

Met Gala Digital Ads May 2026

04.27.26 - 05.11.26

Targeting: Affluent individuals across the Tri-State area (NYC, CT, NJ) following the Met Gala
- Primary focus: Luxury segment (\$1-10M) who engage with fashion and cultural events
- Including both: People attending/following the event and those in adjacent social circles

Apr 27 - May 11

A/B Testing Results (CTR)

Metrics	Value
Scott Fava Met Gala 2026 Vertical.png	1.95%
TeamSoha_MetGalaAd_Brand_Vertical.png	1.46%
HyleriKatzenberg_MetGala_vertical.jpg	1.43%
PAUL ZWEBEN MET vertical.png	1.19%
MichaelHolt_MetGala_vertical.png	1.18%
DavidGraff_MetGalaAd_horizontal.jpg	1.13%
reba miller horizontal.png	1.03%

Apr 27 - May 11

Cost Per Click (CPC)

\$ 1.54



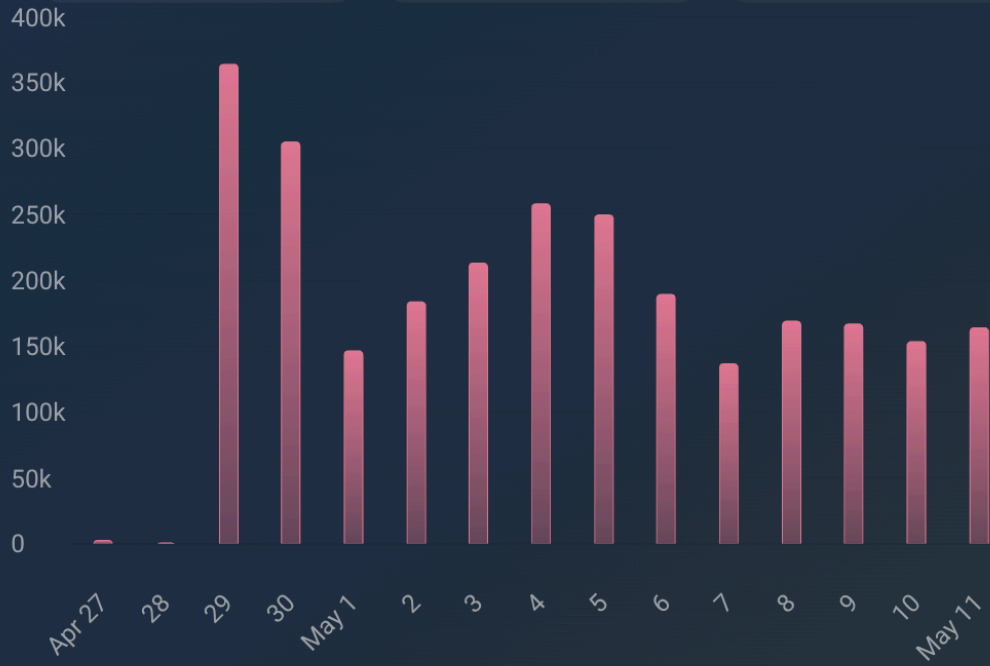
Apr 27 - May 11

Location-Based Targeting

Location-Based Ad Views: **2.7M**

Location-Based Clicks: **14,361**

CTR: **0.53%**



Location-Based Ad Views Location-Based Clicks CTR

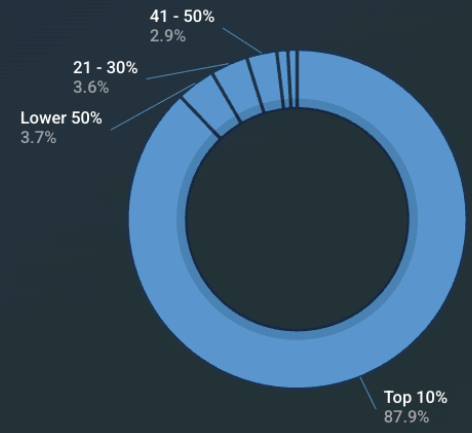
Apr 27 - May 11

Where Your Ads Were Seen

Top 25 Websites by Ad Views	Value
people.com	1.11M
nytimes.com	555.2k
pagesix.com	548.4k
cosmopolitan.com	389.2k
eonline.com	75,799
vogue.com	9,140
vanityfair.com	9,030

Apr 27 - May 11

Household Income



Met Gala Digital Ads May 2026

04.27.26 - 05.11.26

Targeting: Affluent individuals across the Tri-State area (NYC, CT, NJ) following the Met Gala

- Primary focus: Luxury segment (\$1-10M) who engage with fashion and cultural events

- Including both: People attending/following the event and those in adjacent social circles

Apr 27 - May 11

A/B Testing Results (CTR)

Metrics	Value
Scott Fava Met Gala 2026 Vertical.png	1.95%
TeamSoha_MetGalaAd_Brand_Vertical.png	1.46%
HyleriKatzenberg_MetGala_vertical.jpg	1.43%
PAUL ZWEBEN MET vertical.png	1.19%
MichaelHolt_MetGala_vertical.png	1.18%
DavidGraff_MetGalaAd_horizontal.jpg	1.13%
reba miller horizontal.png	1.03%

Apr 27 - May 11

Cost Per Click (CPC)

\$ 1.54



Apr 27 - May 11

Location-Based Targeting

Location-Based Ad Views

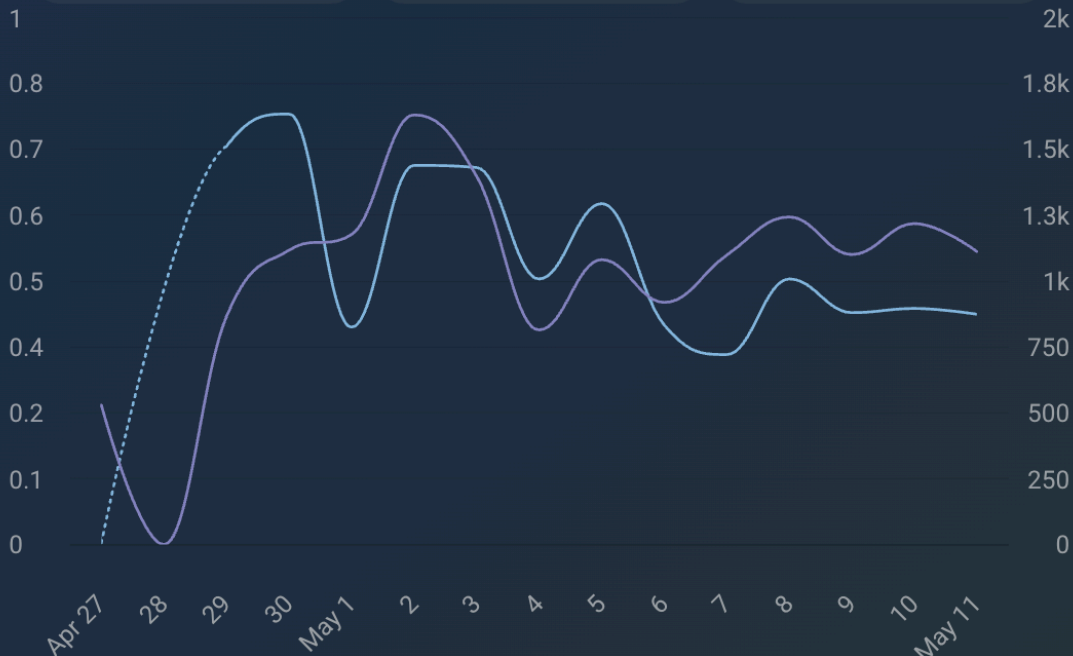
2.7M

Location-Based Clicks

14,361

CTR

0.53%



Location-Based Ad Views

Location-Based Clicks

CTR

Top 25 Websites by Ad Views

Website	Value
nytimes.com	555.2k
pagesix.com	548.4k
cosmopolitan.com	389.2k
eonline.com	75,799
vogue.com	9,140
vanityfair.com	9,030
wsj.com	7,650

Mobile App: NYTimes: US and Global News (Google Play), by The New York Times Company

8

Apr 27 - May 11

Household Income

