

2011 Rate Card

FOR ALL MVP|NY PUBLICATIONS: EFFECTIVE NOVEMBER 2010

IN NEW YORK MAGAZINE (monthly)

	1X	3X	6X	9X	12X
Full Page	\$14,114	\$13,412	\$12,509	\$11,501	\$9,741
2/3 Page	11,953	11,362	10,289	9,374	8,248
1/2 Page <i>horizontal only</i>	11,512	10,933	9,903	9,089	7,947
1/3 Page	6,628	6,288	5,681	5,163	4,438
1/6 Page <i>vertical only</i>	3,971	3,792	3,409	3,002	2,589
1/12 Page	2,334	2,211	2,005	1,749	1,443

WHERE® NEW YORK MAGAZINE (monthly)

	1X	3X	6X	9X	12X
Full Page	\$14,114	\$13,412	\$12,509	\$11,501	\$9,741
2/3 Page	11,953	11,362	10,289	9,374	8,248
1/2 Page <i>horizontal only</i>	11,512	10,933	9,903	9,089	7,947
1/3 Page	6,628	6,288	5,681	5,163	4,438
1/6 Page <i>vertical only</i>	3,971	3,792	3,409	3,002	2,589
1/12 Page	2,334	2,211	2,005	1,749	1,443

IN NEW YORK MAP 2011 (quarterly: March, June, September and December)

	1X	4X
Full Panel <i>vertical only</i>	\$16,726	\$15,053*
Back Panel <i>vertical only</i>	23,314	

QG: NEW YORK CITY'S QUICKGUIDE (two times per year: Feb-Jul & Aug-Jan)

Full Panel <i>run of book</i>	\$2,820 monthly, for six-month period (\$16,918)
<i>premium positions</i>	3,335 monthly, for six-month period (20,008)
<i>front flap (cover two)</i>	3,938 monthly, for six-month period (23,628)
<i>3rd cover</i>	3,938 monthly, for six-month period (23,628)
<i>back cover</i>	4,545 monthly, for six-month period (27,269)

WHERE GUESTBOOK® NEW YORK (annual)

	(Payment billed over 10 months)	
Full Page	\$32,385	\$31,290**
Showcase Ads (<i>formatted</i>)		
Full Page	25,083	
1/2 Page <i>vertical only</i>	17,310	
1/3 Page <i>vertical only</i>	14,982	
Look Book Photo Production Charge	\$600*** net	

SPECIAL POSITIONING PRICING FOR ALL PUBLICATIONS

- 2nd and 4th covers
—25% premium
- 3rd cover and opposite TOC
—15% premium
- Bleed—10% premium

NOTES

1. **NEW ADVERTISERS MUST SUBMIT CHECK IN ADVANCE OF CLOSING DATE**
2. All rates given are gross rates; 15% commissionable for qualifying ad agencies
3. **INSERTS:** Information available upon request
4. **PRODUCTION CHARGES:** non-commissionable
5. All advertising accepted at discretion of publisher. All rates subject to change without notice.

* For IN New York Maps this represents a 10% discount for 4X advertising commitment

** Discounted rate for 3+ insertions in one issue (price per insertion)

*** Available only with purchase of ad (retail advertiser only)

All amounts are gross cost unless specified.

SEE REVERSE FOR CLOSING AND MATERIAL DUE DATES

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