

A photograph of the Hudson Yards skyscrapers in New York City, viewed from across the water. The buildings are modern, glass-clad structures with various architectural details, including a prominent triangular top on one of the taller buildings. The sky is a clear, pale blue with some light clouds. The water in the foreground is dark and calm.

HUDSON YARDS[®]
NEW YORK
*EVENTS
FACT PACK*

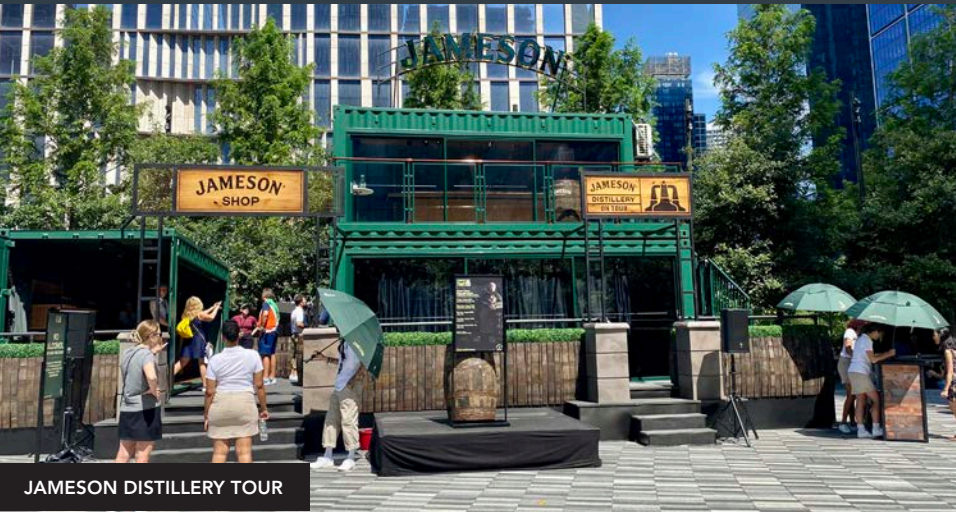
JUNE 2023



Z100 SUMMER BASH CONCERT



MADRID TOURISM HOLIDAY



JAMESON DISTILLERY TOUR



THE BIG SCREEN AT BACKYARD



LUNAR NEW YEAR CELEBRATION



IPSY GLAMIVERSARY



FX MEDIA LAUNCH



FLEUR DE VILLES FLOWER SHOW



SHINE BRIGHT AT HUDSON YARDS

The New West Side

23M+ VISITORS ANNUALLY

Hudson Yards is the cultural center and magnetic destination anchoring a vibrant string of neighborhoods on Manhattan's new west-side. A template for the future of cities, this new neighborhood has not only changed the way New York looks to the world, but the way the world sees New York.

Hudson Yards' highly active and desirable audience includes a powerful workforce, engaged residents and global visitors. It delivers an energized mix of commerce and culture, year-round, that sparks indelible connections. Hudson Yards has created a truly collaborative community with people and brands that elevate each other. We believe partnerships anchored in shared values create the most impact. Hudson Yards is the new world stage and ultimate setting for powerful brand-building partnerships, events, press launches and showcases.



TRANSPORTATION

Hudson Yards is a highly-accessible, magnetic destination anchoring a vibrant string of neighborhoods on New York City's West Side.

BY SUBWAY

The No. 7 station—with its main entrance between 50 Hudson Yards and 55 Hudson Yards just off 34th Street—is one stop from Times Square and offers connections to every subway line in the city.

BY BUS

The M34 stops at 34th Street across from 55 Hudson Yards and the M12 stops nearby on 11th Avenue.

BY COMMUTER TRAIN AND BUS

Penn Station is a two-block walk to the east and Port Authority is less than a 10-minute walk to the northeast.

BY CAR

You're less than a minute's drive away from the West Side Highway—and there are plenty of lots nearby.

BY BIKE

There are multiple Citibike stations throughout the neighborhood.


BY WATER AND AIR

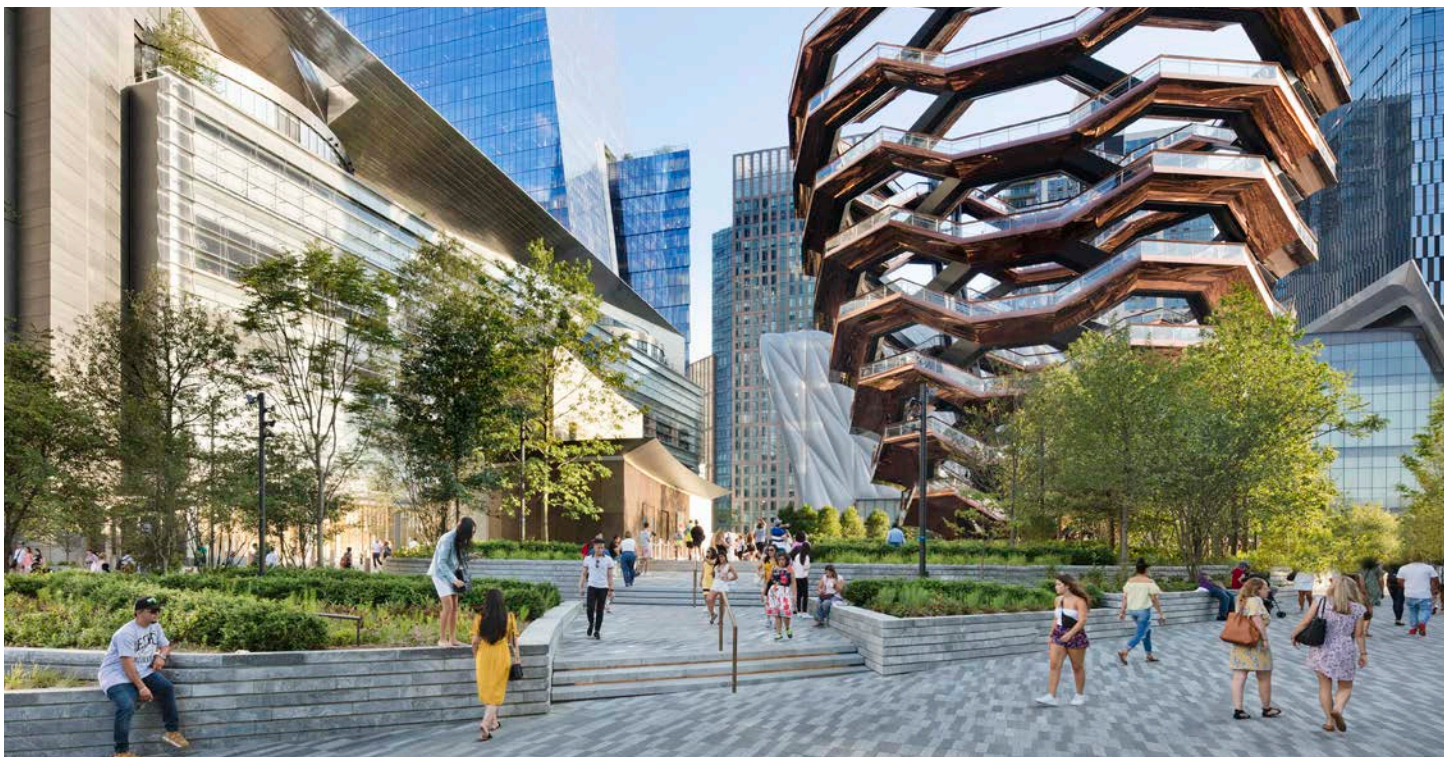
The Hudson River Ferry docks at Pier 79, just blocks away at 12th Avenue and West 39th Street. Helicopters fly into a heliport at 30th Street and 12th Avenue.



2022 STATISTICS

Compared to traditional New York sports properties, Hudson Yards has more than double the visitors, more visits per customer, and higher-income visitors.

	VISITORS	VISITORS PER CUSTOMER	AVERAGE HOUSEHOLD INCOME	% HOUSEHOLD INCOME > \$200K
	23,500,000	2.58	\$130,900	17%
	16,239,964	2.49	\$125,200	16%
	6,174,849	1.81	\$111,800	14%
	5,923,902	1.68	\$118,300	15%
	4,643,948	1.87	\$117,500	14%
	6,363,326	2.17	\$99,300	11%



2022 STATISTICS

FOOT TRAFFIC

23.5M+ Total Visitors

HY DATABASE

700k Total

45% Avg. Email Open Rate

WIFI SIGN-UPS

585K Sign-Ins

375K Opt-Ins

WEBSITE VISITS

8.4M+
Total Page Views

4.4M+
Total Visits

SOCIAL IMPRESSIONS

11.6M+ Impressions

75+ Influencer Collaborations

1.6M+ Organic Views on Influencer Campaigns

99.8M+ Total

PAID MEDIA IMPRESSIONS

17.8M+ Print and OOH

162.5M+ Digital

11.8M+ Social Reach

11.6M+ Video Views

366.2M+ Total

PR IMPRESSIONS

4.8B+ Total UMV

AUDIENCE

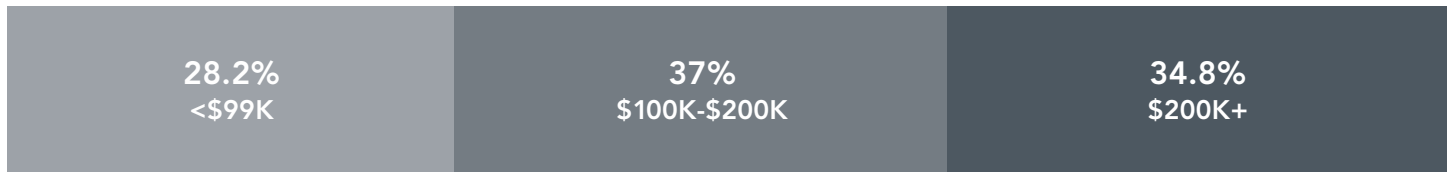


*HUDSON YARDS IS HOME TO THE
WORLD'S MOST INFLUENTIAL BRANDS.*

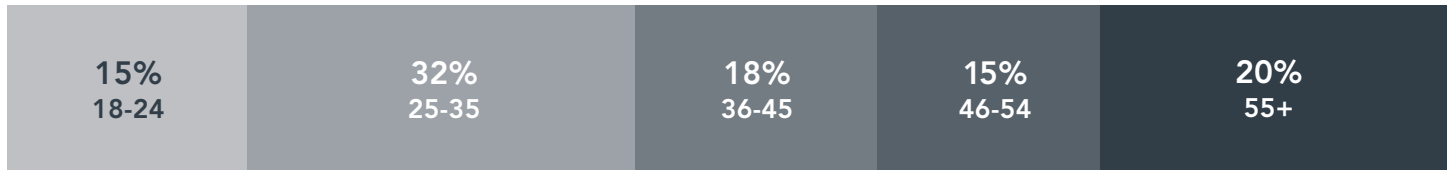


AUDIENCE

INCOME



AGE



MAJORITY OF HUDSON YARDS VISITORS ARE FROM THE GREATER NEW YORK AREA



PAST CLIENTS AND PARTNERS

HUDSON YARDS HAS CREATED A TRULY COLLABORATIVE COMMUNITY
WITH PEOPLE AND BRANDS THAT ELEVATE EACH OTHER.



ADVERTISINGWEEK

ALVIN AILEY
AMERICAN DANCE THEATER

amazon

AUDEMARS PIGUET

BOSTON BEER co.
ESTD 1984



BROADWAY.COM

cameo

CityPickle



DIAGEO

DUNKIN'



ESPN

EXTRA

FERRERO
ROCHER

FLEURS DE VILLES

FLOWER
BODEGA

FRIEZE

FX



HBO

iHeartMEDIA
INC

IPSY

IWC
SCHAFFHAUSEN



LelaRose

L'ORÉAL
GROUPE

LUCID

MAYBELLINE
NEW YORK

METORCHESTRAMUSICIANS



Nathan's
SINCE 1916
HAMBURGERS

NETFLIX



NYC
X DESIGN



NYFN
THE SHOWS

PRIDE LIVE

PROJECT
HEALTHY
MINDS

REVOLVE

SALT

THE SCULPT SOCIETY

SEX AND
THE CITY

SOULCYCLE

STAR TREK

SUCCESSION



TRIBECA
FESTIVAL

UNION SQUARE PLAY



VAYNERMEDIA

verizon

VISA



WarnerMedia



WELLS FARGO

EVENT LOCATIONS

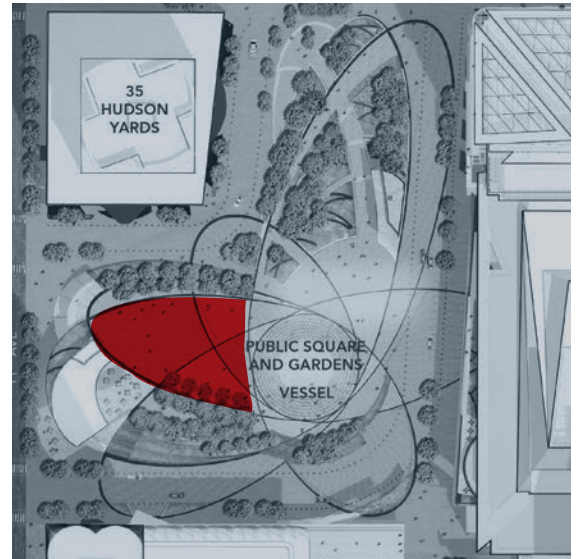


- | | |
|---|---|
| 1. Public Square and Gardens: Main Plaza | 6. Public Square and Gardens: The Patio |
| 2. Public Square and Gardens: Northeast Plaza | 7. 10 Hudson Yards: Southwest Plaza |
| 3. Public Square and Gardens: The Bosque | 8. The Shops & Restaurants: Level 1 |
| 4. Public Square and Gardens: The Curve | 9. The Shops & Restaurants: Level 4 |
| 5. Public Square and Gardens: The Landing | |

PUBLIC SQUARE AND GARDENS: MAIN PLAZA

DETAILS

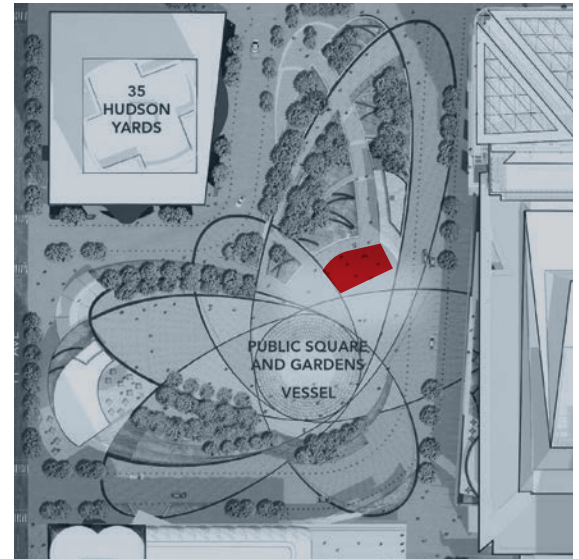
- Square footage: 17,800
- Capacity (standing): 2,000
- Approximate dimensions of usable footprint: 60' x 60' or 80' x 20'



PUBLIC SQUARE AND GARDENS: NORTHEAST PAVILION

DETAILS

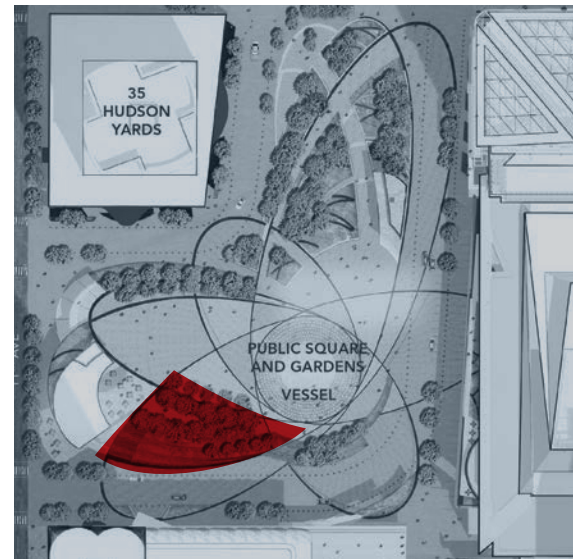
- Square footage: 1,600
- Capacity (standing): 550
- Approximate dimensions of usable footprint: 40' x 40'



PUBLIC SQUARE AND GARDENS: THE BOSQUE

DETAILS

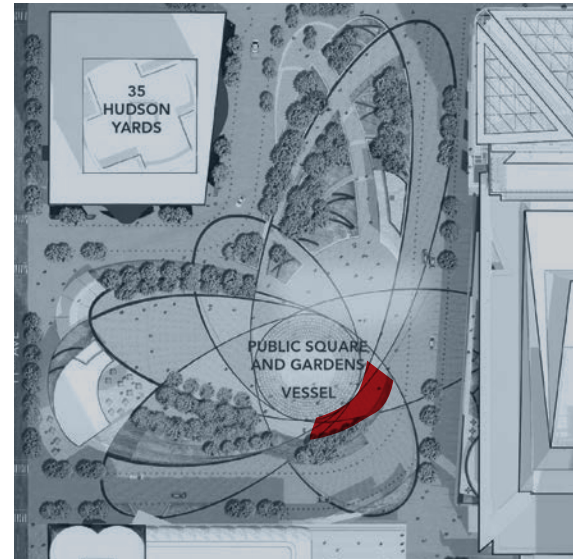
- Square footage: 675
- Capacity (standing): 200
- Approximate dimensions of usable footprint: 45' x 15'



PUBLIC SQUARE AND GARDENS: THE CURVE

DETAILS

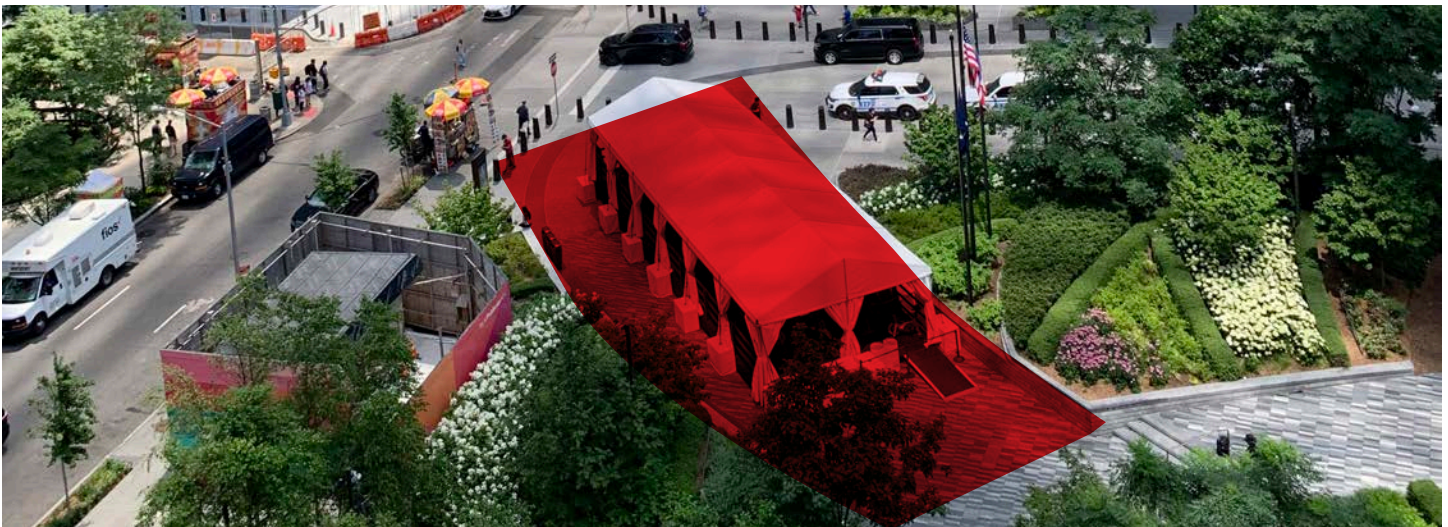
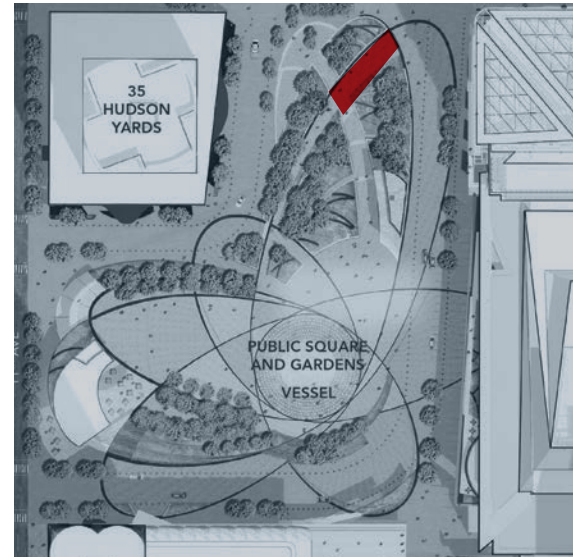
- Square footage: 600
- Capacity (standing): 200
- Approximate dimensions of usable footprint: 60' x 10'



PUBLIC SQUARE AND GARDENS: THE LANDING

DETAILS

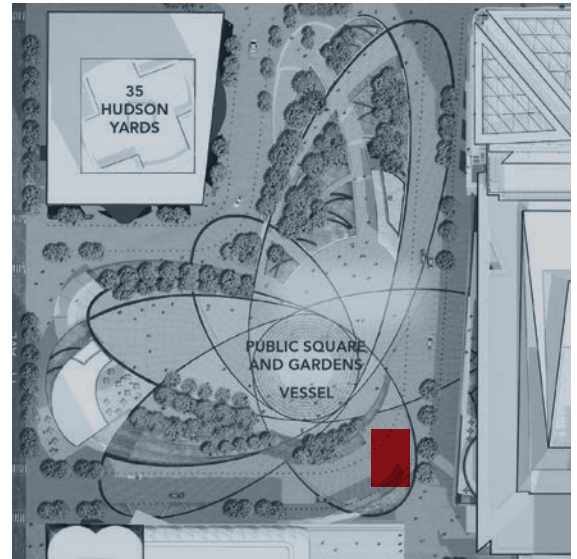
- Square footage: 1,200
- Capacity (standing): 350
- Approximate dimensions of usable footprint: 20' x 60'



PUBLIC SQUARE AND GARDENS: THE PATIO

DETAILS

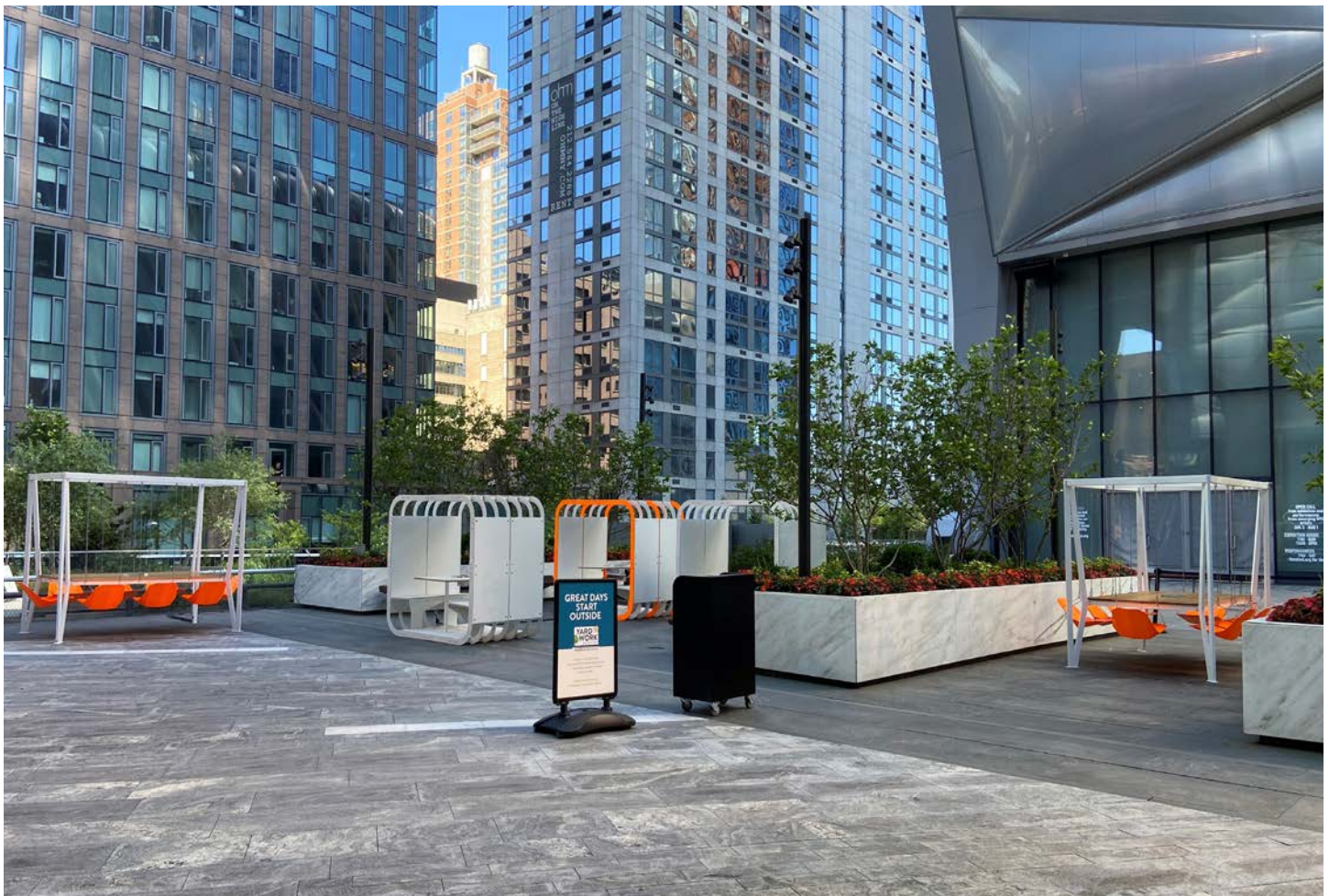
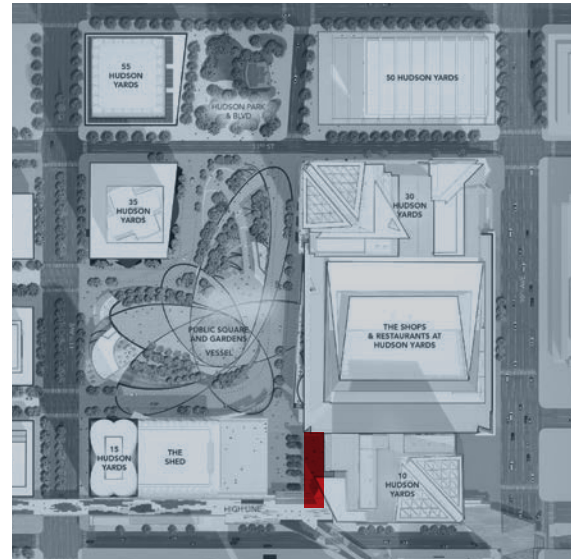
- Square footage: 100
- Approximate dimensions of usable footprint: 10' x 10'



10 HUDSON YARDS: SOUTHWEST PLAZA

DETAILS

- Square footage: 865
- Capacity (standing): 325
- Approximate dimensions of usable footprint: 36' x 24'
- Small activation areas available within this footprint according to egress routes



THE SHOPS & RESTAURANTS: SOUTHWEST COMMON (LEVEL 1)

DETAILS

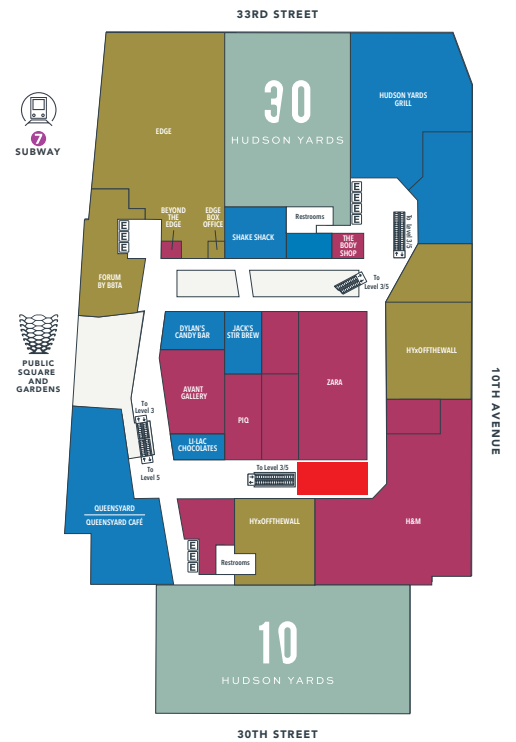
- Square footage: 225
- Approximate dimensions of usable footprint: 15' x 15' and 10' x 20'
- Small activation areas available within this footprint according to egress routes



THE SHOPS & RESTAURANTS: LEVEL 4

DETAILS

- Square footage: 450
- Square footage: 100
- Approximate dimensions of usable footprint: 15' x 30'



PREFERRED PRODUCTION PARTNER

Heard Global is the official event production partner of Hudson Yards. With over 25 years of experience in event production and management, Heard Global delivers premier results by combining technology, content, and an unlimited passion for flawless execution.

Heard Global offers on-site staff and production equipment, while also providing the most favorable pricing for Hudson Yards clients. Capabilities and services include:

Production

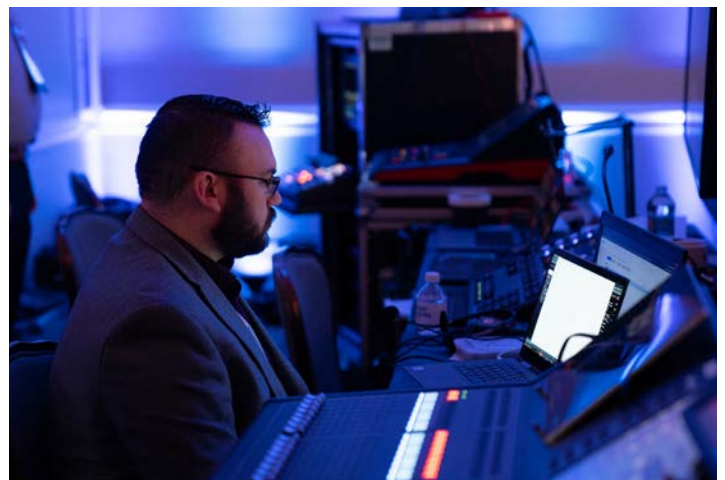
- Audio/Visual
- Lighting
- Live Production
- Media Creation
- Content Design
- Digital Signage
- Stage Design
- Sound Reinforcement

Event Design

- Décor Design
- Décor Rentals
- Installations

Event Management

- Registration
- Transportation logistics
- Amenities + Gifting



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HUDSON YARDS[®]

NEW YORK

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HudsonYardsNewYork.com



Listed venue capacities may change depending upon production setup.

APPENDIX

ON-SITE SIGNAGE

HUDSON YARDS OFFERS BOTH INDOOR AND OUTDOOR STATIC SIGNAGE OPTIONS IN OUR MOST HIGHLY-TRAFFIC AREAS ACROSS THE NEIGHBORHOOD.

Static signage assets include:

- 14 large format backlit vitrines, located along 10th Ave
- 6 large format backline vitrines, located along 33rd St
- 2 double sided, 50' banners in the great room of The Shops
- 11th Avenue Wall

Other bespoke signage opportunities available.

