

The Power of *IN New York* & *Where New York*

READER ACTIVITIES

Art Gallery/Museums
 Attractions/Sightseeing/Tour
 Casino
 Comedy Club/Nightclub
 Concert
 Dining
 Movie Theater/IMAX
 Spa/Salon
 Sporting Event
 Theater/Performing Arts

TOTAL

MONTHLY SPENDING

\$31,671,857
 \$42,398,234
 \$62,425,146
 \$31,058,251
 \$28,174,039
 \$234,868,843
 \$15,710,875
 \$29,462,014
 \$31,237,315
 \$41,607,941

\$549 Million

ANNUAL SPENDING

\$380,062,287
 \$508,778,807
 \$749,101,752
 \$372,699,009
 \$338,088,468
 \$2,818,426,121
 \$188,530,500
 \$353,544,173
 \$374,847,782
 \$499,295,294

\$6.6 Billion

READER SHOPPING

Accessories
 Art/Antiques/Collectibles
 Children's Apparel
 Children's Shoes
 Cosmetics/Fragrances/Lotions
 Electronics
 Home Décor
 Fine Jewelry
 Men's Apparel
 Men's Shoes
 Specialty Foods/Beverages
 Watches
 Wine/Spirits/Tobacco
 Women's Apparel
 Women's Shoes

TOTAL

\$40,390,169
 \$81,077,632
 \$22,457,762
 \$7,312,850
 \$25,497,420
 \$42,304,225
 \$26,624,800
 \$62,164,861
 \$83,023,475
 \$29,387,742
 \$83,946,966
 \$35,371,636
 \$29,388,869
 \$98,745,006
 \$48,938,749

\$717 Million

\$484,682,025
 \$972,931,578
 \$269,493,149
 \$87,754,203
 \$305,969,037
 \$507,650,697
 \$319,497,602
 \$745,978,330
 \$996,281,697
 \$352,652,906
 \$1,007,363,592
 \$424,459,627
 \$352,666,428
 \$1,184,940,067
 \$587,264,988

\$8.6 Billion

Source: MRI Study, April 2008

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

mvpny.net | 79 Madison Avenue, 8th Fl., New York, NY 10016 | P: 212.716.2772 | F: 212.716.2771

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