



## Toasting YOU, Our MVPs

Some of you have been with us for years, while others are just beginning to discover the endless benefits and bonuses of getting your message out through the most valuable traveler publications in town. Here's another gift from us to you as a way of saying "thanks": On Wednesday, August 6, MVP/NY is holding a very special event just for our MVP VIPs—friends old and new, partners and acquaintances. Think of it as your mid-summer New Year's celebration! Have a ball as we toast you, our VIPs, at Cipriani Wall Street (55 Wall Street, 6–9 p.m.), celebrate the great strides we've made together and look ahead to continued success in the future! Most of all, have fun, relax and enjoy great food, drinks and company in the sumptuous atmosphere of a gorgeous venue. We're thrilled to host this exclusive event and look forward to seeing you there. Look for your invitations in the mail in June.

## Magazine Subscriptions Fight Hunger

Beginning May 1, \$5 from every paid subscription of IN New York and Where New York is going to City Harvest, which feeds over 260,000 needy New Yorkers every week. Every \$5 means 20 pounds of food for the hungry. This bold initiative to help eradicate hunger in New York City is an important MVP/NY partnership that gives back to the community while encouraging people to subscribe to two great magazines.

## On the Air: Tune Your Dial to MVP/NY!

MVP/NY has joined forces with radio personality and travel guru Stephanie Abrams in a multimedia partnership putting our editors on the air as weekly guests of her popular, nationally syndicated shows, *Travel with Stephanie Abrams* (Sundays, 7–9 p.m. EST) and *Traveling Feet* (Saturdays, 11 a.m.–1 p.m. EST). Millions of her listeners all over the country will hear about the hottest happenings and best bets in NYC—and you could be one of them! Abrams, for her part, will share her expertise with our readers in a new column titled "The Inquiring Traveler" appearing in *IN New York*, contribute to *Where New York's "Travel Buzz"* and pen a monthly feature in our newly redesigned consumer e-letter, *Spotlight On NYC*. For a station locator and other information, visit [www.sabrams.com](http://www.sabrams.com). For podcasts of previously broadcast programs, visit Stephanie's Web site or the Business TalkRadio Network at [www.businessstalkradio.net](http://www.businessstalkradio.net).



where  
**GUESTBOOK**  
NEW YORK

## GuestBook Circulation Surges

Are you in the book? With circulation up 20% and scheduled to reach 60,000 this year, *Where GuestBook*® New York 2008/09 is the ultimate print platform to reach the ultra-affluent segment of our captive traveler audience. With a 12-month shelf life, *GuestBook* features absorbing, timeless editorial and aesthetically appealing artistic design to rival the finest museum-quality books. The elegant annual hardcover is distributed in-room at New York's premier four- and five-star hotels and exclusive extended-stay accommodations. But don't snooze on this once-a-year opportunity—the deadline for inclusion is July 8! Call your account manager today for more information.

## Don't Delay on HEA!

Summer is just heating up, but you don't want to get left out in the cold this winter when MVP/NY hosts the 2008 Hotel Excellence Awards. On February 2, 2009, at the New York Marriott Marquis we will once again convene the crème de la crème of New York's influential hospitality community, including concierges, hotel general managers, food and beverage executives, sales and marketing directors and event sponsors for the prestigious awards gala incorporating the Hotel Experience Awards and the Silver Plume Awards. This year, we're delighted to honor Jonathan M. Tisch, Chairman and CEO of Loews Hotels and Chairman of the Board and Member of the Office of the President of Loews Corporation, with the venerated "Lifetime Achievement Award."

The only annual award program sanctioned by the Hotel Association of New York City, HEA is an outstanding, once-a-year opportunity to build rewarding relationships with members of a key business community and to stand out from the crowd. It's also a great way to

(Continued from the front page)

support some worthy causes through a silent auction benefiting several important charitable organizations. Sponsorships for the gala dinner/dance are available at a range of different levels, and sponsors receive valuable benefits with great exposure throughout the evening for all sponsors with signage, tickets and the opportunity to be an award presenter. Secure your sponsorship today.

## 2008 HOTEL EXCELLENCE AWARDS

### HSMAI Names MVP/NY President/Publisher Hospitality Pro of the Year

The Greater New York Chapter of the Hospitality Sales & Marketing Association International (HSMAI) has selected MVP/NY President Merrie L. Davis for its prestigious 2008 Hospitality Professional of the Year Award. The award, recognizing Merrie's dedication and crucial contributions in promoting New York City through synergistic work with the hospitality community, will be formally presented on June 10 as part of the HSMAI's 15th Annual Awards Dinner at the Rainbow Room, at which Mayor Michael R. Bloomberg will receive the Frank W. Berkman Tourism Achievement Award.

## Sponsorships Galore

MVP/NY sponsors various special events around the city throughout the year. Whether we're distributing collateral as your extended sales force, boosting circulation by including our magazines in gift bags or getting prominent placement in event programs, we're always working to get you more exposure in front of the best and biggest audiences. For more information, contact your account manager or Christine Mularoni at 212.636.2716.

★ There's still time to take advantage of these opportunities:

- ★ 32nd Annual American Crafts Festival at Lincoln Center  
JUNE 14-15, JUNE 21-22  
Each weekend, over 100,000 people attend the festival, a juried event with 400 craft displays from every part of the United States
- ★ New York Is Book Country at Central Park  
SEPTEMBER 21  
A storied literary event since 1979, NYIBC has attracted hundreds of thousands of visitors over the years.

★ The New York Times Travel Show at the Jacob K. Javits Convention Center  
FEBRUARY 6-8, 2009  
Showcasing the very best travel options, this show is an extraordinary opportunity to reach thousands of travel consumers as well as agents, tour operators and other trade experts.

★ Architectural Digest Home Design Show  
MARCH 26-29, 2009  
Nearly 25,000 people who share a passion for home design attend this annual four-day event.

☆ Looking ahead to 2009:

- ☆ GLBT Expo at the Jacob K. Javits Convention Center  
The oldest and largest business and entertainment event for the gay, lesbian, bisexual and transgender community, a highly desired group of consumers.
- ☆ Taste of TriBeCa  
This culinary festival brings together the rich flavors of the chic neighborhood's best restaurants.
- ☆ New Taste of the Upper West Side  
Celebrating a renaissance in gourmet dining, this event puts the famous neighborhood's most celebrated chefs and their restaurants on display.
- ☆ GayFest  
This month-long festival is the country's premier showcase of gay-themed plays presented all over town.

☆ Taste of Times Square  
One of New York's most popular outdoor food festivals, with dozens of participating eateries along Restaurant Row.

### HOT DATES

Don't miss these upcoming publications and Special issues:

**Where GuestBook New York**  
(closes Jul. 8)

**QuickGuide New York Itineraries**  
November issue  
(closes Sept. 9)

### IN New York & Where New York

Sept. Special Fashion Issues  
(close Jul. 25)

Oct. Special Dining Issues  
(close Aug. 25)

Nov. Special Art & Antiques Issues  
(close Sept. 25)

Dec. Special Gift Guide Issues  
(close Oct. 24)

## We're in All the Right Places

MVP/NY's targeted distribution and circulation is always growing, and with it your exposure. Here are just a few prominent locations we've recently added:

- The Peninsula Hotel now carries Where GuestBook New York.
- The Bryant Park Hotel (host of Fashion Week in September 2009) now carries Where GuestBook New York.
- Globe Quarters corporate housing now receives IN New York and Where.
- Four Points by Sheraton SoHo will distribute IN New York, Where New York, QuickGuide New York Itineraries/Special Offers and IN New York Maps when it fully opens on June 1.
- The Carlton on Madison now carries Where GuestBook New York.