



# QG: New York City's QuickGuide

## Limited Space, Unlimited Response!

FEBRUARY & AUGUST

### TWO AMAZING OPPORTUNITIES: 1,200,000 COPIES PER YEAR (600,000 EACH ISSUE)

Published biannually in February and August, QG provides Big Apple travel information for more than 3.1 million travelers and locals who love everything that New York—and your establishment—have to offer.

### ADDED EXPOSURE WITH AN OFFER

QG full-page advertisers receive up to two FREE PERFORATED COUPONS in each edition. Coupon featured in **Spotlight Deal of the Week** promoted to over 15,000 consumers!

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Find QG translated online in Spanish, French, Italian, German, Chinese, Russian, Portuguese and Japanese.

### UNIQUE POINTS OF DISTRIBUTION

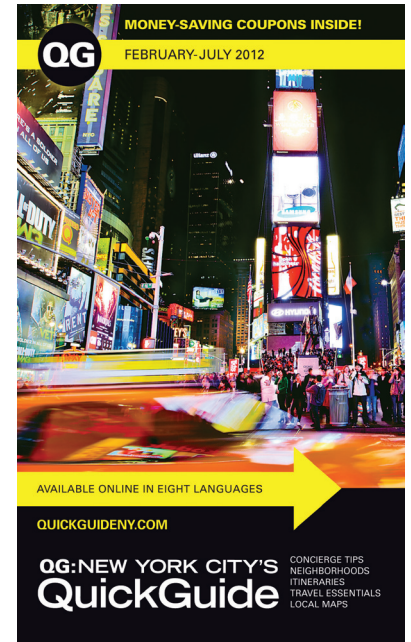
QG OUT-OF-MARKET DISTRIBUTION through tour operators, airports and tour bus companies helps reach our 3.1 million readers **BEFORE** they arrive in NYC.

### EXCLUSIVE QG EDITORIAL

- Neighborhood-Focused Itineraries—All full-page advertisers receive complimentary inclusion in one of these great itineraries!
- Neighborhood info
- Navigation tips
- New maps with bike paths
- Travel tools
- Important phone numbers and more

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**QG Uptown Itineraries**  
From 99th to 109th St., Via the East 6th Street

Reveal boulevards and residential tree-lined side streets from the backdrop for international boutiques, restaurants and museums.

**UPPER WEST SIDE**

- **9:30 a.m. Good Enough**  
84th St., 1.212.496.0162  
Healthy-consciousness omelet made with smol
- **10:30 a.m. Breyers Red**  
83rd St., 1.212.724.2350  
Janis's Vanilla racer or
- **11:30 a.m. Paper American Made**  
79th St., 1.212.769.5305 | discount booklet of all cityguides.com) upon ent to destination, mammal
- **2:00 p.m. Shake Shack**  
Snack on an all-natural beef "New York Che" in cheese fries and a dip O
- **3:00 p.m. Barney's CO**  
164th St. 99th St. Downtown hot spot, evi snagging assortment
- **4:30 p.m. Cocos 270 C**  
1.212.362.1655. Buy a pa name-brand footwear
- **5:30 p.m. The Sumbun**  
Brunches! 164th St. 99th St. outfit and order an ad lined to an entire of g
- **8:00 p.m. Revere The**  
Catch a live pop or rock. Stone, Queen, the All
- **10:30 p.m. Dead Post**  
1.212.595.3670. Chill wit Goose vodka, Chambor

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**BODIES THE EXHIBITION**

**CHICAGO**

**"QuickGuide is one of the most useful tools for anyone visiting NYC. Small enough to fit in a pocket or purse, we here at Macy's have to continually restock our brochure racks as they fly off the shelves! QuickGuide is highly recommended."**

— John M. Wiltberger, Lead Consultant / Tour Director for Macy's Visitor Center

**"QuickGuide is the neatest little compact guide with loads of information on NYC. It doesn't miss a beat. There are also great savings and coupons in the back. For a tiny guide, it covers it all."**

—Polina Roze, Concierge at the New York Marriott Marquis

**"I have found QuickGuide to be a great asset in reaching the core international tourist market, particularly for driving walk-up business to the international sensation Chicago The Musical."**

—Ken Sperr, Director of Marketing for Chicago The Musical

### FULL PAGE RATES (FOR SIX MONTHS)

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\$23,628 gross | \$20,084 net
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- Premium Positions  
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- Run of Book  
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ALL ADS ARE FULL PANELS

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