



BEHIND  
THE  
SCENES  
NYC

# BEHIND THE SCENES NYC

*Disrupting the status quo of NY tourism far from the touristy scene  
and strengthening the local community.*

# ABOUT US

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**Behind the Scenes NYC (BTSNYC)** is an independent online **News/Media company** focused on fostering culturally rich, educational and community-driven tourism and content. We explore and share **New York off-the-beaten-path**, far away from tourists!

In addition, BTSNYC is a **full-service corporate planning and management boutique firm** that curates non-touristic and unique experiences in New York for all size companies coming from overseas.

- ✓ Community with ~ **1.3million views/month** on Social Media;
- ✓ Fresh & unique approach to **travel planning, event management and custom experiences**;
- ✓ Expertise in working with **corporate clients from across the globe**;
- ✓ Countess **VIP Experiences & Access**, Meet & Greet, Public & Private Tours, and much more.



# THE FOUNDER

## FERNANDA PARONETTO: FOUNDER & CEO

Brazilian, living in Brooklyn, New York since April 2015. Founder of [Behind the Scenes NYC](#).

Worked for Vogue Magazine, [Quintessentially](#), [Iguatemi Group](#) and Kimberly Clark.

Fernanda is also part of the Brazilian – American Chamber of Commerce Committee in New York City.

Today, Behind the Scenes NYC is considered one of the top platforms for visitors and locals that want to explore New York off-the-beaten-path.

In addition, Fernanda was also featured as one of “New York’s Top Travel Entrepreneurs” on the [HuffingtonPost](#), had her personal story highlighted on [GoalCast](#), Glamour Brazil, in addition to other renowned publications.

# HOW YOU WILL BENEFIT?

## TOP GOALS OF BRAND ADVOCATES

**Improve Brand Advocacy:** We will develop a unique story-telling style content, highlighting your product's/service's features, as well as the company's mission and values. All this exposed in an organically-built platform with engaged readers. Excellent opportunity to boost your brand's advocacy → 92% of customer trust Brand Advocates, versus 18% that trust Influencers;

**Reputation:** Creation of an authentic, ludic and easy-to-read content about your brand; a knowledgeable, in-depth and truthful perspective of your product and/or service;

**Brand Awareness:** Improve your brand's most valuable asset by exposing products/service in a reliable perspective → much more effective than an Ad, since it's a more organic and natural content.

**New Target Audience:** We are able to reach curious consumers, open to novelties / information; Real connections with target audience that share similar values / lifestyle;

**Increase Share of Voice:** Our meticulous curation of ad spaces offers a more content and better visibility and credibility to our partners and sponsors;

**Sales Conversion:** Our quality content aims at enlarging the sales conversion funnel 1<sup>st</sup> step: awareness, generating qualified Leads to enter your company's conversion journey. The power of reliable / organic content may well skip funnel's 2<sup>nd</sup> and 3<sup>rd</sup> steps: consideration & interest, raising conversion rates and lowering leak rates. The long-term impact is rise in revenues and profits, as Marketing expenses tends to be lower in the smaller/faster conversion funnels.



# THE STATS

# ~ 1.3 MILLION VIEWS / MONTH



**4,900+**

@BEHINDTHESCENESNYC



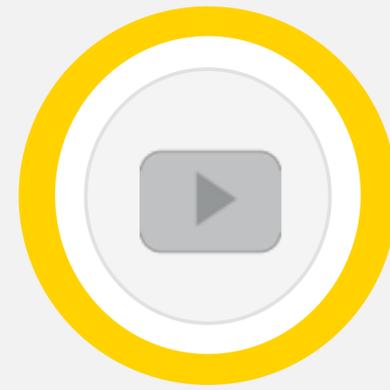
**10,100+**

@BEHINDSCENESNYC



**64,500+**

@BEHINDTHESCENESNYC



**650+**

@BEHINDTHESCENESNYC



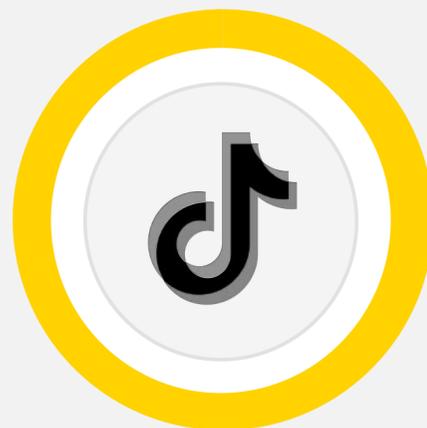
**589,000+**

@BEHINDSCENESNYC



**9,400+**

@FERNANDAPARONETTO



**\*NEW\***

**13,000+**

@BEHINDTHESCENESNYC



**11,500+ PG VIEWS / MONTH**

WWW.BEHINDTHESCENESNYC.COM

# OUR AUDIENCE

## GENDER



25.4% Men

74.6% Women

## LOCATIONS



42% Brazil

35.6% United States

+ 124 Countries

## AGE RANGE



12% | 18 - 24

41% | 25 - 34

30% | 35 - 44

10% | 45 - 54



## MARRIED

68% are married



## NO CHILDREN

93.7% have no children



## USER INTEREST

✓ Travel

✓ News

✓ Art

✓ Clothing

✓ Culture

✓ Fashion

✓ Music

✓ Makeup

✓ Photography

# POSSIBLE COLLABORATIONS

DO YOU HAVE ANYTHING ELSE IN MIND? LET US KNOW!

- ✓ Sponsored Posts
- ✓ Custom Content Creation
- ✓ Social Media Campaigns
- ✓ Contests / Giveaways
- ✓ Social Media Take-Overs
- ✓ Event Coverage
- ✓ Travels
- ✓ Brand Ambassadorship
- ✓ Media Sponsorship
- ✓ Website & Newsletter
- ✓ YouTube Channel
- ✓ IGTV w/ IG Feed Feature

# CURRENT & PAST CLIENTS / PARTNERS

GLAMOUR

wework

FLYNYON

VOGUE  
BRASIL

SIEMENS

P&G

VAIL RESORTS  
EXPERIENCE OF A LIFETIME

pinknic

GQ

Komeeda

GREY group

CYRELA  
BRAZIL REALTY

Submarino  
Viagens

hp HEWLETT  
PACKARD

NON STOP  
PRODUÇÕES

CATRACA LIVRE  
FACILITE SUA VIDA

GS&M  
Gouvêa de Souza

Sofar  
SONGS FROM A ROOM

CEDAR LAKES ESTATE

LEE HEALTH  
Caring People. Inspiring Health.

JULLS

LA NUIT EN ROSÉ

F★hits

IMPACT TRAVEL  
ALLIANCE

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# OUR YOUTUBE



## CREATING VALUABLE AND RELIABLE CONTENT

“ Exploring the state of New York, with, **Fê Paronetto**. Uncover NY with Fê and be part of her off-the-beaten-path adventures. ”

### #1 Product Reviews:

Interview founders and small business owners about their products & services, and why they are unique.

Ex: [Fine & Raw Chocolate](#) | [Zero Waste Daniel](#)

### #2 How-To Videos:

This is not the typical How-To video, but we show how things are made at the place.

Ex: [Beco Bar](#) (How to make a typical Brazilian cocktail) | [Sunday in Brooklyn](#)

### #3 Vlogs:

We create videos with unique itineraries in New York, as well as tours and lifestyle experiences.

Ex: [NYC Underground Subway Tour](#) | [Open-Door Helicopter Tour](#)



# WHAT DOES THE MEDIA SAY ABOUT US?

More on [GoalCast.com](#), [Bond Street](#) and [PRsuit](#)

One of NYC's Top Travel Entrepreneurs!  
If you believe there is nothing like exploring a city through the eyes of a local, think again. Brazilian Fernanda Paronetto knows all of Big Apple's best kept secrets.

"I always had this indescribable passion and curiosity for NY, so I was often here visiting, always uncovering the best hidden spots and events."

- **The Huffington Post**

The media industry can be a tough business. Especially online. It's often characterized by critics with harsh reviews, "top 10" lists with the newest accolades, oligarchs of traffic and often a shortness of substance and depth.

Much like the reasons we at HDFMagazine (along with PRSUIT) set down a course to change the entire approach to online media publications by bringing purpose driven content, so too did Fernanda Paronetto, founder & editor-in-chief of the inspiring Behind the Scenes NYC - a platform dedicated to disrupting the status quo to New York tourism.

- **Hustle & Deal Flow Magazine**

Many of you would be asking how does this work?

With more than a million followers from all over the world, BTSNYC focuses on some of the most exotic and economical hot-spots for the people, providing with inclusive and unique events which fascinate your clients, your company, or your friends and family members.

This type of service might be referred as a fresh approach towards event management and travel planning.

- **ExportHub**

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# WHAT DO READERS & PARTNERS SAY ABOUT US?

Directed me to many different spots a tourist and a local would want to go to. Food, events, hotels, cabins, spas, and fun things to do all around the state of NY that living here for 20+ years, I truly never even knew about.

Looking for somewhere to bring a date to have some non-cliche fun?... go to this website. - **A2Z Films**

Beautiful site, amazing experiences, unending passion for NYC and run by wonderful people! I'm always looking at what they have going on because you can't find access to these things anywhere else.

And I definitely follow them on social for their secret places and sexy photos! I hope you enjoy your adventures as you go #behindthescenes in NYC! - **DATG**

Behind the Scenes NYC is a premier publication and concierge services for everything New York City. In a city with so many commercial tourism spots, BTSNYC really does take guests (and locals) alike to the hidden spots and underneath the layers of this city to uncover what makes it truly one of the most dynamic cities in the world. It is the best source for anything and everything off the beaten path in NYC! - **Nirosha M. - Director of Marketing, Bombora**

Behind the Scenes NYC is a great resource for those wanting wonderful, unexpected recommendations for visits to the city. The site is well organized and gives expert opinions on the latest and greatest. For a city that has so much turnover in the hospitality industry, I can count on BTSNYC to always deliver. - **Elena M. - Author**

Best NYC tips HANDS DOWN! if you're looking for a true New Yorker experience, without the typical tourist traps, BTS should be your bible! -

**Daniela S. - Account Manager at Under Armour**

Very organized - super nice. We partnered on an event and we are very happy with the result. Understand budget well, quick, creative. We hope to work with them again in NY or Brazil!

**Arnaud C. - Founder Kikai Mining & Stand Up For Passion**

Worked together for a fashion event and was an extremely friendly and enthusiastic communication with great people.

**Eno F. - Cache Events**

Absolutely love Behind the Scenes NYC! My number one go-to place for the best hidden spots in the city and all things culture and lifestyle. - **Kim-Julie H. - Best of Vegan**

The founder is super nice and has always great tips about cool hidden places. Can't wait for my next trip so that I can attend the BTS experiences! - **Barbara C. - LATAM Capital Markets Client Relationship at Dealogic**

An aerial photograph of the New York City skyline, showing a dense cluster of skyscrapers and buildings. The Chrysler Building is prominent in the center. A yellow circle is overlaid in the upper left quadrant, containing the text 'BEHIND THE SCENES NYC'.

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