



The Power of MVP|NY

Gives You a Great ROI

IN NEW YORK & WHERE NEW YORK¹

WHERE GUESTBOOK NEW YORK²

HOUSEHOLD INCOME

They're here to spend

\$182,800

(IN New York);

\$134,300

(Where National)

\$238,000

READERS PER COPY

Driving more customers to your door

5.6

2.7

REPEAT VISITORS

8.2 times

(annually)

8.2 times

(annually)

TIME SPENT READING

Increasing the likelihood your ad will be seen

45.1

minutes

42

minutes

OF TIMES REFERRED TO ISSUE

Increasing their exposure to your ad

4.5

3.1

RESPONDED TO ADVERTISING

Bottom line business

71.5%

That's 548,548 potential clients! (1,097,096 from both magazines)

86.6%

REPEAT READERS

More ad exposure; repeat business

81.4%

53.3%

1. MRI Custom Study, April 2008

2. MMR Study, July 2008

3. National HHl for Where

4. IN New York/Where New York is the primary source of information during the trip.

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

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Published by
MVP|NY
08.01.2011