

NEWARK AND PROUD OF IT

Newark is New Jersey's largest city with 310k+ residents. We are also one of the fastest growing cities in the US, growing over 12% in the last decade. Newark is home to 60K+ college students, fostering a diverse and dynamic atmosphere. With visitors making 94M+ visits in the last year to enjoy a rich culture and thriving arts scene, Newark is the ideal location for brands seeking young, fashionable, active, and diverse consumers.

Demographic Profile

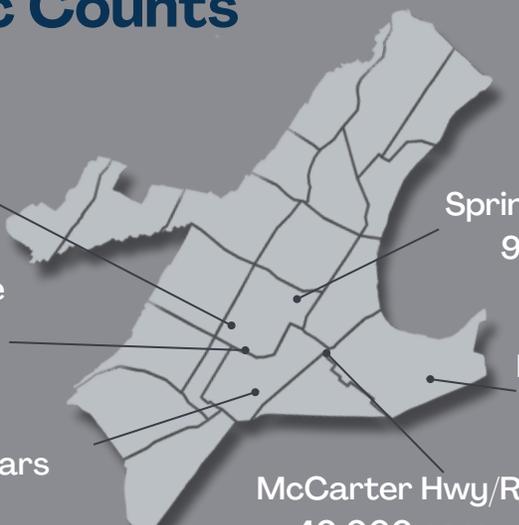
320k+ Growing Population	113k+ Current Households	\$410k Median House Value	\$71k HH Average Income
36k HH with Children	170k H.S. Grad or Higher	12.5k Pop Density (per sq mi)	35 yo Median Age

**Audience Profile within 3 mile radius. STI Popstats. Placer.ai.*

Trade Area Profile

8.3M+ Population	3.2M+ Households	39yo Average Age
816k HH with Children	5M H.S. Graduate or Higher	2.5M Bachelor's Degree +
\$133k HH Average Income	\$52k Average Income PP	20k Pop Density per sq. mile

Traffic Counts



Bergen St 7,000 cars	Springfield Ave 9,800 cars
Clinton Ave 6,800 cars	Ferry St 6,100 cars
Broad St 32,000 cars	McCarter Hwy/Rt. 21 40,000 cars

**Per day. 2022 Data.*

Overrepresented in:

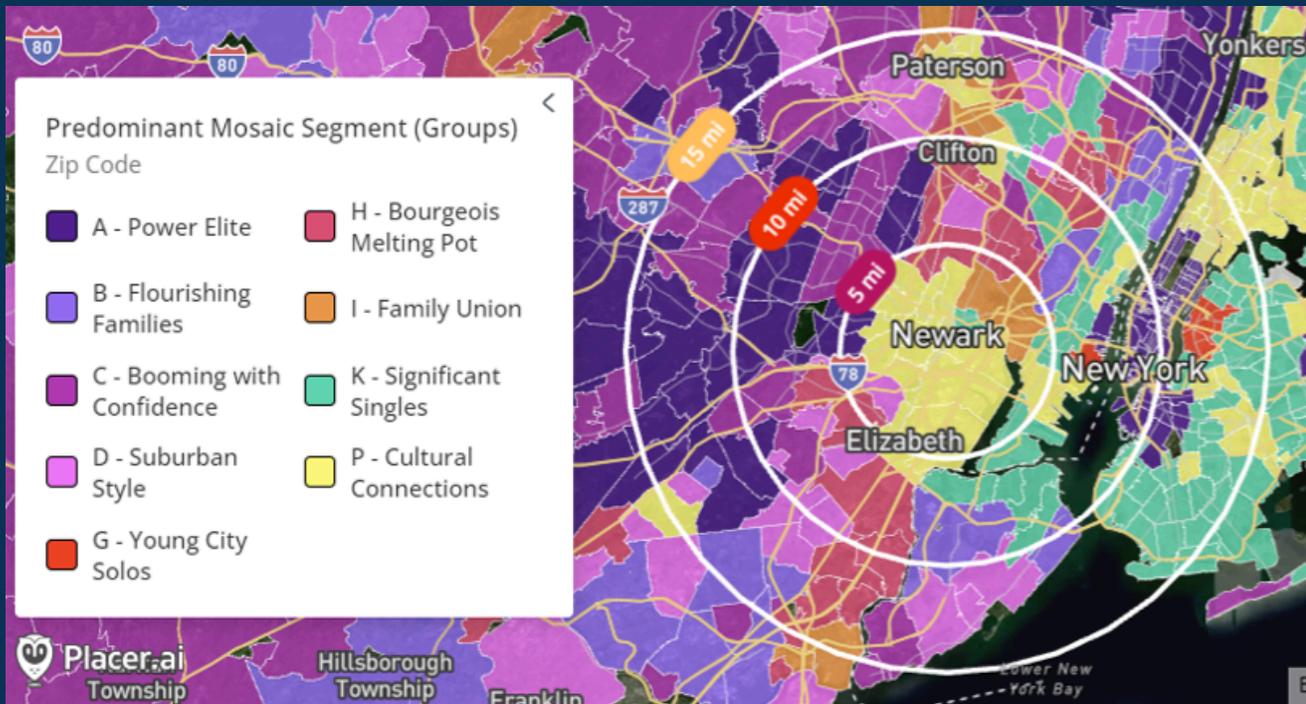
- Significant Singles
- Young City Solos
- Cultural Connections
- Power Elite

**Based on 70% of all visits within 50 miles. STI Popstats. Placer.ai.*

Locate in Newark

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Retail Trade Area Psychographic Profile



Distance in Miles . Experian 2022. May 1 2023 - April 30 2024. Placer.ai.

Existing Retailers



Location Map



Newark Penn Station with 58,000 riders per day connects to NYC, Boston, Philadelphia, Washington, DC, Baltimore, Hartford +

20 minutes to Manhattan via public transit

30+ airlines operate out of Newark Liberty International Airport