The Largest Pop Culture Event on the East Coast!

• Over 133,000 Fans attended
• Over 9,200 Attendees were trade Professionals including retailers, book store buyers, licensing professionals, librarians and educators
• 850 companies and 550 members of Artist Alley Exhibited
• Over 400 Panels and Screening sessions - cutting across contemporary pop culture, blasts from the past and a look into the future of what’s nerdy, geeky and cool
• Over 2,500 members of the Press covered New York Comic Con in 2013 making 4.7 Billion media impressions

No other show on the East Coast brings together such a broad scope of pop culture categories including: Comics, Graphic Novels, Gaming, Anime, Manga, Toys, TV, Movies and More.

New York Comic Con is the best 4 days of the year!
76% of fans rated NYCC 2013 as epic/awesome
41% of fans attended NYCC for the first time
46% of fans plan to budget more for NYCC 2014

Gender Breakdown
- 59% Male
- 41% Female

Age Breakdown
- 39% - 21-30
- 24% - 31-40
- 14% - 15-20
- 5% - 41-50
- 1% - 61+
- 1% - >15
FAN ENGAGEMENT

SOCIAL MEDIA

New York Comic Con is highly engaged in Social Media, predominantly on Facebook, Twitter and Instagram. The NYCC Social Media platforms provide followers with the latest show information, industry trends and create a community interface outside the Javits Center.

Followers:
Facebook: 103,002
Twitter: 49,614
Instagram: 8,998

@NewYorkComicCon @NY_Comic_Con #NYCC

FAN NEWSLETTER

The New York Comic Con weekly eNewsletter provides Fans with the most up to date information about NYCC, including Guest announcements, programming updates, Exhibitor Exclusives and more.

Subscribers: 140,000+
Av. Open Rate: 36%

OFFICIAL MOBILE APP

The Official New York Comic Con Mobile App is a custom built information center that consolidates everything related to NYCC in one easy to use 24/7 accessible format. The NYCC Mobile App features Exhibitors listings, Show Floor Map, Panel schedule, Guest information, Social Media integration and more!

Total Guide Downloads: 62,152
iOS Downloads: 29,248
Android Downloads: 28,897
Unique Mobile Web Sessions: 3,968
*BlackBerry, Windows Phones or others

LIVE STREAM

In partnership with Twitch, New York Comic Con hosted two Live Stream Channels during the 2013 event. The two channels streamed content from the NYCC Show Floor, Panel Rooms and exclusive Guest Interviews.

Total Time Watched: 81,903 hours
Total Views: 1,200,380
Total Unique Views: 938,400

*Numbers current as of 10/28/13
**2013 Show Features**

There were hundreds of show features at New York Comic Con including Celebrity Appearances, Panels, Screenings, Autographing Sessions and more! The top names in every genre of the Comic and Pop Culture industry were represented at New York Comic Con 2013.

**The Show Floor**

Over 850 Exhibitors took to the floor of NYCC creating the greatest spectacle of the Show! From 75 years of Superman costumes to props from Agents of Shield, a live art competition and DJ lessons, the NYCC Show Floor isn’t just the place to buy the latest comics.

**The Main Stage & The Empire Stage**

Seating over 5,000 NYCC Fans per session, the Main Stage and the Empire Stage programming at NYCC presented an inside look at the latest in TV, movies, comics and gaming. From the highly anticipated AMC’s The Walking Dead panel to an opening night comedy event with Janeane Garofalo and Comedy Mutant, the stages at NYCC were the place to be to catch up on the latest, breaking pop culture news!

**Costume Contests, Speed Dating & More!**

From Sci-Fi Speed Dating, to hundreds of autographing sessions, a live art wall competition, to a Daft Punk secret briefcase activation, costume contests and more, the special events at NYCC reach across all spectrums of pop culture.
WHO PARTICIPATED IN 2013?

EXHIBITORS & SPONSORS

Over 850 companies and 550 members of Artist Alley Exhibited at NYCC in 2013.
A small sample of Exhibitors includes:

![Exhibitors Logos]

PRESS & MEDIA

Over 2,500 members of the Press attended the New York Comic Con in 2013 and 4.7 Billion media impressions were made covering NYCC 2013! A small sample of attending Press includes:

![Press Logos]
SPONSOR ACTIVATIONS

New York Comic Con works with sponsors to create integrated media campaigns that influences our Fans, buyers and media at our event.

**NBC'S DRACULA LANYARD/BANNER SPONSORSHIP**

NBC capitalized at NYCC with two indoor banners located adjacent to the Show Floor entrance, as well as a 140K distribution of complimentary branded lanyards for all attendees, Exhibitors and Guests at New York Comic Con.

**AZERONA BEVERAGE CO. EMPIRE STAGE SPONSORSHIP**

Arizona Beverage Co. took to the stage literally at NYCC as the sponsor of the brand new Empire Stage. Arizona sponsored a large Step & Repeat on the stage viewable to all Fans in attendance as well as online Fans watching the Live Stream panels at home.

**AMC'S THE WALKING DEAD INDOOR BANNER**

AMC’s *The Walking Dead* indoor banner stood tall above the Crystal Palace during the weekend of NYCC. The banner was placed in a main thoroughfare of New York Comic Con and was seen by all attendees upon entrance to the building.

**FX’S CHOZEN WRAPPED SHUTTLE BUS**

FX promoted it’s new show *Chozen* via an exclusive NYCC Shuttle Bus Sponsorship. The large graphic bus was driven around NYC multiple times each show day picking up NYCC Fans and making a statement along the way.
WHAT PEOPLE SAID ABOUT NYCC 2013

“The people drawn to New York Comic Con ‘are people who are setting trends.’”
- The Wall Street Journal

“If you’ve never been to New York Comic Con, you should really fix that...It’s as if every pop-culture reference you’ve ever heard threw a party. And it’s an awesome party.”
- Paste Magazine

“New York Comic Con is the perfect launching pad for our series...we had brand new, completed footage to show our amazing and absolutely dedicated Fans.”
- Gale Anne Hurd, Producer, The Walking Dead

“Those who ignore NYCC are missing out on putting their projects in front of a captive audience ready to be courted.”
- Variety

CONTACT US FOR 2014 PRICING AND TO RESERVE YOUR SPACE TODAY!

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