



## Exclusive Distribution on the Money Train

Beginning October, both MVP/NY magazines, *IN New York* and *Where New York*, as well as *QG: New York City's QuickGuide*, will be exclusively provided to frequent travelers riding in first class cars on all **Amtrak** trains coming from Miami, Florida; New Orleans, Louisiana; and Charlotte, North Carolina, reaching travelers *before they arrive* in New York City. As part of this distribution deal, our publications—and your business—will appear alongside Amtrak's very own onboard magazine for business travelers, *Arrive*. To accommodate this new distribution channel, *IN New York* and *Where New York's* monthly circulation is going up by 4,000 copies (each), bringing each magazine's monthly total to 141,000—that's 1.58 million monthly readers! Get on this gravy train today—call your Account Manager or Christine Mularoni at 212.636.2716.

## Reach New Customers: Short and Tweet

In today's bustling Web marketplace, you have to be a leader...and a *follower*. According to Nielsen Media Research, **Twitter.com** has grown 1,444% in the past year alone! At this rate, you can't afford *not* to **Tweet**. Companies all over the world are competing for consumer attention in the social media marketplace—YOU should be out there creating an Internet buzz! Are you being followed on Twitter, today's hottest social media platform? MVP/NY's new targeted feed (**twitter.com/NYC\_Info**) delivers your message in record time to our always-growing list of "Tweeps"—locals, travelers and members of New York's hospitality community—ambassadors to the city who serve as key social connectors! It's the fastest online channel to reach today's savvy, active lovers—and consumers of—all things New York City. You can be a part of our feed—featuring the latest deals and special offers, exclusive sales, event alerts and up-to-the-minute New York City news. Call your Account Manager or Yan Timanovsky 212.636.2760 today to find out how easy it is! And don't forget to follow us  on Twitter: **NYC\_Info**.



## Seize the Day—Sign Up for HEA!

The clock is ticking on the 2009 Hotel Excellence Awards (HEA). Taking over the grand, Greek-revival-style **Cipriani Wall Street** ballroom on February 1, 2010, the HEA consists of the Hotel Experience Awards, which honor the city's top hotels as chosen by guests; and the Silver Plume Awards, which honor the top hotel concierges and managers, the winners voted by their peers. This popular celebration of excellence in hospitality is the most prestigious awards ceremony in the industry. It's also an extraordinary opportunity to galvanize your business in the new year as you meet and mingle with the top travel, tourism and hospitality professionals (a key economic sector that generated a record \$30 billion for New York City in 2008). The HEA is the only industry award sanctioned by the Hotel Association of New York City (HANYC).

The 2009 HEA is also notable for the

Lifetime Achievement Award recognizing **Raymond W. Kelly, Police Commissioner of the City of New York**. Commissioner Kelly is widely credited with bringing New York's crime rate to unprecedented lows and opening the doors to the safest metropolis in the country for millions of travelers, domestic and international. In addition to honoring Ray Kelly, sponsors have a unique, once-a-year opportunity to meet the city's elite concierges, hotel general managers, directors of food and beverage and sales and marketing executives. Beyond business and pleasure, the HEA affords you the chance to support four important charities affiliated with the travel and hospitality industry through a silent auction or sponsorships. More than 125 items were donated last year—we expect an even better turnout in 2009! To learn about all of your sponsorship benefits and options, call Christine Mularoni at 212.636.2716 today!

## MVP/NY—We're in All the Right Places

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

- **Abreu Tours**—tour groups from South America (QuickGuide & IN New York Map)
- **Allegria Hotel**—Long Beach, LI (GuestBook in-room)
- **Amtrak**—all roundtrip first-class cars from Charlotte, Miami and New Orleans (IN New York, Where New York and QuickGuide)
- **Best Western Gregory Hotel** (IN New York and Where New York)
- **Carvi Hotel New York** (IN New York and Where New York in-room, IN New York Map at the concierge desk)
- **The Clinton Inn Hotel**—Tenafly, NJ (IN New York and Where New York in-room, IN New York Map at the concierge desk)
- **East River Suites** (IN New York Map)
- **East Village Apartments**—long-term rentals (QuickGuide)
- **Eurostars Wall Street**—formerly Exchange Hotel (GuestBook in-room)
- **Fairfield Inn New York Manhattan/ Times Square** (IN New York, Where New York, QuickGuide & IN New York Map)
- **The French Quarters Guest Apartments** (IN New York Map)
- **The GEM Hotel Chelsea** (IN New York and Where New York at the concierge desk and handed to each guest at check-in)
- **The Mark Hotel** (IN New York, Where New York, QuickGuide & IN New York Map)
- **Polytechnic Institute of NYU** (IN New York and QuickGuide)
- **Village Alliance**—business improvement district (QuickGuide)

To start getting your message out at these strategic locations, call your Account Manager or Christine Mularoni at 212.636.2716.

## DON'T MISS A YEAR OF GROWTH—GUESTBOOK 2009/10 CLOSING...

Time is almost up to secure year-round exposure for your business in more than 31,000 of New York City's most luxurious rooms for less than \$1 per room.

**Where GuestBook® New York 2009/10**, the first-class in-room book with a five-star audience, is the premier annual publication for New York's best-heeled leisure and business travelers. With expert editorial and gorgeous art-book-caliber photography and design, GuestBook captures the soul of the city at its elegant and opulent best—and the attention of its most sought-after spending demographic. It is the book of



choice for four and five-star hotels such as The St. Regis New York, The New York Palace Hotel, Hotel Plaza Athénée and Trump International Hotel & Towers. We're constantly adding iconic hotels, as well as extended-stay accommodations, such as the Affinia and AKA properties, and private clubs including Harvard and Yale. Make the smart investment today—ensuring maximum response at minimum cost. Don't miss the once-a-year opportunity that generates business all year! Call your Account Manager or Christine Mularoni at 212.636.2716 and **sign up today!**

## SPONSORSHIPS GALORE

As your strategic sales and marketing partner, MVP/NY is always on the lookout for new ways to get your message out in front of more and more visitors and locals in the nation's biggest city and #1 travel market. From collateral distribution to product placement, we thought you might like to know what we have in store when you partner with us.

**The New York Times Travel Show at the Jacob K. Javits Convention Center** Showcasing the very best travel options, this show is an extraordinary opportunity to reach tour operators and travel agents as well as thousands of travel consumers.

**The 16th Original GLBT Expo at the Jacob J. Javits Convention Center** The oldest business and entertainment event for the gay, lesbian, bisexual and transgender community is also the #1 GLBT expo in attendance (20,000), exhibitors, advertising and promotion.

**Architectural Digest Home Design Show at Pier 94 (publications only)** Nearly 25,000 people with a shared

passion for home design will be out in full force for this four-day event.


**Grand Gourmet—The Flavor of Midtown at Grand Central Terminal's Vanderbilt Hall (publications only)** Grand Central Partnership's neighborhood restaurant showcase annually draws nearly 1,000 guests.

**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.

**Taste of Times Square** One of New York's most popular outdoor food festivals (20,000 attendees), with dozens of participating eateries from "The Crossroads of the World."

**American Crafts Festivals at Lincoln Center** 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.



# HOT DATES

**IN New York & Where New York**

- November Art & Antiques Issues close Sept. 25
- December Gift Guide Issues close Oct. 23

- The December **IN New York Map** closes Oct. 9
- The 2009/10 **Where GuestBook** closes Sept. 25!

