



Walnut St. Station  
Forrest Theatre  
Historical Society  
PATCO Station  
Jewelers' Row  
Avenue of the  
HISTORIC DISTRICT  
RITTENHOUSE SQUARE  
Walk

ike SMART CITY™

Philadelphia  
MARKET KIT



# PHILADELPHIA, PA

## OOH Statistics

DMA RANKING

4<sup>th</sup>

MEDIAN AGE

35

MEDIAN INCOME

\$52.6K

TRANSPORTATION



- ▶ DRIVE ALONE: 45%
- ▶ MASS TRANSIT: 14%
- ▶ CARPOOL: 7%
- ▶ WALK: 6%
- ▶ WORK FROM HOME: 24%
- ▶ BIKE: 2%

RACE/ETHNICITY COMPOSITION

- BLACK/AFRICAN AMERICAN: 41%
- WHITE: 39%
- HISPANIC OR LATINO: 15%
- ASIAN: 7%
- TWO OR MORE RACES: 5%

AVERAGE WEEKLY IMPRESSIONS

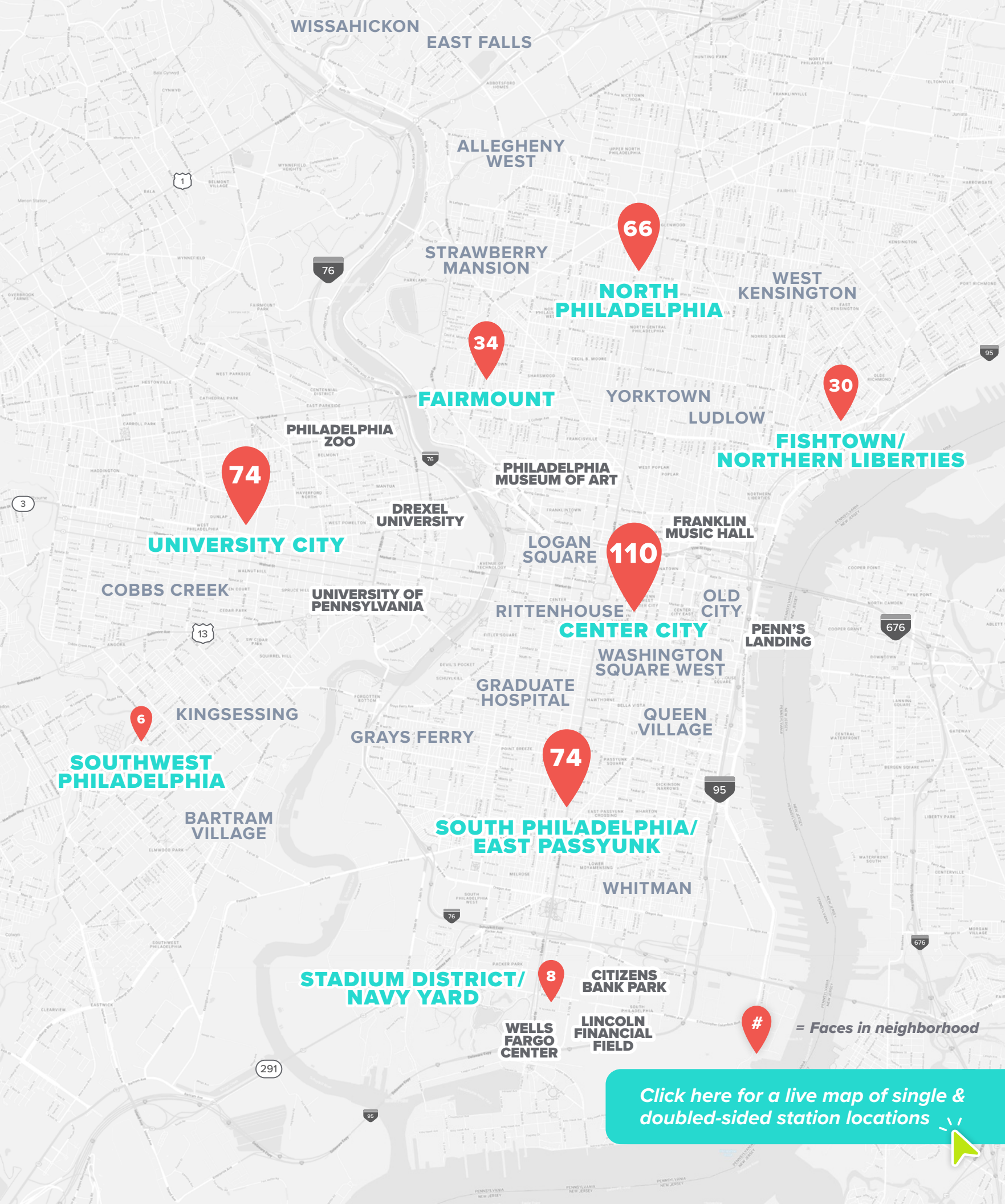
48K+

(PER FRAME)

- ▶ STATIC
- ▶ 50.25" H X 23" W







# PHILADELPHIA LOCATIONS

## Neighborhoods

### Center City

Center City is the heart of Philadelphia and the bustling central hub of business and culture. Millions of visitors pay homage to Independence Hall and the Liberty Bell. Foodies flock to **Reading Terminal Market**, an urban farmers’ market with over 80 eateries and specialty shops. The iconic attractions, including City Hall at **Logan Square**, are close to the diverse and historic neighborhoods of **Old City**, **Rittenhouse Square**, **Washington Square West**, packed with upscale boutiques, trendy restaurants, live music, cultural events, and nightlife.

### South Philadelphia/East Passyunk

Renowned as one of the “Best Foodie Streets in America,” East Passyunk’s one-mile walkable street has over 60 restaurants, 50 shops, and 160 businesses. A diverse mix of long-time residents and young professionals frequent the area’s popular bars, boutiques, and eateries.

### Fairmount (Northwest)

With a constant flow of people reenacting Rocky atop the steps at the **Philadelphia Museum of Art**, Fairmount is a vibrant community with crowds exploring the world-class art museums and commercial areas of Girard & Fairmount Ave, as well as endless events and festivals.

### Fishtown/Northern Liberties (Northeast)

Young and hip, Fishtown is overflowing with creative energy and setting trends in a hive of activity around the neighborhood’s cool bars, eclectic shops, live music venues, and art galleries. Northern Liberties, between Fishtown and Old City, is filled with young professionals and entrepreneurs in its upscale residences and street-lined shops and cafes.

### Stadium District/Navy Yard

The **South Philadelphia Sports Complex** is home to sports venues for the city’s major league sports teams: NBA’s 76ers, NHL’s Flyers, NFL’s Eagles, and MLB’s Phillies, hosting 7 million visitors at over 375 events annually. Navy Yard is a nearby revitalized community of residential, office, and ever-evolving spaces of innovation and research.

### University City (West)

Across the river from Center City, this district serves as the academic hub as home to both **University of Pennsylvania** (Penn) and **Drexel University**. Over 50,000 students fill sidewalks, dashing between classes, home, street-food stops, and late-night hangouts.



# VISIBILITY. IMPACT. REACH.







# Thank you

---

## GET IN TOUCH

[sales@ikesmartcity.com](mailto:sales@ikesmartcity.com)

250 N. Hartford Avenue, Columbus, OH 43222

614.294.4898

[ikesmartcity.com](http://ikesmartcity.com)