

STRATEGY

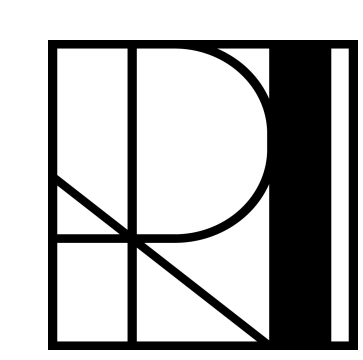
Position Cary Tamarkin and Tamarkin Co. as a go-to resource and leader in the residential real estate market in New York City.

Increase awareness of Tamarkin Co.'s new development portfolio, with a focus on 508 West 24th Street High Line. And educate the media, real estate community and public at large on Tamarkin's dual role of architect and developer.

Elevate the profile of Tamarkin Co.'s found Cary Tamarkin, including securing media opportunities.

Promote newsworthy attributes of Tamarkin Co.'s development projects from landmark, to ground breaking, launch to sell out.





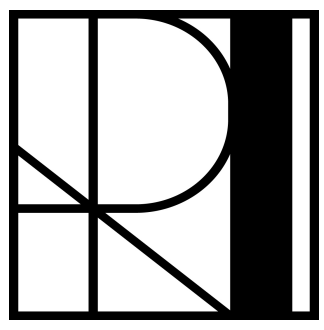
TACTICS

Implement a strategic public relations campaign to elevate awareness of the company and its management team by targeting corporate profile opportunities such as *The New York Times* 30-minute interview column, speaking roles at prominent real estate conferences and byline articles in target publications.

Strategic pitching on the company's market expertise to keep Tamarkin Co. top-of-mind with reporters and create consistent flow of news.

Craft and pitch trend stories on the overall real estate market for leadership to comment on.





ANALYTICS & RESULTS

Helped launch and promote key real estate projects, including 508 West 24th Street, which is 100% sold as of August 2015.

Supported landmark commissioner press and meetings for upcoming new development 555 West End Avenue.

Garnered more than 225 media placements since June 2013.

Reputable Publications Visitors/Month

- *The New York Times*: 84,265,050
- *The New York Post*: 12,506,490
- *New York Magazine*: 5,782,860
- *Curbed New York*: 1,949,490
- *New York Observer*: 1,705,050
- *The Real Deal*: 11,963
- *Interior Design*: 152,580

