

The Power of Where GuestBook New York

	Monthly Spending	Annual Spending
Reader Activities		
Art Gallery/Museums	\$14,852,428	\$178,229,135
Attractions/Sightseeing/Tour	\$21,328,847	\$255,946,170
Casino	\$7,501,226	\$90,014,715
Comedy Club/Nightclub	\$10,873,530	\$130,482,361
Concert	\$28,174,039	\$338,088,468
Dining	\$99,727,333	\$1,196,728,001
Spa/Salon	\$9,688,182	\$116,258,180
Theater/Performing Arts	\$27,848,264	\$334,179,165
TOTAL	\$192 Million	\$2.3 Billion
Reader Shopping		
Accessories	\$20,912,478	\$250,949,737
Art/Antiques/Collectibles	\$21,767,318	\$261,207,815
Children's Apparel	\$12,972,414	\$155,668,968
Children's Shoes	\$1,321,917	\$15,863,006
Cosmetics/Fragrances/Lotions	\$17,531,895	\$210,382,743
Electronics	\$34,622,900	\$415,474,795
Home Décor	\$20,219,038	\$242,628,458
Fine Jewelry	\$43,040,616	\$516,487,397
Men's Apparel	\$31,210,842	\$374,530,110
Men's Shoes	\$8,460,270	\$101,523,240
Specialty Foods/Beverages	\$20,396,301	\$244,755,611
Watches	\$14,390,516	\$172,686,197
Wine/Spirits/Tobacco	\$13,160,756	\$157,929,069
Women's Apparel	\$72,785,516	\$873,426,189
Women's Shoes	\$28,805,205	\$345,662,460
TOTAL	\$362 Million	\$4.3 Billion

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

Source: MMR Study, July 2008