



Media Report 2008

6th Annual openhousenewyork Weekend Presented by Target

Print

Outlet	Title	Date	Circulation/ Viewership
The Economist	<i>TBA: Article on Non Profit Organizations</i>	Winter 08	1,337,184
The New York Times	<i>Target Insert</i>	1.27.08	1,120,420
The New York Times	<i>Spare Times</i>	10.2.08	1,120,420
The New York Times	<i>Urban Eye: Weekend</i>	10.3.08	1,120,420
The New York Times	<i>On the Fly: Five Easy Pieces, Among the Douglasses and Lockheeds</i>	10.7.08	1,120,420
The New Yorker	<i>Calendar Listing</i>	9.29.08	1,069,937
The Daily Telegraph	<i>NYNotebook: Apartment Snooping is Perfect Antidote to Feeling Flat</i>	10.6.08	882,413
New York Daily News	<i>A Peek at the City's Hidden Treasures</i>	9.28.08	726,305
New York Post	<i>Target Insert</i>	1.27.08	724,748
New York Post	<i>Keys to the City</i>	10.2.08	724,748
New York Post	<i>Weekend Hot Picks in Entertainment</i>	10.3.08	724,748
Financial Times	<i>Guide - Arts Around the World</i>	9.29.08	450,000 *
Time Out New York	<i>Issue 679, Own This City</i>	10.2.08	139,140
Staten Island Advance	<i>Take a Safari Close to Staten Island</i>	10.3.08	135,000
The Queens Times	<i>Bayside Historical Society Celebrates Architecture of 'The Castle'</i>	10.2.08	80,000
Queens Courier	<i>Castle Tour in Bayside</i>	10.2.08	75,000
Dancer Magazine	<i>Breaking Ground, A Dance Charrette</i>	November	31,000
Time Out New York Kids	<i>Calendar Listing</i>	Fall 08	25,000
Brooklyn Daily Eagle	<i>Super Secret Urban Dance Site Revealed: Floyd Bennett Field</i>	9.29.08	15,300
Brooklyn Daily Eagle	<i>6th Annual Open House New York Comes to Brooklyn</i>	10.1.08	15,300 *
	<i>DanceBrooklyn</i>	10.1.08	
Jersey City Reporter	<i>Calendar Listing</i>	9.28.08	13,000
Hoboken Reporter	<i>Calendar Listing</i>	9.28.08	13,000
Total Print:			11,663,503

Online

Outlet	Title	Date	Traffic
About	<i>Jackie's Architecture Blog: Open House in NYC</i>	10.2.08	31,000,000
The Daily Telegraph	<i>NYNotebook: Apartment Snooping is Perfect Antidote to Feeling Flat</i>	10.6.08	18,600,000
The New York Times	<i>Spare Times</i>	1.27.08	14,187,000
	<i>On the Fly: Five Easy Pieces, Among the Douglasses and Lockheeds</i>	10.7.08	14,187,000
New York Daily News	<i>A Peek at the City's Hidden Treasures</i>	9.28.08	10,000,000
Financial Times	<i>Guide - Arts Around the World</i>	9.29.08	7,100,000 *
The Independent (UK)	<i>The Week in Travel: Open House New York Weekend</i>	10.4.08	6,600,000
Meetup	<i>Open House New York - FREE Tours & Lectures</i>	9.9.08	5,000,000
The New Yorker	<i>Calendar Listing</i>	9.29.08	3,100,000
New York Post	<i>Keys to the City</i>	10.2.08	3,900,000
	<i>Weekend Hot Picks in Entertainment</i>	10.3.08	3,900,000
NYCvisit	<i>What to do Today: Tours</i>	10.3.08	3,500,000
Inside Thirteen	<i>Open House New York Weekend</i>	10.7.08	3,000,000
NY1 online	<i>Public Gets Special Access to City's Architectural Treasures</i>	10.5.08	2,100,000
Vanity Fair	<i>Vanity Fair all access fall guide 2008</i>	September	1,161,788
Time Out New York	<i>Issue 679, Own This City</i>	10.2.08	677,805
Gothamist	<i>Brooklyn Navy Yard Opens to Public</i>	10.3.08	256,901
Black Book Magazine	<i>The Living Room Gets Remixed</i>	10.1.08	240,000
Staten Island Advance	<i>Take a Safari Close to Staten Island</i>	10.1.08	209,000 *
flavorpill	<i>Art: Architecture/Design</i>	10.4.08	90,487
Metropolis Magazine	<i>Get in There and Gawk</i>	10.3.08	66,150
Time Out New York Kids	<i>Calendar Listing</i>	Fall 08	57,746
Interior Design	<i>openhousenewyork Kicks Off October 4</i>	9.26.08	46,687
AIA New York	<i>Calendar Listing</i>	10.4.08 - 10.5.08	41,637
The Architect's Newspaper	<i>Diary</i>	October	35,000
Manhattan Users Guide	<i>Arts: Up Next</i>	10.2.08	28,600

Gotham Gazette	<i>An Inside Look</i>	10.3.08	21,000
FreeNYC	<i>Open House New York</i>	10.4.08	14,801
Elle Décor blog	<i>Report from NYC: Open House NY</i>	10.8.08	13,179
NewYorkology	<i>Governors Island to Open Early for OHNY Tour Night</i>	5.12.08	10,402
NewYorkology	<i>Woolworth, High Line on Open House NY List for 2008</i>	10.10.08	10,402
NewYorkology	<i>Open House New York Official Site List, with Reservation Picks</i>	9.25.08	10,402
NewYorkology	<i>Highline Tour Lottery Deadline at 4p.m. for OpenHouse</i>	9.29.08	10,402
NewYorkology	<i>OHNY Additions: Brooklyn Piers Tour, Moscot Talk</i>	9.30.08	10,402
NewYorkology	<i>Little Red Lighthouse, Lefferts Attic Open for OpenHouse</i>	10.1.08	10,402
NewYorkology	<i>OpenHouse NY 2008 No-Reservations Required Picklist</i>	10.3.08	10,402
NewYorkology	<i>OHNY: Governors Island's cinema, gym, chapel</i>	10.5.08	10,402
NewYorkology	<i>OHNY: Floyd Bennett Field's Hangar B Dance Charrette</i>	10.5.08	
NewYorkology	<i>OHNY: South Side of Governors Island demolitions</i>	10.7.08	10,402
East Village Podcasts Blog	<i>East Village Fall Day at St. Mark's Church in-the-Bowery</i>	10.5.08	10,000
East Village Podcasts Blog	<i>New York Marble Cemetary Opens</i>	10.6.08	10,000
East Village Podcasts Blog	<i>Green Roof in the East Village- Alive Structures</i>	10.8.08	10,000
East Village Podcasts Blog	<i>Night Light: Alexander Hamilton U.S. Custom House</i>	10.8.08	
East Village Podcasts Blog	<i>Makes Sense: Fourth Arts Block (or FAB) Is on Fourth Street</i>	10.10.08	10,000
East Village Podcasts Blog	<i>Ernest Flagg Rectory on 11th Street in the East Village</i>	10.10.08	
e-Oculus	<i>Photo Essay: openhousenewyork 2008</i>	10.14.08	8,000
e-Oculus	<i>Editor's Soapbox: OHNY Opens Doors to City Spaces</i>	10.14.08	
e-Oculus	<i>Sighted: Playing the Building with Creative Time</i>	7.24.08	8,000
e-Oculus	<i>Sighted: Governors Island Walking Tour</i>	6.10.08	8,000
WNYC blog	<i>Breaking Ground, Deep in Brooklyn</i>	10.3.08	Not Available
Dancer Universe	<i>Breaking Ground, A Dance Charrette</i>	10.10.08	Not Available
GoCityKids NYC	<i>Top Picks for This Week</i>	2.21.08	Not Available
Manhattan Chamber of Commerce	<i>openhousenewyork Celebrates Sixth Annual OHNY Weekend</i>	10.4.08	Not Available *
Networked Performance	<i>Living Room Call for Proposals</i>	4.8.08	Not Available
NYC Department of Parks & Recreation	<i>6th Annual openhousenewyork Weekend</i>	10.3.08	Not Available
Softbox	<i>OHNY/ Flux Factory Living Room!</i>	8.23.08	Not Available
		Total Online:	129,292,399

Broadcast

Outlet	Title	Edition	Circulation
WNBC-TV	<i>Open House NY Lets You Into City's Off-Limit Treasures</i>	10.4.08	7,000,000
WABC-TV	<i>Public Service Announcement</i>	9.26.08 - 10.3.08	6,500,000 **
NY1 TV	<i>Public Gets Special Access to City's Architectural Treasures</i>	10.5.08	4,500,000
WNYC Radio	<i>Japan Society's OHNY Weekend Programming</i>	9.29.08 - 10.4.08	1,100,000 **
WNYC Radio	<i>Scott Lauer Interview</i>	10.3.08	1,100,000
WFUV 90.7 FM	<i>New York Marble Cemetary Interview</i>	10.5.08	350,000
News Channel 12- Bronx	<i>Bank Note Building</i>	10.4.08	260,000
National Public Radio	<i>All Things Considered: In New York, An Unusual Dance Performance</i>	10.7.08	26,000
		Total Other:	20,836,000

Total Media Reach: **161,791,902**

* Target Mention

** Multiple airings