

# The Perks of an MVP/NY Partnership

**MVP|NY**

IN NEW YORK MAGAZINE  
WHERE® MAGAZINE NEW YORK  
WHERE GUESTBOOK® NEW YORK  
QG: NYC'S OFFICIAL QUICKGUIDE  
IN NEW YORK MAP

## Online and Mobile Presence

Provide Web profile pages, monthly virtual magazines and specialized visitor-friendly tools: iPhone and smartphone access and the *Spotlight on New York* Internet program.



## E-Marketing

through concierge and consumer e-newsletters



## Bonus Multimedia Features

on Continental In-Flight Audio and Spotlight on NYC Internet travel show (for qualifying advertisers)



## MVP/NY Extended "Sales Force"

reaching additional thousands through collateral distribution at major high-profile public events



## Special Issues

with enticing, category-specific editorial environments



## Bonus Dining & Shopping Coverage

in our "IN Dining," "IN Places to Shop" and "Where to Dine" advertorial sections



## International Exposure

through periodic ads placed in our sister publications, *IN London* and *Where Paris*



## Turnkey Concierge Events

Over 100 events each year highlighting our advertisers.



## Build Your Business with Maximum Exposure at Minimum Cost\*

\*Please note that all components of MVP/NY's bonus marketing program are based upon the advertiser's contracted commitment and some may be subject to limited availability.

THE RIGHT READERS. THE RIGHT RESPONSE. THE RIGHT RETURNS.



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MVP|NY 79 MADISON AVENUE, 8TH FLOOR, NEW YORK, NY 10016 ■ P: 212.557.3010 F: 212.716.8578 ■ MVPNY.NET  
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