



Hit the Runway with Programmatic DOOH

Every spring and fall, fashionistas, influencers and luxury brands descend on the city for New York Fashion Week (NYFW). The streets transform into a catwalk for fashion enthusiasts showing off their personal styles and scoping out the latest trends. Advertisers have the opportunity to join in the action, and stay top-of-mind with high-impact screens in any physical context, and reach consumers on the go.

\$558
million

spent by US consumers
on fashion in 2024¹

86%

engagement from
consumers exposed to
OOH luxury apparel ads²

Source: ¹Statista, 2024, ²OAAA, 2023





Leverage advanced targeting capabilities

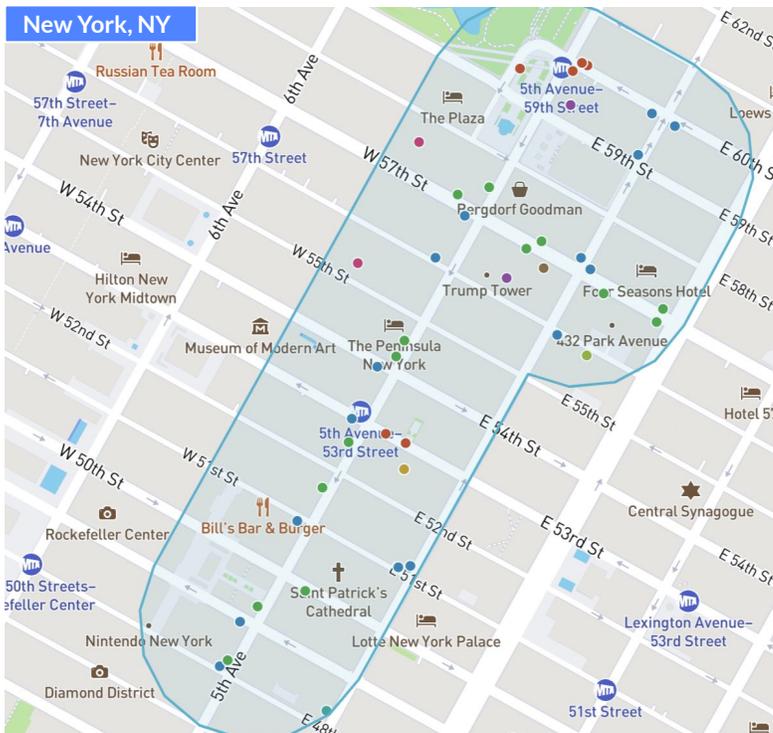
- Screen location at any level of granularity - from nationwide to city, DMA, zips, and hyperlocal points of interest
- Venue or asset categories
- 1st and 3rd party audiences
- Daypart against specific events

Engage consumers in a wide variety of physical contexts

- On their daily journey throughout the day with street furniture and billboards
- At city and cultural centers with large format spectaculars
- Outside and inside mass transit hubs during commuting hours
- At health clubs while working out

Example: Target by shopping district

Map showing the 5th Ave shopping district and sample inventory.



- Total Screens: 88
- Impressions (4-week): 42.9M

Publishers

Intersection LinkNYC	Blue dot
JCDecaux	Green dot
AdStash	Yellow dot
Outfront	Red dot
Screenverse	Light blue dot