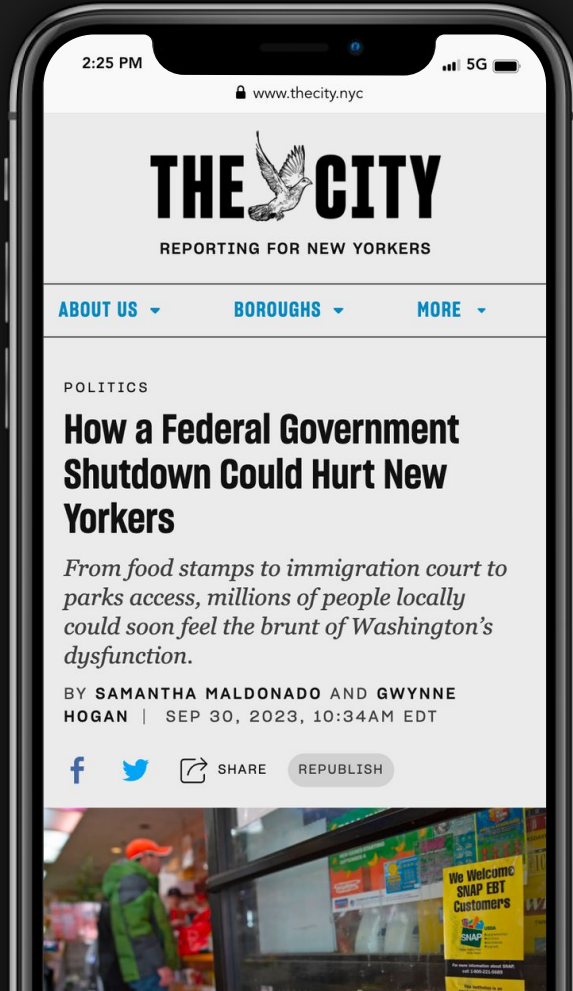


THE CITY



Doing local news as if community mattered



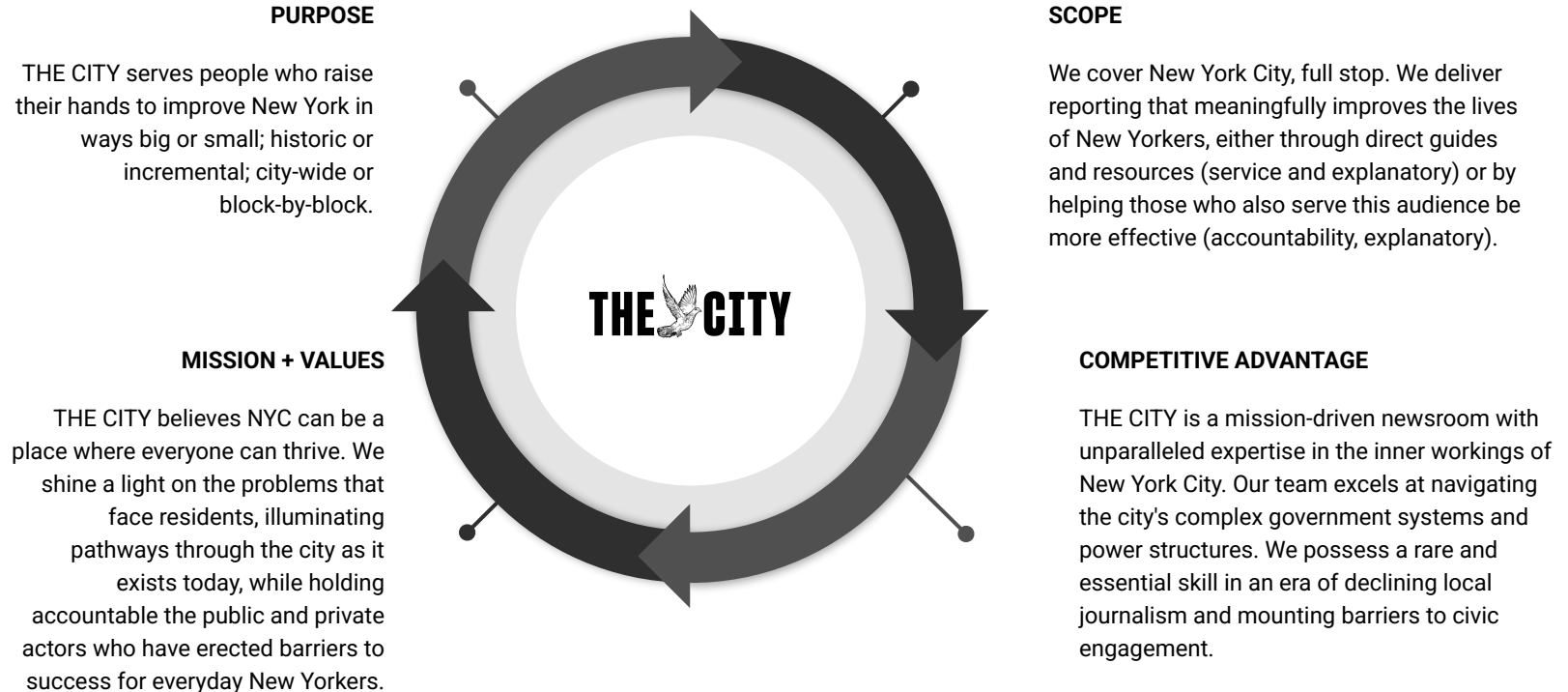
THE CITY serves the people of New York through independent journalism that holds the powerful to account, deepens democratic participation and helps make sense of the greatest city in the world.

Mission-driven, not niche

- **Founded in 2019**
- **~1m monthly uniques**
- **83,000 newsletter subscribers**
- **High-profile impact**
- **Diversified revenue model: philanthropy, individual giving, membership, corporate sponsors, advertising.**
- **Just getting started!**



Our Purpose Flywheel



THE CITY is a mission-driven newsroom with unparalleled expertise in the inner workings of New York City. Our team excels at navigating the city's complex government systems and power structures — a rare and essential skill in an era of declining local journalism and mounting barriers to civic engagement.

This deep, city-specific knowledge enables us to produce in-depth reporting, resources, and products that expose hidden truths, help New Yorkers navigate current realities, and ultimately drive real-world change that directly benefits New Yorkers.

The Open Newsroom



- Subject specific or open-ended
- Partner organizations
- Local libraries
- Targeted mail
- List building
- Revenue opportunities

From THE CITY Newsroom:

No heat in your apartment? Here's what to do about it.



Scan the QR code for
more about what to
do if your apartment
is too cold.

PRSR STD
ECRWSS
U.S.POSTAGE
PAID
EDDM Retail

Between October 1 and May 31, your landlord is legally required to stick to these rules:

- If it's less than 55 degrees outside between 6 a.m. and 10 p.m., the inside temperature of your apartment has to be above 68 degrees.
- Between the hours of 10 p.m. and 6 a.m., your apartment has to be above 62 degrees, no matter the temperature outside.

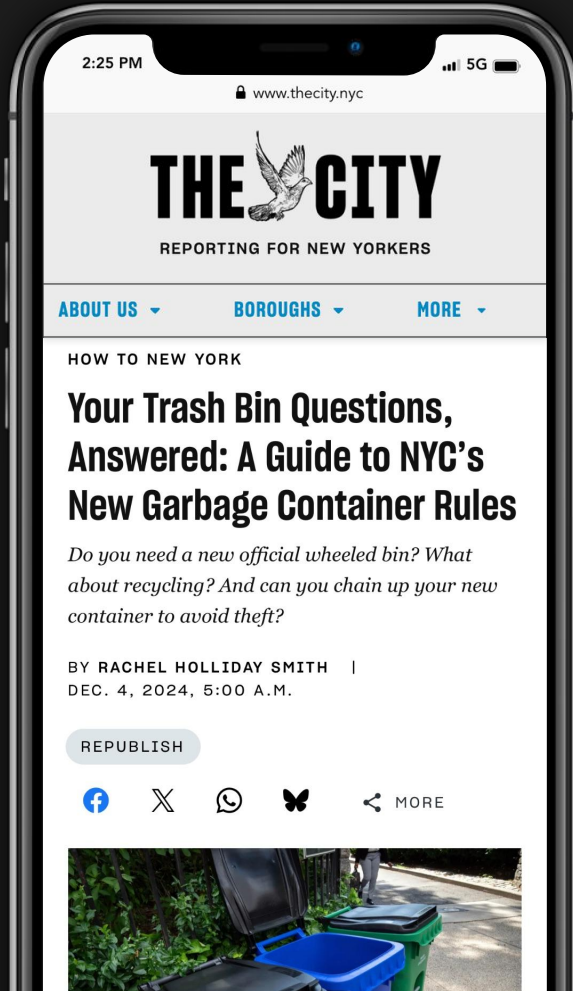
If you've asked your landlord to turn the heat on and they fail to do so, you can call 311 to file a complaint with the city's housing agency, who will send an inspector to check your heat.

THE CITY

thecity.nyc
@thecityny

THE CITY is a newsroom for, by and about New Yorkers. We publish hard-hitting news and information you can use to navigate life in our city. We published a guide about getting your heat and hot water turned on when your apartment is too cold. If we helped you warm up, let us know at ____@thecity.nyc!

LOCAL POSTAL CUSTOMER



Closing the loop

How do I buy an NYC trash can?

Question submitted by reader Martin S.)

The Department of Sanitation is nudging New York's small-property owners toward a new reality: not only do they need to put out trash in containers that are 55 gallons or smaller, but starting in mid-2026 they must use an official NYC Bin, available from the city's official vendor: Otto Environmental Systems.

Those bins can be purchased at www.bins.nyc or by calling 1-855-NYC-BINS. They cost \$53.01 for a 45-gallon bin or \$45.87 for a 35-gallon version. Shipping and handling are free. They are also sold at Home Depot stores within the five boroughs for the same price.

(Note that if you are reading this article on thecity.nyc, the website of the nonprofit and independent newsroom of THE CITY, know that we have no affiliation with the government of the City of New York and have no connection to or knowledge of your bin order. We have heard from some readers who may think otherwise.)

NYC: Are you ready for new garbage rules rolling out in November?

PSRST STD
ECRWSS
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EDDM Retail

Oh no.

THE CITY

This is just the start of a new trash era.
We'll be covering all of it.

Read our full guide here: [QRCO.DE/GARBAGE](https://qrc0.de/garbage)

LOCAL POSTAL CUSTOMER

Do you need to buy a new garbage bin soon? Maybe. Here's what to know:

1. Starting Nov. 12, 2024: All residential properties with **between 1 and 9 units** must begin using bins for setting out trash.
2. For now, those buildings can use any bin with a secure lid that's 55 gallons or smaller.
3. Official, city-exclusive "NYC Bins" are for sale now from the sanitation department for \$53.01 each, **but they are not required yet**.
4. Buildings must use those official bins (and only those bins) **beginning in June 2026**.
5. If you don't follow the new container rules, **finest** will begin at \$50 for the first offense, \$100 for the second and \$200 for every offense after that.

Have more questions about garbage? Reach out to our newsroom.

Submit your trashy questions by signing up to our newsletter and we'll answer them in an upcoming edition.

Scan or sign up here: [QRCO.DE/GARBAGE](https://qrc0.de/garbage)



The story of the community, the community of the story

Some of your neighbors have lost their homes through deed theft.

Our newsroom has tips to help you better secure yourself and your property.



THE CITY is a local newsroom that serves everyday New Yorkers. Our reporting led to stronger laws to protect homeowners.

Read us! www.thecity.nyc

PRESORTED STANDARD
U.S. POSTAGE PAID
2EVERYDOOR
ECRWSS

LOCAL
POSTAL CUSTOMER

Deed theft is when someone takes over the title of a home without the approval or knowledge of the true homeowner. Oftentimes, scammers target historically Black and Latino communities where they can make a profit on the property.

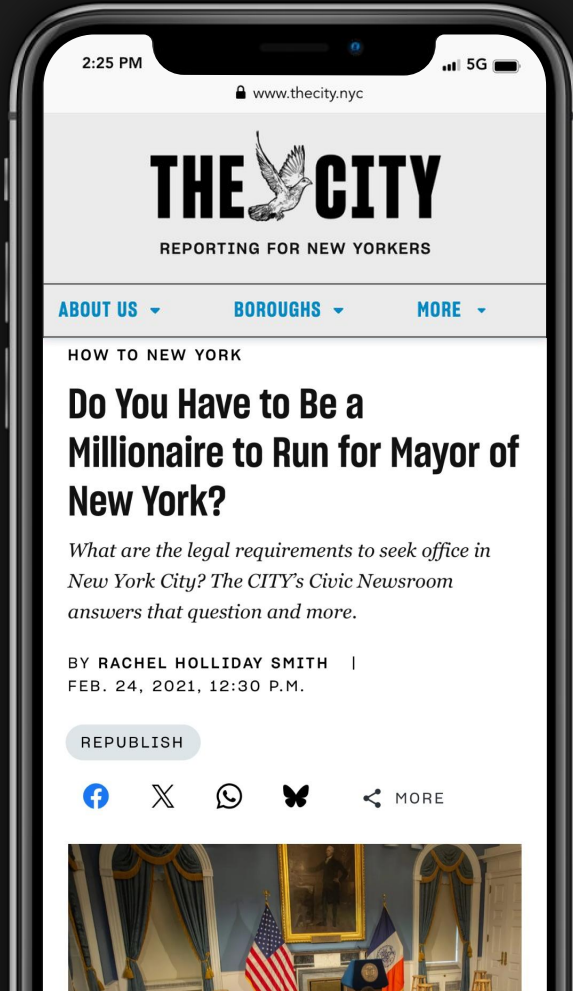
Here's what you can do to prevent deed fraud or theft from happening to you.

1. Sign up for NYC's Notice of Recorded Document Program, which automatically notifies you by mail when a new record is filed on your property.
2. Check your property's deed on the Automated City Register Information System at least once a year to make sure no fake or fraudulent documents have been recorded there.
3. Keep your records safe and make copies and keep all of your important documents and a list of your heirs — with their names, contact information and addresses — in a secure spot.
4. Never transfer ownership of your property. Trustworthy people and businesses will not ask you to transfer your property rights to them.
5. Be skeptical about online ads, phone solicitations or visits from strangers who promise mortgage modifications or to save your home from foreclosures.
6. Have a will. It is the easiest way to transfer the title of your home after your death.

Have a question about property scams like these? Email us at ask@thecity.nyc.

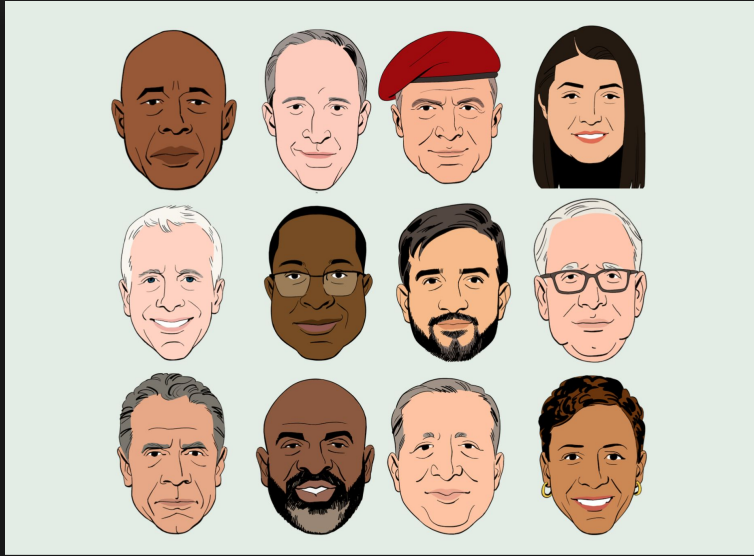
Want to find the resources we mentioned? Scan this QR code or go to qrco.de/deedtheft to read our full guide.





- Consistently strong evergreen traffic performance
- Fewer mega-hits
- Half of top articles for newsletter conversions driven by reader questions and open newsroom topics
- Not a key driver of immediate donor intent
- Zoom and in person briefings build the email list
- Potential to short-circuit search and AI related challenges, but significant scale-up required
- Deepening the membership model to link revenue and community is key, but complicated

How 265,000 Voters Met Their Mayor

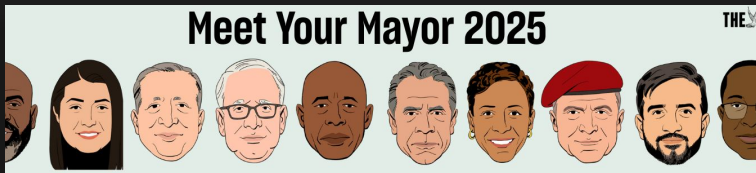


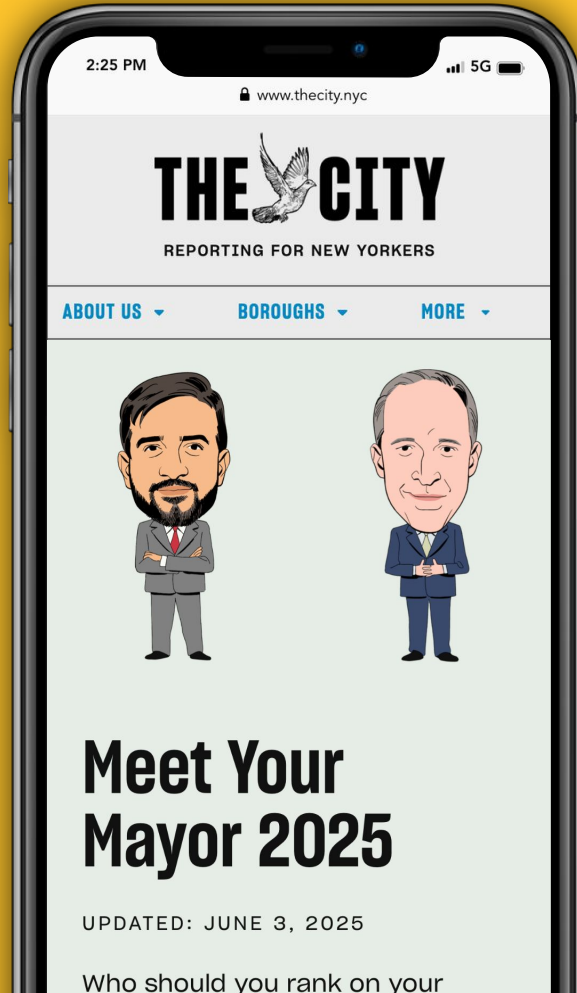
What is your preferred mode for outdoor dining?

Do you support trash containerization?

How should the NYPD enforce transit fares?

What is your preferred path to creating more affordable housing?





Audience + Engagement

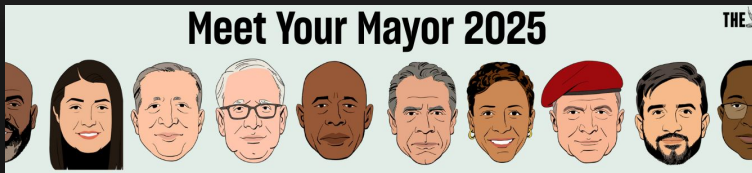
Over 265,000 people used the quiz.

112,000 people completed all 18 questions to get matched to candidates.

7,000 subscribers total to election newsletter

As a point of reference, about 1 million voters turned out in the June 24 primary.

Search + Word of Mouth



**122,000 pageviews from search and
183,000 pageviews from direct traffic**

“Sending this to every person”

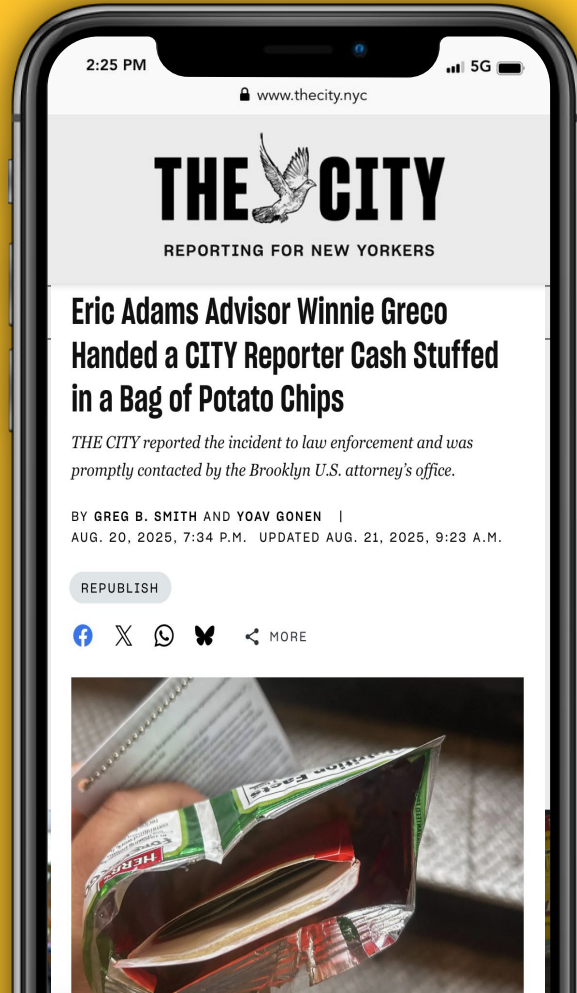
”What @thecity.nyc is doing is so important”

“I found this incredibly helpful”

“Seriously a great tool & a big public service”

“@thecity.nyc has come through with a great tool”

“The best newsroom-made, who-to-vote-for guide I have myself used.”



Cashing in our chips

High profile investigations drive results

Mission + Reach = conversions

THE  CITY