



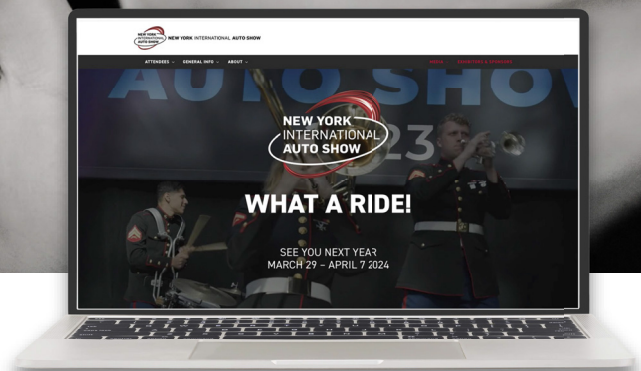
2024 DATES | Press: **March 27 & 28** | Public: **March 29-April 7**
Jacob Javits Convention Center

NEW YORK AUTO SHOW DIGITAL MEDIA OPPORTUNITIES

DIGITAL MEDIA OPPORTUNITIES AT THE NYIAS!

AUTOSHOWNY.COM is the portal for all show info for the public, industry and press including schedules, registrations, tickets and more. Get into the hands of Show-goers with our mobile site as they plan their trip, walk the show floor and shop.

**REACH AUTOMOTIVE
ENTHUSIASTS BEFORE,
DURING AND AFTER THE
SHOW WITH THE
NYIAS WEBSITE, AND
eNEWSLETTER**



WEBSITE:

- Over 1,000,000 website visits
- 1,314,502 mobile site visits
- 4 pages per visit
- 3:46 min. time on site

APP:

- 142,508 screen views
- Users average 11 seconds on each screen

OVERDRIVE:

- Connect with 144,000+ email newsletter subscribers! Ads and advortorial spots available.

Through collaboration with Drex Lee, the show generated 11,163,207 video views, 564,417 likes, and 4,843 shares.

