

## Welcome

MVP/NY's inaugural issue of the MVP Partnerships newsletter. We've been working hard to ensure your advertising dollar goes further every day, and thought we'd give you a taste of what you can expect from us. After all, our good news is your good news. We think you'll like what you see.



## Record Visitor Spending Means Record Business for You

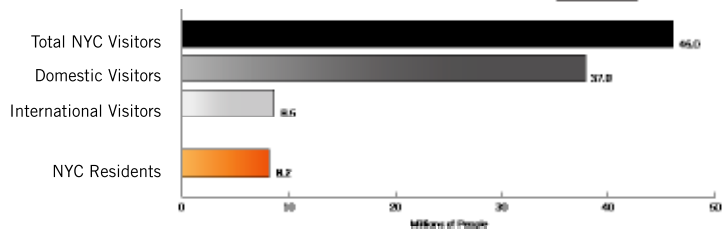
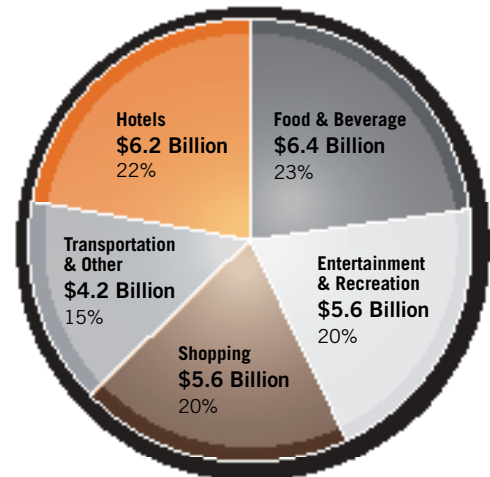
With five publications currently reaching 26 million annual readers, MVP/NY is perfectly positioned to boost your visibility with record crowds of NYC visitors. In 2007, the Big Apple was more popular than ever. Mayor Michael Bloomberg announced on January 13, 2008 that a record 46 million people\* visited the city in 2007 (surpassing the records of 1999/2000), including a much-sought-after and high-spending 8.5 million international visitors\*—another record. Visitors spent an estimated \$28 billion\*, while hotels sold a record 22.8 million rooms\*.

Like our circulation and readership, this unprecedented growth is poised to continue in 2008. MVP/NY's dominant presence in the visitor market continues to put your business in front of more people—and bring more of their business to you. Here's to another great year for New York City!

### SPENDING PROFILE:

Number of Annual Visitors: **46 Million**  
Total Visitor Spending: **\$28 Billion**

\*Source: NYC&Company, 2007 NYC Statistics.  
Sums do not equal 100% due to rounding.



## Put Yourself on Display at HEA

On January 14, 2008 sponsors of the 2007 Hotel Excellence Awards mixed and mingled with the movers and shakers of the travel and hospitality community, including hotel general managers, directors of sales and marketing and food and beverage, as well as concierges, while enjoying this elegant black-tie affair. Held at the New York Marriott Marquis, this night to remember celebrated the marriage of the two most prestigious events in the New York hospitality industry: the Hotel Experience Awards (recognizing outstanding New York hotels, with winners selected by hotel guests who are readers of IN New York magazine) and the Silver Plume Awards (recognizing outstanding New



MVP/NY President/Publisher Merrie Davis and Senior VP Paula Cohen are surrounded by award presenters and winners. With NYC TV cameras rolling, 2007 Hotel Excellence Awards sponsors had a chance to present the awards in front of 500 people.

York hospitality professionals, with winners selected by their peers). Solidifying its unique relationship with the hospitality community, MVP/NY united the two under one umbrella—the Hotel Excellence

Awards (HEA). The venerated "Lifetime Achievement Award" was presented to Tom Lewis, President of Gray Line New York Sightseeing by Cristyne Nicholas, President of Nicholas & Lence Communications.

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In addition to attending the night's festivities and building relationships with prominent members of a key business community, sponsors received projected logo placement throughout the evening, signage, event coverage on NYC TV, an opportunity to be an award presenter and inclusion in a silent auction benefiting four worthy charities. 2007 HEA sponsors and presenters included Bloomingdale's, Circle Line Downtown, the Empire State Building, Evian, Gray Line New York Sightseeing, Madame Tussauds, NYC & Company, NYC TV/NYC Media Group, Ripley's Believe It or Not! Times Square, The Shops at Columbus Circle, Stella Artois, SuperShuttle, Times Square Alliance, Top of the Rock, Wempe Jewelers and William Grant & Sons, USA. It's never too early to secure your sponsorship for the 2008 MVP/NY Hotel Excellence Awards (HEA), the only annual award program sanctioned by the Hotel Association of New York City. Sponsorships for the gala dinner/dance are available at a range of different levels. Call 212.636.2716 to get more information.

## Reach Upscale Readers

November marked the tremendously successful launch of WHERE GuestBook® New York 2008. Filled with beautiful images and transporting prose to engage even the most discerning guests, the elegant annual hardcover is distributed in-room at New York's finest (four- and five-star) hotels and exclusive residential buildings. With circulation scheduled to reach 60,000 for 2009, now's the perfect time to access the ultra-affluent segment of our readership. Call your account manager for more information.



## Smile— You Can Be on NYC TV!

Here's your chance to be a television star. MVP/NY has partnered with NYC TV, which means your potential exposure is now extended into broadcast media. At no additional cost, qualifying print advertisers will be offered inclusion in branded "interstitial" programming on NYC TV (Time Warner Channel 25 and Cablevision Channel 22, DirecTV Channel 888), which

reaches 7.3 million households and boasts a growing local, national and international audience. This is another exciting multimedia option in MVP/NY's value-added package, which already includes Continental Airlines In-Flight Audio programming, offering qualifying advertisers exposure on all inbound New York Continental flights (domestic and international) over two hours via informal advertorial interviews played on a loop to a "captive" audience following the Larry King Live radio show. Whether on the air all over New York City or in the air all over the world, MVP/NY is your multimedia partner.

## Your Extended Sales Force

MVP/NY sponsors various special events around the city. Make sure you don't miss these upcoming collateral distribution opportunities:

- The New York Times Travel Show at the Jacob K. Javits Convention Center  
FEBRUARY 29–MARCH 2  
The event showcases the very best travel options and is expected to be the biggest ever! The show is an extraordinary opportunity to reach thousands of travel consumers as well as agents, tour operators and other trade experts.
- Taste of Times Square  
JUNE 9  
This is one of New York's most popular outdoor food festivals, with dozens of participating Restaurant Row eateries.
- 32nd Annual American Crafts Festival at Lincoln Center  
MAY 24–25, MAY 31–JUNE 1, JUNE 7–8  
A juried event with 400 craft displays from every part of the United States, the festival is attended by over 100,000 people each weekend.



- 23rd Annual Autumn Crafts Festival at Lincoln Center  
AUGUST 30–31, SEPTEMBER 6–7, SEPTEMBER 13–14  
The autumn festival is just as exciting as the spring event, and sure to draw a very large crowd.

### Opportunities for Business

#### Upcoming Special Issues

Every issue of IN New York and WHERE New York is special, but you definitely don't want to miss these category-specific exclusive editions:

- April  
Spa Issues (close Feb. 22)
- May  
Dining Issues (close Mar. 24)
- June  
Broadway/Off-Broadway Issues (close Apr. 25)

## We're in All the Right Places

With an ever-growing list of distribution points to boost our circulation and your exposure, MVP/NY is always spreading you over more high-profile, high-traffic real estate, which puts you in front of more eyes. Here are just a few locations we've recently added:

- IN New York, WHERE New York, QuickGuide: New York Itineraries and Special Offers are now distributed in the British Airways VIP lounge at their new Concierge Desk, owned by Quintessentially New York, a premier concierge service
- Nine permanent missions to the United Nations (Algeria, Belarus, Cambodia, Germany, Greece, Iceland, India, Marshall Islands and Russia) receive IN New York and WHERE New York
- Luxury corporate furnished apartments: Four AKA buildings near Times Square, United Nations, Sutton Place and Central Park distribute IN New York
- Residential complexes such as the Olivia, Orion and the Ritz Plaza, where both IN New York and WHERE New York can be found
- IN New York and WHERE New York will be distributed in VIP gift bags to the attendees of the Drama League Gala
- American Express Travel locations (seven in New York City) distribute IN New York and WHERE New York