

# From the Concierge Desk

**GREAT REVIEWS OF *IN NEW YORK MAP*  
FROM THE PEOPLE WHO ARE IN THE KNOW...**

**GREGORY SMITH**  
*Chef Concierge, Flatotel*

I just wanted to compliment you on the *IN New York Maps* we have at our desk for our guests. They are small enough that everyone can carry them, are very clear with very specific details and easy to read. We go through at least two large boxes every month, because we all love them, like them and use them.

Thank you, *IN New York*, for helping make our desk not just another Concierge Desk, but THE BEST!!!

**CARLOS LEON**  
*Concierge, The Ritz-Carlton New York, Battery Park*

I want to thank you for the *IN New York Map*. Aesthetically, it is a very well-thought-out and quality presentation that I am proud to share with our guests from all over the world. It conveniently folds and is ready to go anywhere, and the Address Locator is a really useful guide for all of us! No one else could have thought of that but *IN!*

Thank you, *IN*, for always staying on top of the changes in my marvelous city!

**JOHN POWELL**  
*Chef Concierge, The Plaza*

Just a quick note to say that yesterday I saw not one, but two different people reading your maps on the subway. Then, about an hour later, I saw a group of visitors standing around their "leader," who was studying your map. That's three in an hour!

Of course, this is no surprise. My own guests love your maps because they contain so much information in such a small, easy-to-carry package. The Address Locator, along with the subway, bus and theater maps, are all invaluable tools. It is also really helpful that you have included the popular areas of Brooklyn and Queens. More and more of my guests are venturing outside of Manhattan, and it's nice to be able to show them where they are going once they cross the River.

Every single day, **New York City** guests spend over **\$82 million\***, and there's no better way to put your message into the hands of these affluent travelers than *IN New York Map*.

In 2009, *IN New York* will print four seasonal editions of the Map—in March, June, September and December (750,000 each)—for a total of **3 million maps**.



**EXCLUSIVE ADDRESS LOCATOR**

Streets	11th Ave. / West End Ave.	10th Ave. / Amsterdam Ave.	9th Ave. / Columbus Ave.	8th Ave. / Central Park West	Broadway	7th Ave.	Avenue of the Americas	6th Ave.	Madison Ave.	Park Ave.	Lexington Ave.	3rd Ave.	2nd Ave.	1st Ave.	
10				10	805	5	475	30				45	145	155	
12		5	5	50	825	25	485	60				5	85	190	195
14	5	50	45	80	850	65	530	60					125	230	240
16	40	95	95	120		100	575	80				35	175	280	
18	85	130	130	160	875	140	620	110		220		65	205	315	310
20	120	160	160	195	905	170	655	135		250			240	345	345
22	160	210	200	235	940	210	700	170		300	20	280	380	380	
24	200	240	230	280	1100	245	745		25	325	45	325	425	405	
26	255	285	275	325	1135	285	775	220	45	365	85	365	460	450	
28	280	315	320	365	1180	320	815	250	80	405	120	395	500	485	
30	315	350	350	400	1215	365	855	280	120	445	160	430	545	515	
32	355	385	390	440	1260	405		320	155		200	465	585	550	
34	390	440	435	480	1315	445	890	360	185	10	245	510	620	600	
36	450	470	470	515	1355	485	985	390	215	40	280	540	660	630	
38	465	500	500	570	1400	525	1020	420	255	70	315	580	710	670	
40	520	540	545	620	1435	560	1065	460	280	100	355	620	750	700	
42	550	595	590	660	1480	600	1100	490	305	130	405	655	785	735	745

For more information, or to reserve your space on the map, contact your account manager or Christine Mularoni today at 212.636.2716.

\*Source: NYC & Company