

CREATIVE OPTIONS FROM *IN NEW YORK* TO SELL MORE TICKETS TO YOUR ATTRACTION



Over 40 million travelers are drawn to New York City annually, where they spend over **\$55 million dollars every day**.* And, when they return home, they take the memories that will last for a lifetime. But, with so many attractions to choose from, you must be height of mind to get their attention. *IN New York* is, for many, the first resource they encounter, which is why it is so important that your ad is there to greet them.

- **Our readers are family-oriented:** 53.3% of *IN New York* readers traveled with their families to the city according to a just released MRI survey of our readers!** And,
- **Our readers come to the city often:** In fact, they visited an average of 8.2 times in the last 12 months, which means **REPEAT BUSINESS** for you!**

In short, *IN New York* readers are your best prospects, and in the race for upscale visitor dollars, you've got to be IN, to win.

IN New York Delivers FREE Added Visibility

When you reserve space in *IN New York*, you're not just buying an ad, you're gaining a true marketing partner. Nobody gives more added value for every dollar spent on advertising than we do, which includes:

CONTRACT ADVERTISERS ARE ELIGIBLE FOR:

EVENT MARKETING

CONCIERGE EVENTS: New York City concierges are the most effective auxiliary sales force you can have, and *IN New York* works more closely with them on a daily basis than anyone else. Let us produce a **turn-key concierge event** to bring this important audience right through your door.

YOUR COLLATERAL DISTRIBUTED AT MAJOR EVENTS: As a **media sponsor** of some of the city's most stellar events—including The Luxury Shows and The Luxury Travel Expo at the Javits Center, Grand Gourmet at Grand Central Terminal, and Taste of Times Square—we are perfectly placed to be your extended sales force.

E-MARKETING:

MONTHLY VIRTUAL MAGAZINE: Your ad and listing, exactly as they appear in the magazine, will reach additional consumers through our "virtual magazine" online edition.

PROMOTIONAL WEB PAGE: Receive a full web page on the *IN New York* website including text, images, and a link to your site.

CONCIERGE E-LETTER: This monthly newsletter reaches directly into the heart of the New York City concierge community with your message.

CONSUMER E-LETTER: Promote your special offers through *IN New York's* monthly e-letter, sent to a growing opt in list of tri-state consumers.



FOR MORE INFORMATION, OR TO RESERVE YOUR SPACE, CONTACT YOUR ACCOUNT REPRESENTATIVE OR ERIN KOEPPPEL AT 212 716-8572.

*Source: NYC & Company, 2005 NYC Tourism Highlights **Source: MRI Insert Study, March 2005

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