

JET.com & MTA

<MAGS MEDIA>

OPPORTUNITY

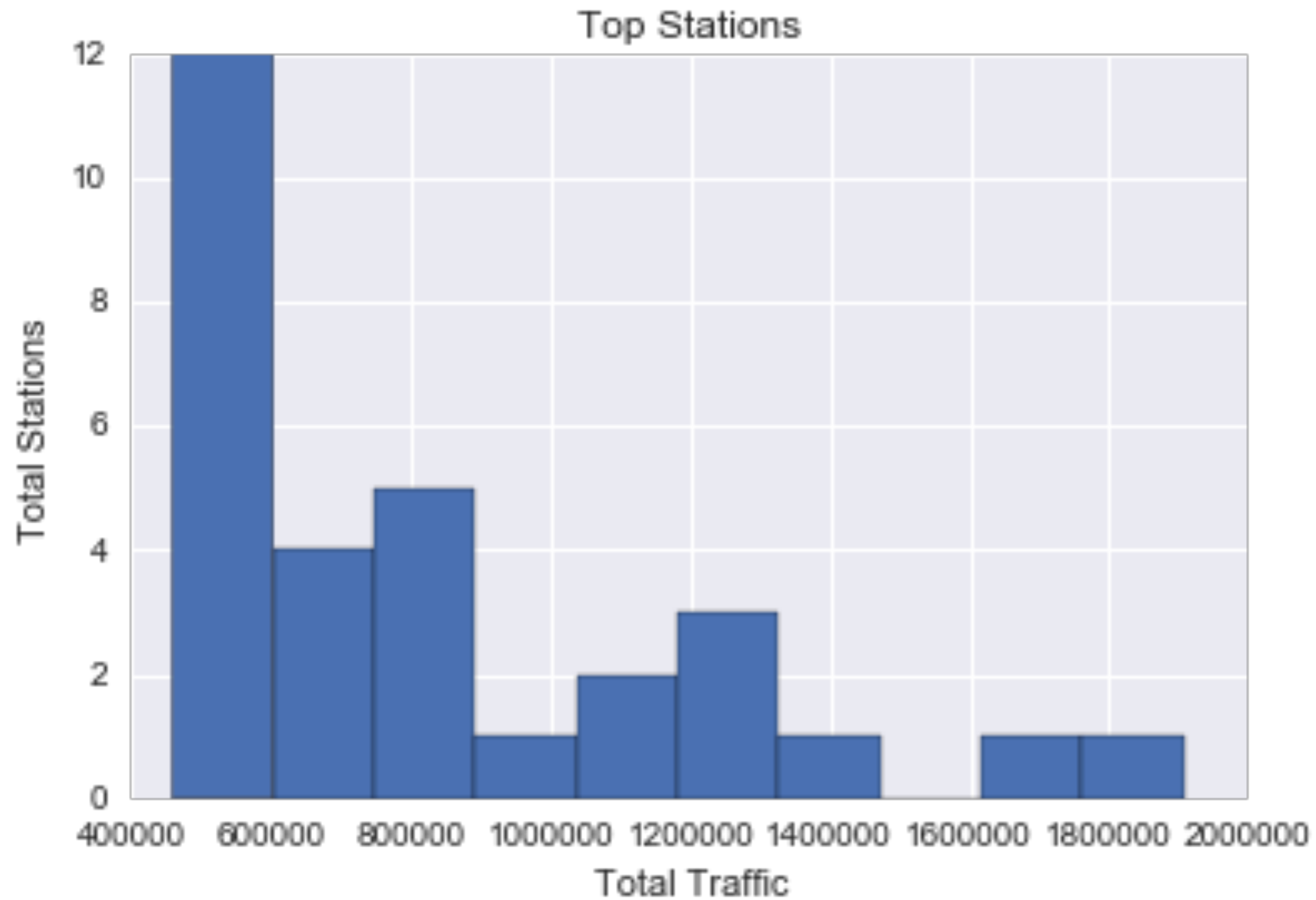
<MAGS MEDIA>







# WEEKLY TRAFFIC



TOP  
**30**  
STATIONS

**25+ MILLION**  
IMPRESSIONS  
WEEKLY



A black and white photograph of the interior of Grand Central Terminal. The image captures the vast, ornate space with its high, vaulted ceiling and large arched windows. A large American flag hangs from the ceiling in the center. The floor is polished and reflects the light. Numerous people are seen walking through the terminal, some in motion, creating a sense of activity. In the background, there are ticket machines, a clock, and various signs. The overall atmosphere is one of a busy, historic transit hub.

# GRAND CENTRAL TERMINAL

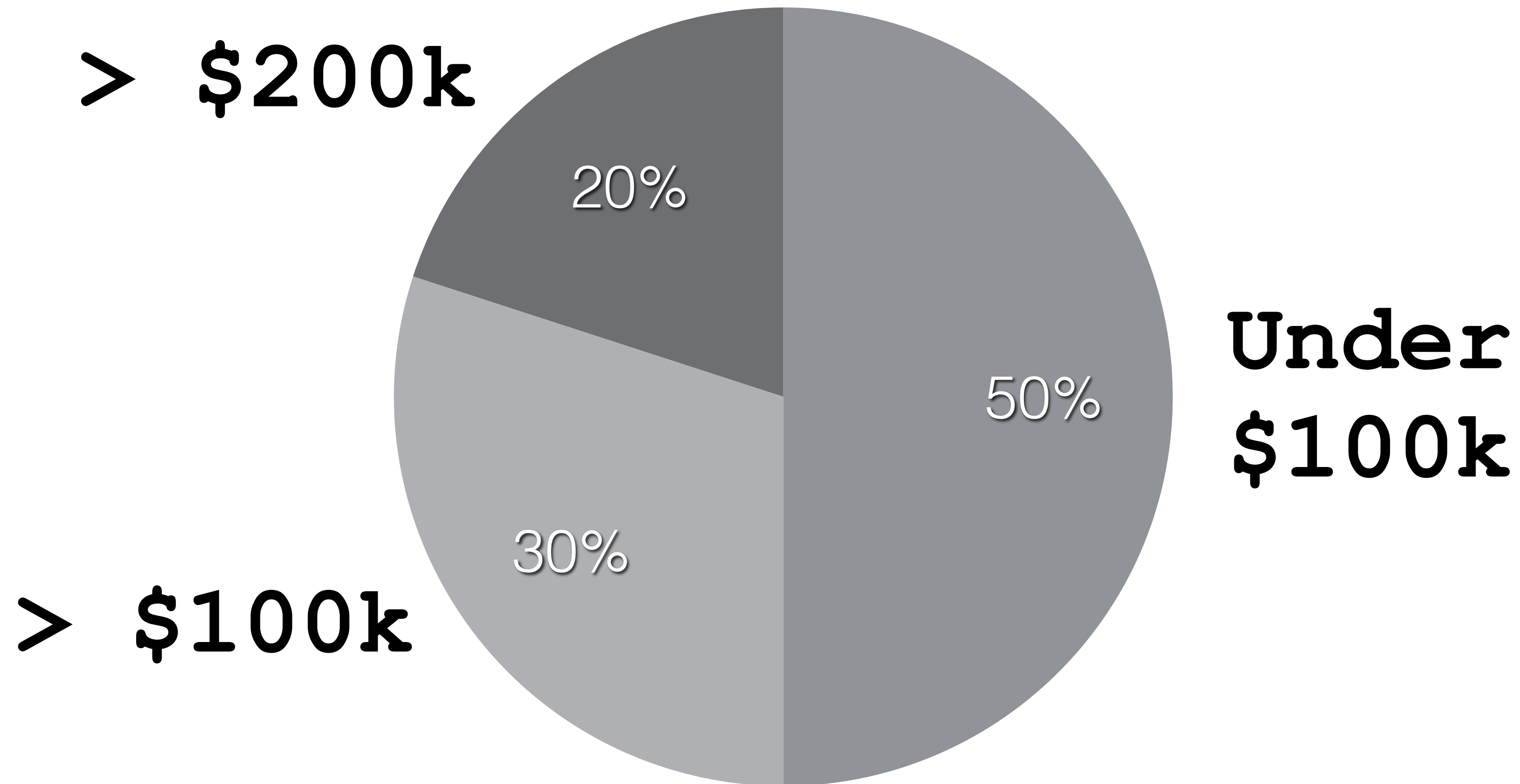
MAGS MEDIA>



Avg. Income of Grand  
Central Terminal Riders:

**\$95,800**

# INCOME BRACKET





STRATEGY

<MAGS MEDIA>

# PROMO CODE ANALYTICS

' 15OFF/GCT '

' SAVE15/PENN '

<MAGS MEDIA>







# ANALYZE DEMOGRAPHICS

<MAGS MEDIA>



Cross-reference  
promo code and  
IP addresses

# RESIDENTIAL UNIT VALUES





QUESTIONS?

<MAGS MEDIA>

# DATA SOURCES

- **MTA Turnstile data**
- **NYC Open Data/Department of Finance**
- **Grand Central Terminal Data**