



Media Report 2009

7th Annual openhousenewyork Weekend

Print

Outlet	Title	Date	Circulation/ Viewership
The Globe and Mail	<i>High design in Dallas, open doors in New York and warm hospitality</i>	10.10.09	2,800,000
The New York Post	<i>Out in the Open</i>	10.7.09	2,272,139
New York Daily News	<i>OHNY shows off city's hidden, obscure and overlooked places</i>	10.8.09	2,600,000
The New Yorker	<i>Above and Beyond</i>	10.12.09	1,062,310
The New York Times	<i>The Doors are Open, So Snoop Away</i>	10.2.09	1,039,031
The New York Times	<i>Spare Times: For Children</i>	10.9.09	1,039,031
The New York Times	<i>Spare Times</i>	10.9.09	1,039,031
The New York Post	<i>City Secrets Revealed in Open House</i>	10.10.09	724,748
Metro New York	<i>At Home with Metro</i>	10.2.09	315,000
Metro New York	<i>OHNY Weekend Launch Party Recap</i>	10.14.09	315,000
Time Out New York	<i>Issue 732, Own This City</i>	10.8.09	139,140
Brooklyn Daily Eagle	<i>Open House' Attracts Many to B'klyn Sites</i>	10.13.09	15,300
Total Print:			13,360,730

Online

Outlet	Title	Date	Traffic
The Huffington Post	<i>OHNY Offers Free Access to Architectural Wonders this Weekend</i>	10.9.09	20,000,000
The New York Times	<i>Spare Times</i>	10.8.09	15,500,000
The New York Times	<i>Spare Times: For Children</i>	10.8.09	15,500,000
New York Daily News	<i>OHNY shows off city's hidden, obscure and overlooked places</i>	10.8.09	12,000,000
The New York Post	<i>City Secrets Revealed in Open House</i>	10.10.09	12,000,000
The Independent (UK)	<i>Open House in New York launches photography competition</i>	10.4.09	6,600,000
NJ.com	<i>October's Open House N.Y. spearheaded by Summit native</i>	10.4.09	4,000,000
Daily Candy	<i>Safe Keeping</i>	10.5.09	3,000,000
The New York Times	<i>Urbaneye Newsletter: Yes, We're Open</i>	10.9.09	1,120,420
The Globe and Mail	<i>High design in Dallas, open doors in New York and warm hospitality</i>	10.9.09	1,110,000
PRLog	<i>TAE Sponsors Tour of Jackson Heights' Garden City during OHNY Weekend</i>	10.8.09	1,100,000
The New Yorker	<i>Above and Beyond</i>	10.12.09	1,069,937
The New York Times	<i>The Doors are Open, So Snoop Away</i>	10.2.09	1,039,031
About	<i>Manhattan NY Blog: Columbus Day Weekend Picks</i>	10.10.09	1,000,000
The New York Post	<i>Out in the Open</i>	10.7.09	724,748
Gothamist	<i>OHNY Spotlight: Newtown Creek Wastewater Treatment Plant</i>	10.11.09	569,400
Buzz In Town	<i>Open House New York</i>	10.10.09	450,000
Inhabitat	<i>Open House New York</i>	10.4.09	310,500
Gothamist	<i>Heads Up: Open House NY</i>	9.24.09	256,901
NY1	<i>Public Welcome to Open House New York</i>	10.9.09	200,000
NY1	<i>Unique City Buildings Open to Public this Weekend</i>	10.10.09	200,000
Gothamist	<i>Open House New York Highlights</i>	10.12.09	166,000
Haute Living	<i>Touring New York City Architecture</i>	9.29.09	140,000
Time Out New York	<i>Issue 732, Own This City</i>	10.8.09	139,140
Curbed	<i>Curbed Inside: The High Line Building</i>	5.21.09	125,644
Curbed	<i>Curbed's Abbreviated Guide to Open House New York</i>	10.2.09	125,644
Curbed	<i>Inside the Washington Square Arch: Where's the Weed At?</i>	4.13.09	125,644
NYinc	<i>OHNY Presents 7th Annual Weekend Event in All Five Boroughs</i>	10.8.09	100,000
flavorpill	<i>Issue 487, Event Guide</i>	10.5.09	90,487
flavorpill	<i>openhousenewyork weekend</i>	10.5.09	90,487
Arch Daily	<i>Open House New York Fundraiser</i>	5.25.09	81,900
Artlog	<i>Event Listing - Open House New York (OHNY)</i>	10.1.09	30,000
Manhattan Users Guide	<i>Less is More Week: Arts</i>	3.20.09	28,600
Notfortourists.com	<i>On Our Radar; OHNY: Oct. 10 & 11</i>	10.6.09	25,900
NYC Arts	<i>openhousenewyork</i>	3.23.09	25,000
Bustler	<i>7th Annual openhousenewyork weekend</i>	10.3.09	19,100

Brooklyn Daily Eagle	<i>Open House' Attracts Many to B'klyn Sites</i>	10.13.09	15,300
New Yorkology	<i>A New York Travel Guide</i>	8.4.09	10,402
NewYorkology	<i>Open House NY reservations required</i>	10.1.09	10,402
e-Oculus	<i>Reports from the Field: Photo Montage - OHNY</i>	10.27.09	10,000
High Line blog	<i>This Weekend: Openhousenewyork on the High Line</i>	10.8.09	7,800
blog	<i>Open House New York</i>	10.10.09	1,000
Save The Lower East Side	<i>El Bohio for Open House New York</i>	4.10.09	800
thedesignunion.org	<i>openhousenewyork / October 10-11, 2009</i>	9.8.09	not available
Total Online:			96,120,187

Broadcast

Outlet	Title	Edition	Circulation
WABC-TV	<i>Public Service Announcement*</i>	9.28.09-10.11.09	6,500,000
NY1	<i>Public Welcome to Open House New York</i>	10.9.09	4,500,000
NY1	<i>Unique City Buildings Open to Public this Weekend</i>	10.10.09	4,500,000
CUNY-TV	<i>Scott Lauer interview with Brian Lehrer*</i>	10.7.09- 10.11.09	2,000,000
WFUV 90.7 FM	<i>Public Service Announcement*</i>	9.28.09-10.8.09	350,000
WVOX 1460 AM	<i>Travel and Leisure Show</i>	9.21.09	200,000
Total Other:			18,050,000

* Multiple airings

Total Media Reach: **127,530,917**