Duration: 15-second to 1-minute slots

Frequency: Displayed in a 10-minute loop





DIGITAL



OPPORTUNITIES



# 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



### Myrtle Avenue Restaurant Week

Myrtle Avenue Restaurant Week is back! Beginning February 16, experience the culinary journey that awaits on Myrtle Avenue. 13 restaurants in Fort Greene & Clinton Hill will be offering 3-course dining deals at price points for every budget. For \$20, \$30 or \$40, taste cuisines from Cambodia to Mexico, Italy to Nepal, and everywhere in between. Just a 10-minute walk from the Brooklyn Navy Yard landing (Astoria Route). Friday, February 16 - Sunday, February 25. For the full list of restaurants, menus & more, visit: [myrtleavenue.org/restaurantweek](https://myrtleavenue.org/restaurantweek)

VISIT



### Discover the Best Summer Spots Near NYC Ferry Landings

Summer in New York City is all about exploring, and there's no better way to do it than by hopping on an NYC Ferry. With convenient stops along scenic routes, the ferry landings are gateways to some of the city's best-kept secrets. From waterfront parks and lively markets to unique eateries and cozy bars, there's something for everyone. Join us as we highlight the top summertime spots near NYC Ferry landings—perfect for a sunny day adventure with friends or family!

DISCOVER  
MORE



### Porch Stomp

Porch Stomp is a free, participatory folk music and dance festival that takes place annually on Governors Island. Now in its eleventh year, Porch Stomp offers unique performance and educational opportunities, including concerts, workshops and open jams. Over 200 small-scale acoustic concerts, jams, and workshops featuring some of NYC's best bluegrass, old-time, blues, roots, and Americana music are showcased during the daylong festivities. Take the NYC Ferry to Governors Island on June 15<sup>th</sup> and join the fun!

More information at [porchstomp.com](https://porchstomp.com)!

FIND OUT MORE



### Shari's Tea

At Shari's Tea, we create custom tea blends and memorable tea-centric corporate experiences. Whether you're looking for the perfect gift or to enhancing wellness at work, we have just what you need. Visit [Sharistea.com](https://Sharistea.com) or [EventsbyST.com](https://EventsbyST.com) for more information.

LEARN  
MORE



# SOCIAL



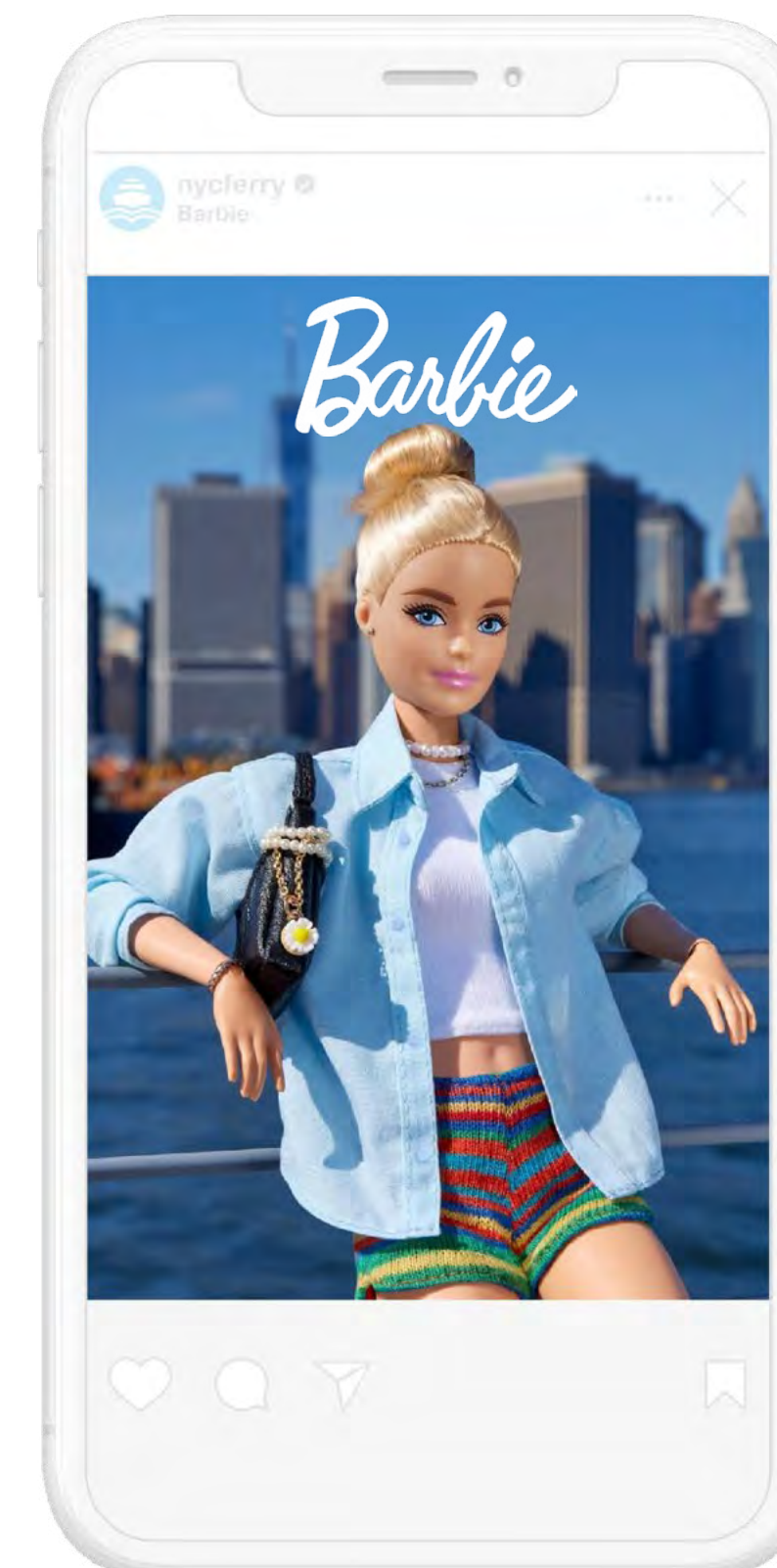
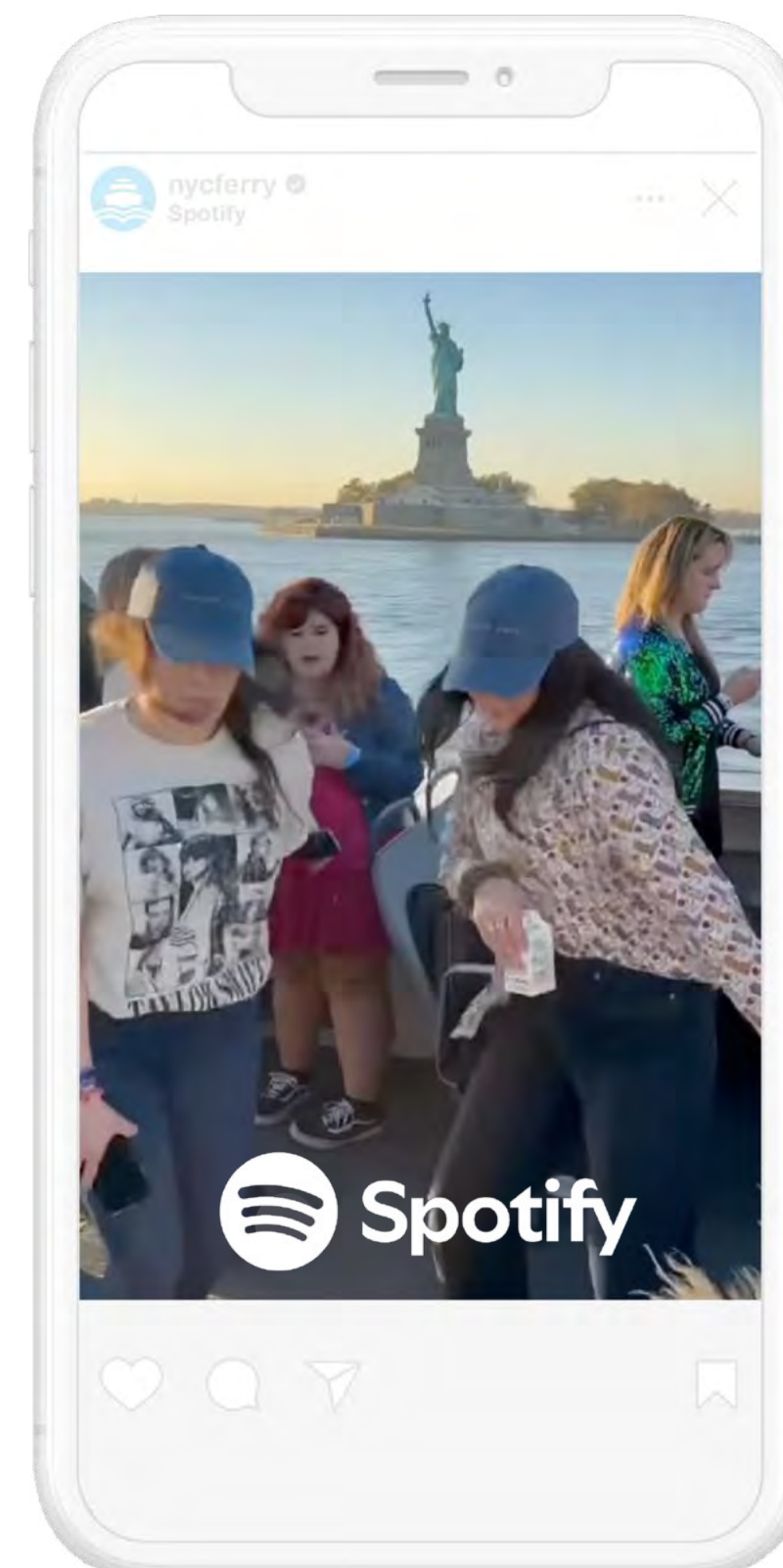
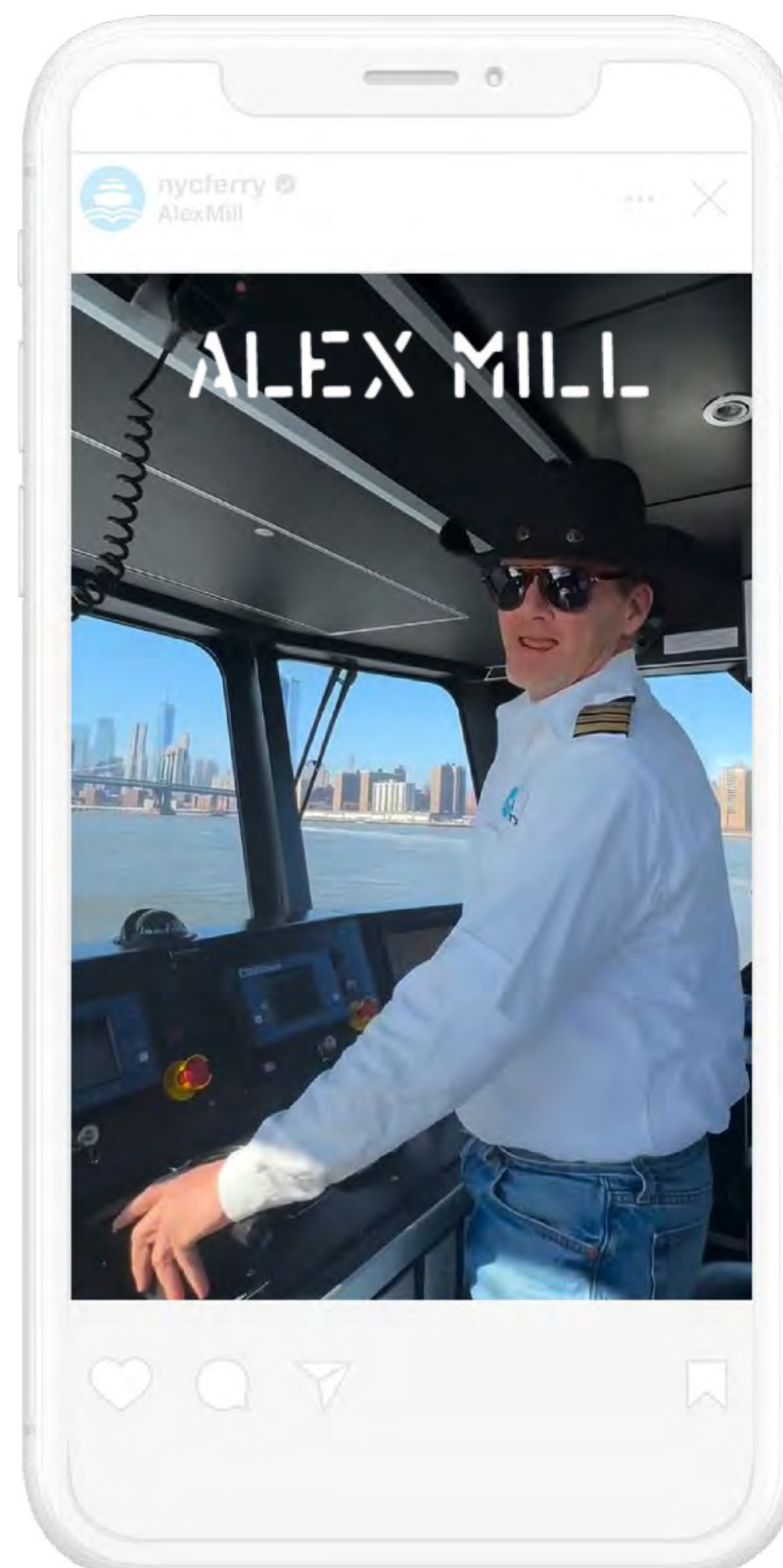
# MEDIA



# 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 That Delivers



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




 **Custom Content Options** Work with the NYC Ferry creative team to create dynamic, shareable moments.



 **Brand Integration** Increase foot traffic through placement of discounts and other exclusive rider offers.



 **Static Discovery Guides** Reach riders through curated guides that seamlessly integrate your brand.

Reach Riders Through Curated Guides That Seamlessly Integrate Your Brand

**+150k** Fans   **+1.4M** Video Views    **+2.5M** Interactions    **+3.5M** Reach   **8.9%** Engagement Rate



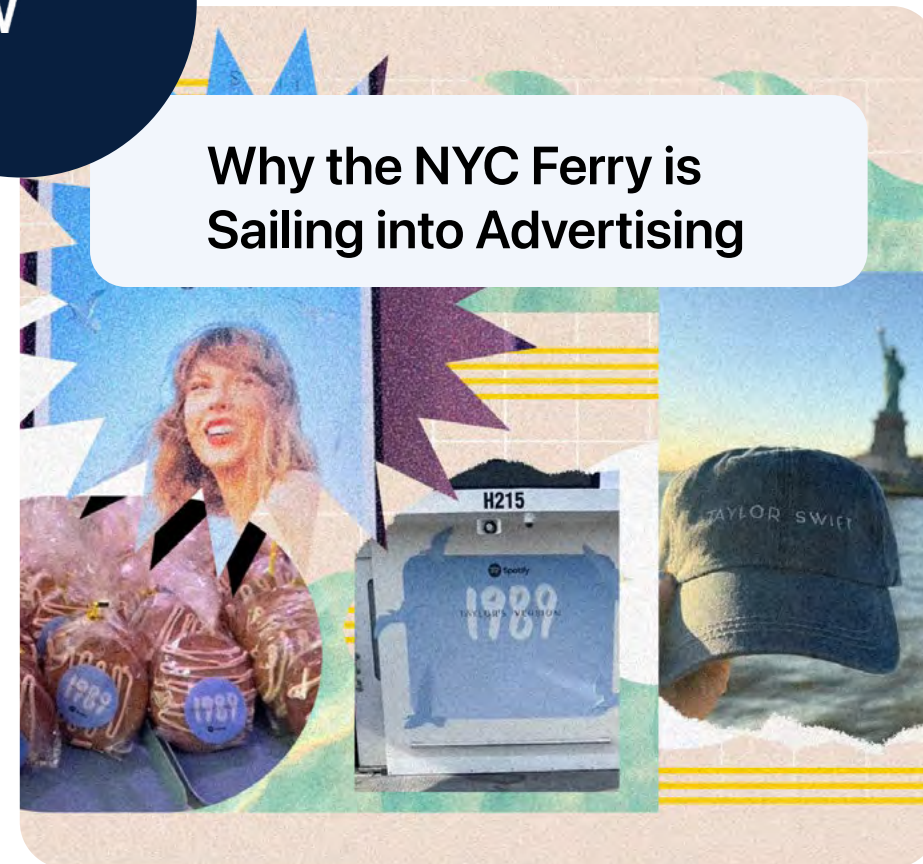
# IMPACT

## 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.”

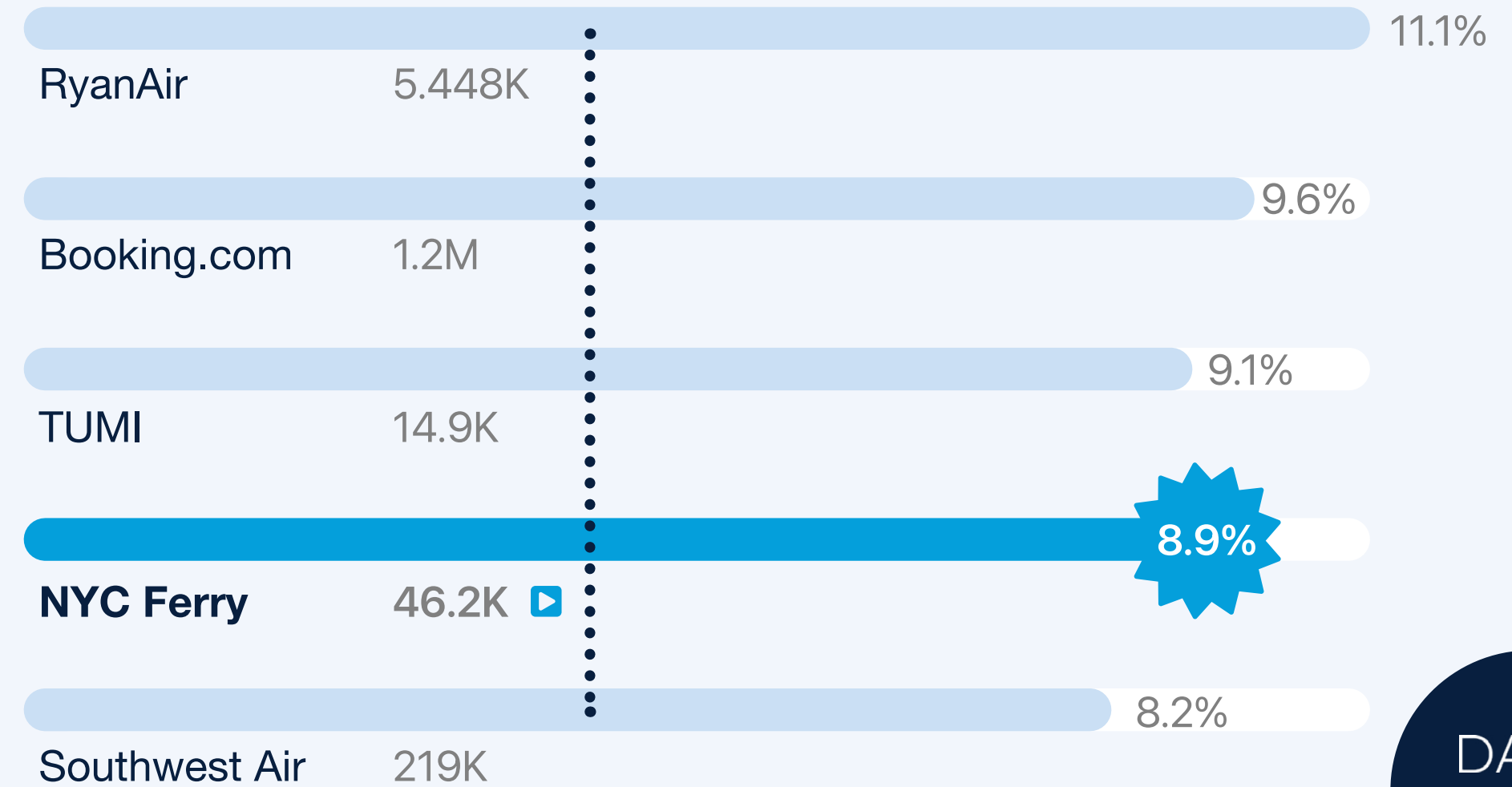
NYC Ferry's Social Makes  
Me Want to Travel by Boat

LINK  
IN  
BIO

# 4.1%

Industry Average

TOP TRAVEL INDUSTRY PERFORMERS  
BY ENGAGEMENT RATE

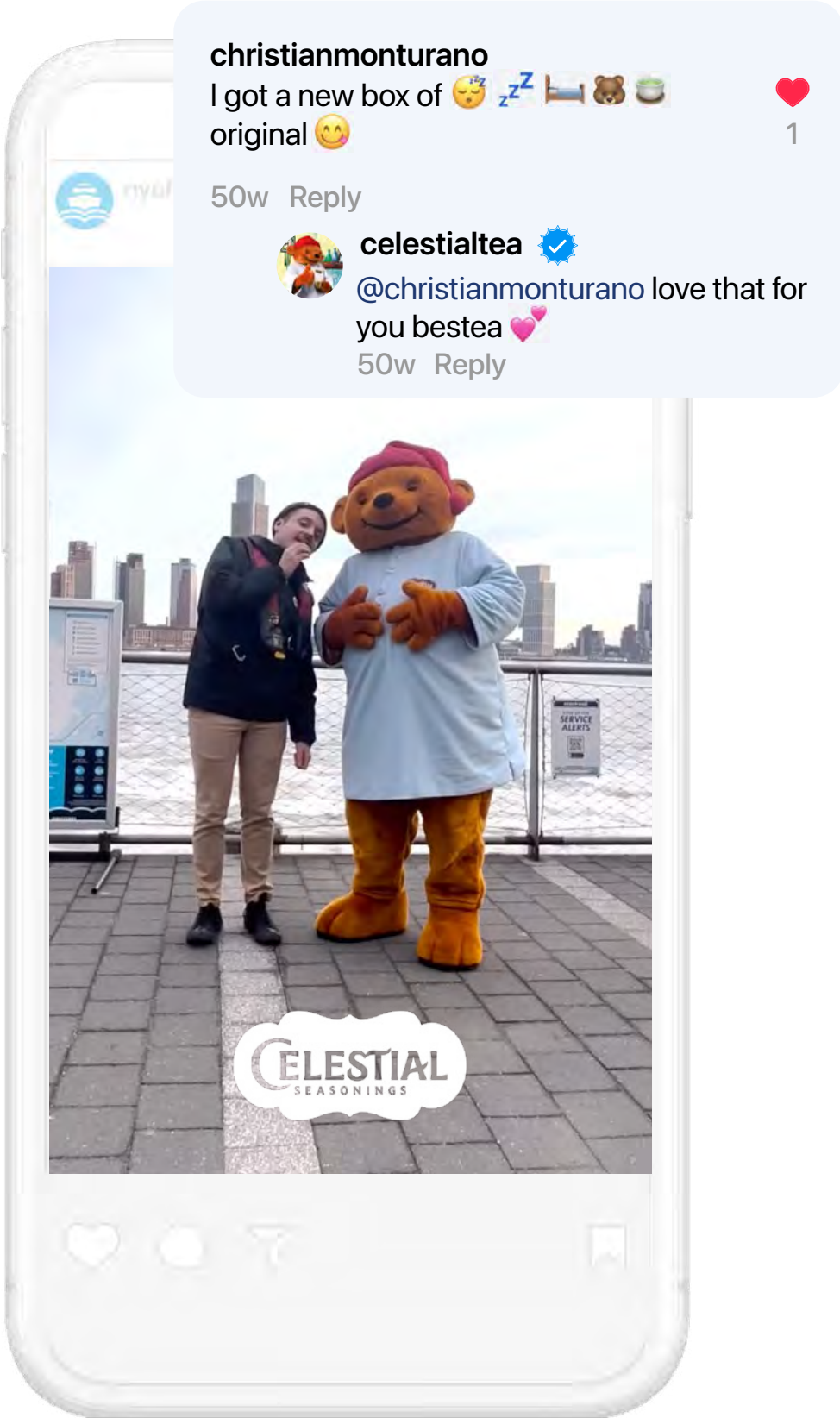
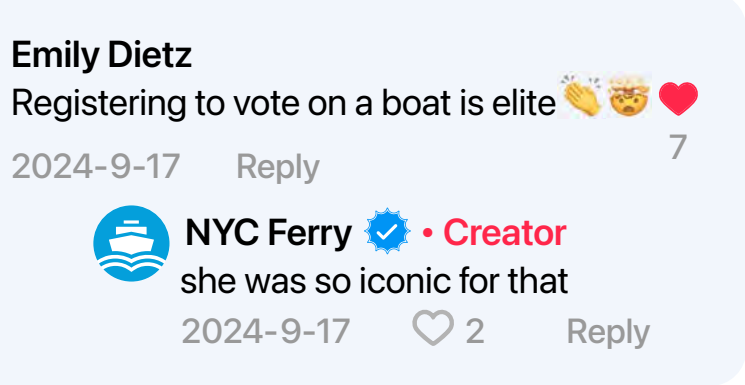
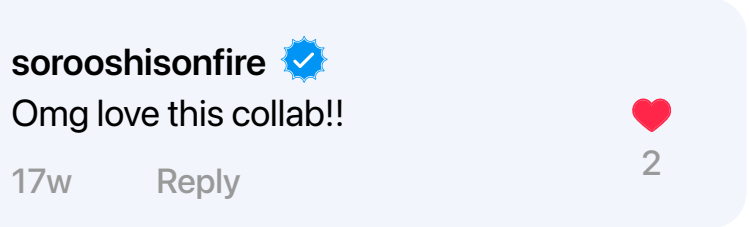
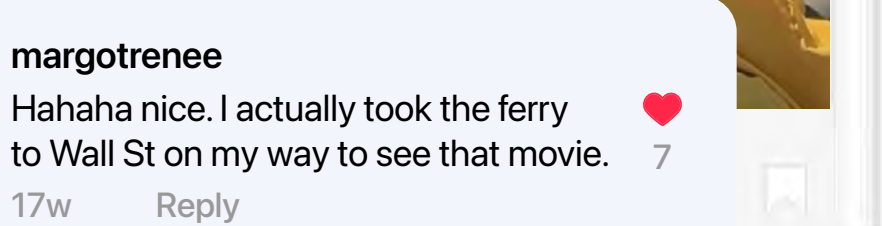
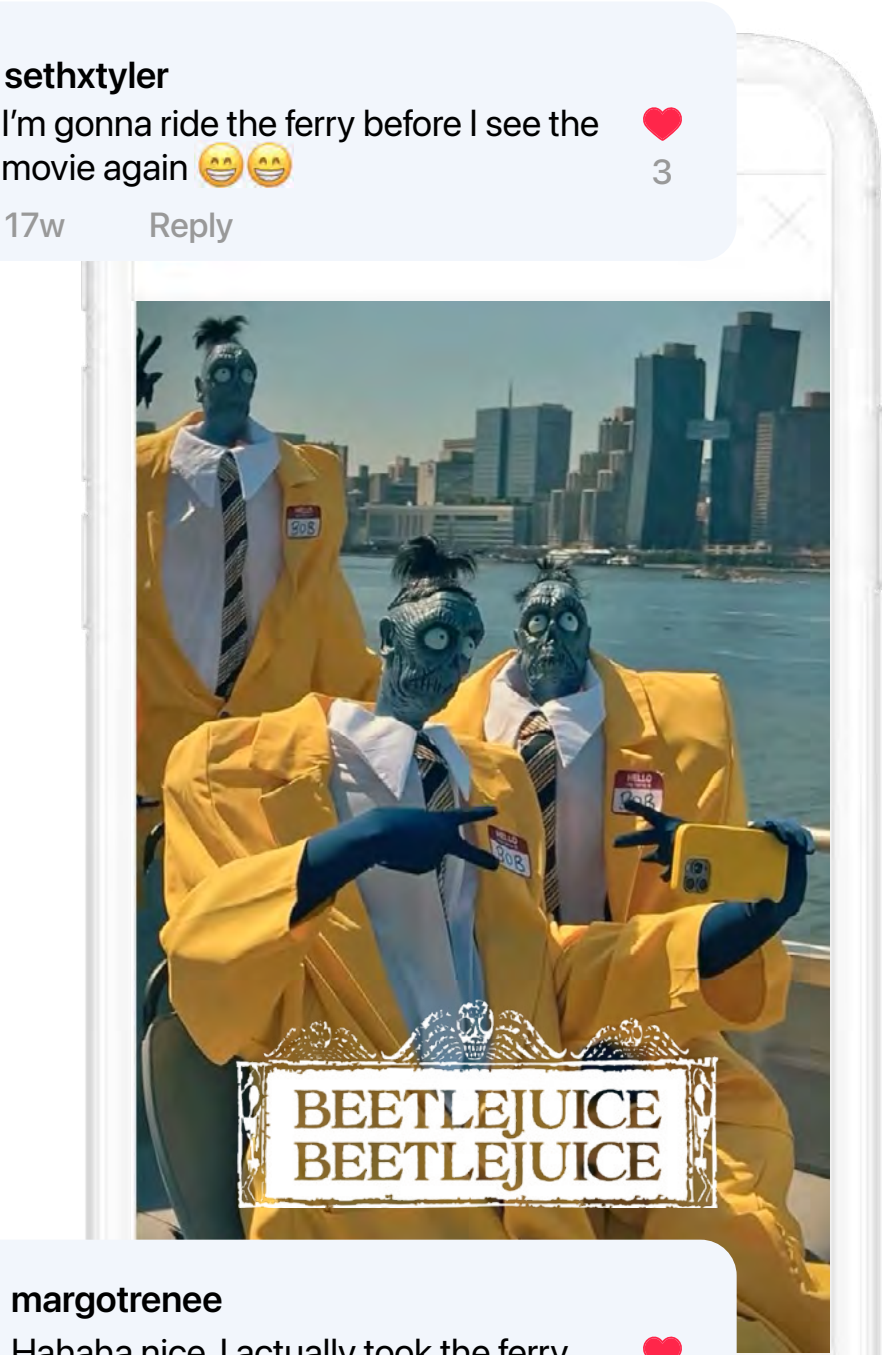
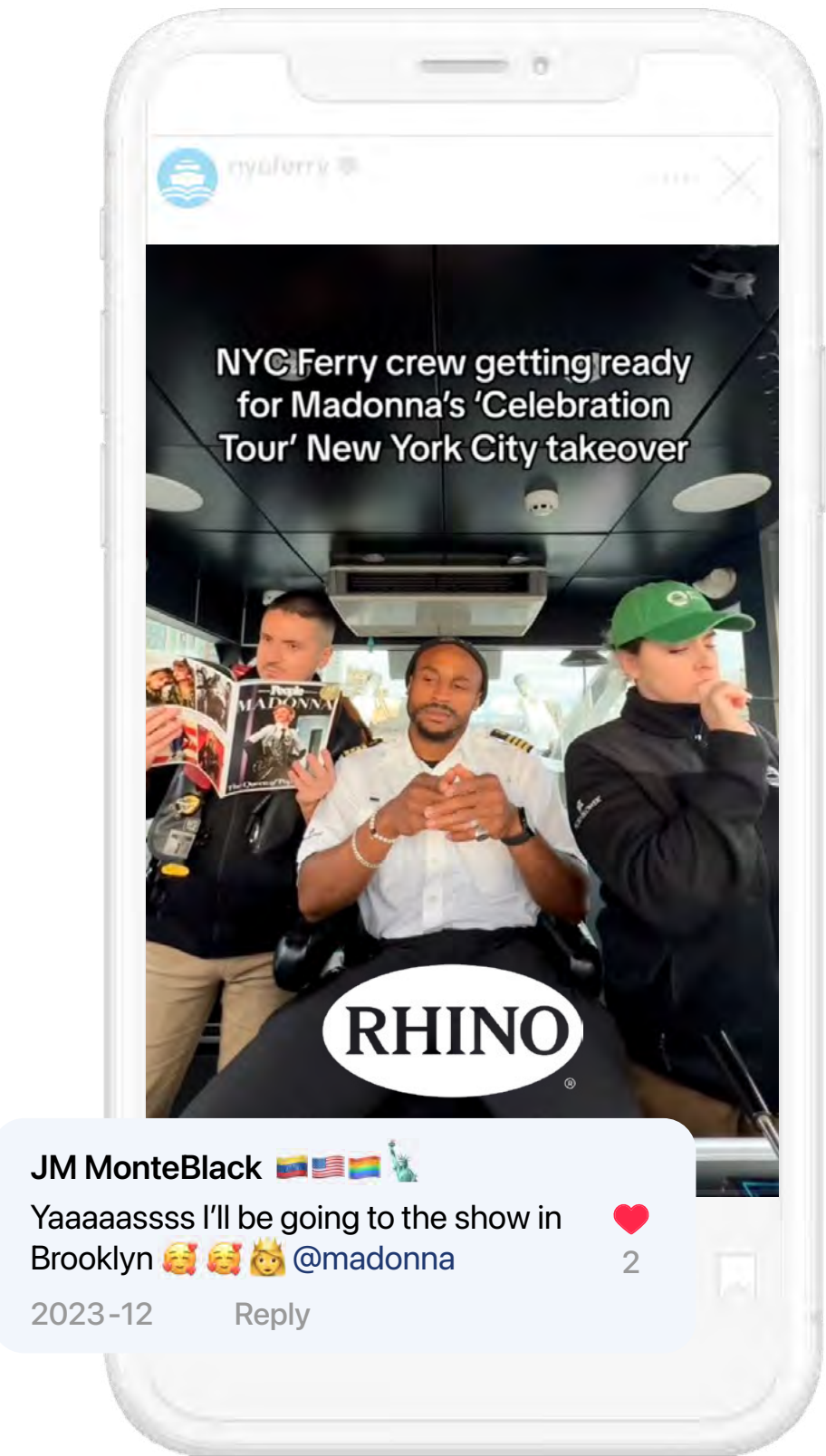


DASH  
HUDSON



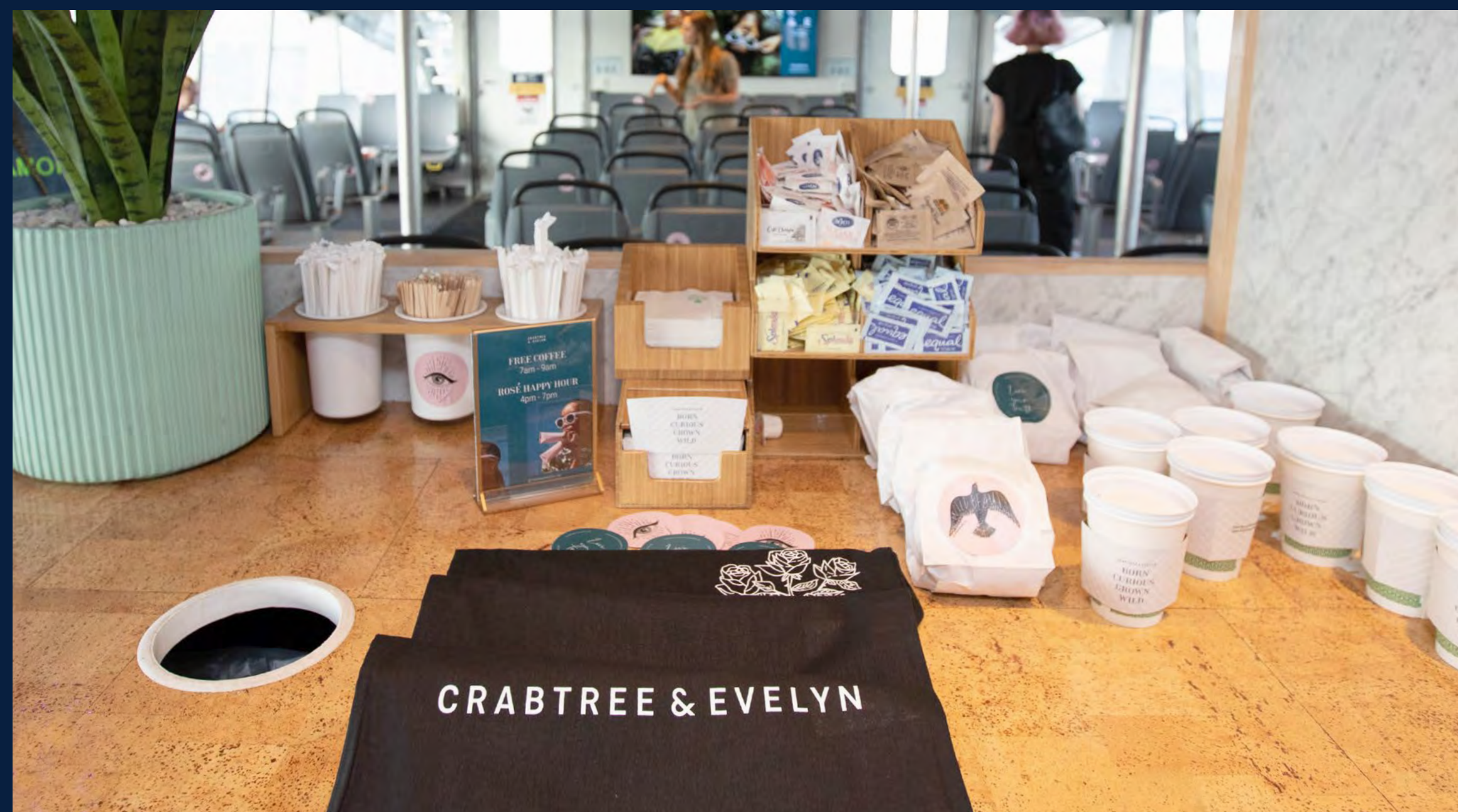
# Sea-ing What People Have To Say

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.





# ACTIVATIONS &



# EXPERIENTIAL



# PRODUCT SAMPLING

Give Riders a Taste of Your Brand

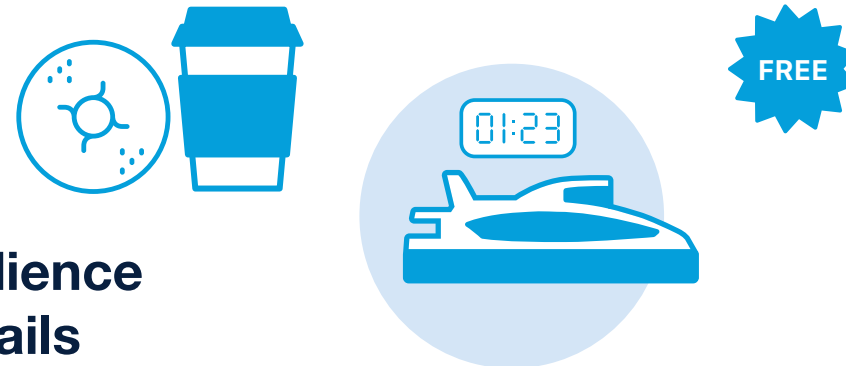
There's no better way to connect with riders than through Product Sampling. Whether it's a tasting, flyer, or interactive offering, your brand has the opportunity to surprise and delight a captive audience. Make your brand the highlight of the ride with hands-on interactions that leave a lasting impression.

## 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

