

# Who Will Be The Next Mayor Of NYC?

Adams

Mamdani

Cuomo

Walden

Silva



New York City is heating up — political temperatures are rising for the November Mayoral Elections. Mayor Eric Adams has officially launched his re-election bid, but his path to a second term has suddenly become anything but certain. In a stunning political upset, progressive Assemblymember Zohran Mamdani has clinched the Democratic primary, setting the stage for a fiery showdown. With a crowded and combustible field — including embattled former Governor Andrew Cuomo, the insurgent Mamdani, former prosecutor Jim Walden, and perennial contender Curtis Sliwa donning his signature red beret — the 2025 mayoral race is shaping up to be one for the ages. Buckle up, New York.

The Next Mayor of NYC Will Win by Delivering on These 10 Issues. What Matters Most to New Yorkers in 2025? A Vision Backed by Action.

1. Affordable Housing Build more affordable units, protect renters, and fight property speculation.
2. Public Safety & Police Reform Smarter, accountable policing with mental health support and community engagement.
3. Quality Public Education Fair funding, better resources, and expanded youth programs.
4. Public Transportation Modernize subways and buses, improve reliability and climate resilience.
5. Economic Equity & Jobs Support small businesses, create living-wage jobs, and invest in job training.
6. Homelessness & Mental Health Focus on permanent housing and compassionate mental health services.
7. Clean Streets & Sanitation Restore services, fight illegal dumping, and beautify public spaces.
8. Climate Resilience Green infrastructure, clean energy, and protection for vulnerable communities.
9. Immigrant Rights Sanctuary policies, language access, and equal treatment for all.
10. Government Transparency Clear goals, open budgets, and decisions led by communities.

Performance Over Promises. Action Over Rhetoric. The Next Mayor Must Lead With Solutions That Reflect the Real Needs of NYC.

Mayoral Race 2025, print and digital marketing campaign for the below listed publications and NYC Ranked Choice Endorsements.

Borough	The Immigrant's Journal	Caribbean American Weekly	Workers' World Today	New Black Voices
Brooklyn	20,000	25,000	15,000	18,000
Queens	18,000	20,000	12,000	10,000
Bronx	15,000	12,000	10,000	12,000
Manhattan	10,000	8,000	8,000	14,000
Staten Island	5,000	4,000	7,000	3,000
Total	68,000	69,000	52,000	57,000

We invite your campaign to partner with us for strategic outreach through print and digital advertising across our well-established media properties.

The production and distribution of a publication of 250,000 copies (with a readership index of 3, totaling 750,000 reads) of a special edition publication for the Mayoral race, scheduled for release by the first week of June 2025. The publications will be distributed across the five boroughs—Brooklyn (78,000 copies), Queens (60,000), Bronx (59,000), Manhattan (40,000), and Staten Island (19,000)—through distribution contracted partners. Additionally, the publications will be digitally distributed, reaching an estimated half a million users on Facebook, Threads, and Instagram platforms. The primary targets of this marketing campaign are registered Democrats. Each advertiser gets a full-page ad (color) and an article tailored to each publication, edited and reviewed by the campaign and the publication's editor. The cost to the candidates is \$175,000.00.



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