



Photo by Annie Sullivan

Make a Splash with Locals

These days, it's not enough to get your message out on land alone. A challenging economy demands more return on your advertising investment. That's why MVP/NY has teamed up with **New York Water Taxi**, forging a nautical partnership that cements our brand as the leading provider of New York travel information—by land or by sea—taking you along for the ride. The deal extends your message from the millions of visitors who read our publications in print and online to thousands more who use Water Taxis and the **Zephyr** for sightseeing, locals who take commuter

boats to work and scores of shoppers who use **IKEA Express** water shuttle, in addition to many beachgoers at **Water Taxi Beach** in Long Island City and new locations in South Street Seaport and Governor's Island. *IN New York* and *Where New York* magazines, *QG: NYC's Official QuickGuide* and *IN New York Map* are now found on all of these vessels and beaches. As a bonus, our editorial signage appears seasonally on all IKEA Express runs. Who knows—you might be featured next! Call your account manager or Christine Mularoni at 212.636.2716 to get on the boat today.

Greet Affluent Travelers in GuestBook

Are you getting your share of upscale customers? Is there room for growth? **Where GuestBook® New York 2009/10** is a first-class medium with a five-star audience. The leading annual publication for New York's best-heeled travelers, GuestBook is an in-room amenity at more than 31,000 opulently appointed rooms of iconic hotels such as the Mandarin Oriental, New York, The Peninsula, The St. Regis New York and The Waldorf=Astoria. We're constantly adding new four- and five-star properties, as well as extended-stay accommodations and private clubs. Best of all, the book is out for a full year, ensuring year-round response. Elegant and concise editorial complements meticulous art-book-grade design, capturing the soul of the city at its luxurious best—and the hearts of its most sought-after spending demographic. Don't miss the once-a-year opportunity that generates business all year long for less than \$1 per luxury hotel room! *Sign up by July 13!* Call your account manager or Christine Mularoni at 212.636.2716 today for more information.



2009 HEA to Honor Ray (Kelly)

Mark February 1, 2010 on your calendars for the 2009 Hotel Excellence Awards (HEA). 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. Those of you who participated in the 2008 HEA know this fabulous gala is not only the most prestigious ceremony in the hospitality industry; it's also the ultimate stage to display your business in front of the top travel, tourism and hospitality professionals (a key economic sector that generated a record \$30 billion for New York City in 2008). HEA is the only industry award sanctioned by the Hotel Association of New York City (HANYC).

The HEA also bestows a Lifetime Achievement Award upon exceptional individuals. This year's ceremony honors **Police Commissioner of the City of New York, Raymond W. Kelly**, 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 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, HEA affords you the chance to support four important charities affiliated with the travel and hospitality industry through a silent auction. More than 125 items were donated last year! To learn about these and other sponsorship benefits, call Christine Mularoni at 212.636.2716 today!



Raymond W. Kelly



Patrick Gilbride, MVP/NY (center) having a fabulous time with Inga Zapara (left) and Karen Terranova (right), Co-Managing Directors of Great Jones Spa, host of MVP/NY's Annual Spa Event, on April 20. Participating spas, salons and services included Destiny Beauty & Wellness Day Spa, Deva Spa (of Devachan Salon), Dr. Jan Linhart, Gracelife Services and Salon Ziba. Catering was provided by BICE Ristorante and floral arrangements by Starbright Floral Design. Eastern Mountain Sports was also on hand.

OUR ONLINE REAL ESTATE: A BUYER'S MARKET

MVP/NY's flagship publications, *IN New York* and *Where New York* magazines, received handsome and comprehensive online makeovers. The new sites, **innewyork.com** and **wheretraveler.com**, have a great new look to go with innovative



enhancements and add-ons in functionality. Both sites boast rich editorial for travelers and locals alike, comprehensive listings with dynamic mapping and proximity search capability as well as downloadable transportation and city maps. For iPhone fanatics and anyone on the move, **innewyork.com/mobile** and **wheretraveler.com/mobile** offer handy, user-friendly, feature-rich solutions, with hot applications that let users convert foreign currencies, translate between 23 languages, tip and split bills, check airport security wait times and weather. **MVP/NY's Interactive Package** allows you to plant your business in our hot new Web space and watch it grow with new demographics and limitless reach. For one price, you'll own advertising real estate in both of our popular (and always growing) online magazines—whether you choose classic Web, mobile or both. To find your online voice today, call your account manager or Christine Mularoni at 212.636.2716.

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.

- ★ *There's still time to take advantage of these opportunities:*
- ★ **Taste of Times Square** JUNE 8, 2009 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** Spring: JUNE 13-14 & 20-21, 2009 Autumn: SEPTEMBER 5-6 & 12-13, 2009 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.
- ★ *Looking ahead to 2010:*
- ★ **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 thousands of

travel consumers as well as agents, tour operators and other trade experts.

- ★ **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.

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:

- **Allegria**—first beachfront hotel in Long Beach, LI (IN New York & Where New York)
- **The Carlyle** (IN New York is now in-room)
- **Concierge Unlimited**—concierge staff in Chicago corporate buildings (QuickGuide)
- **Empire CLS**—signature limousine service for many New York hotels (IN New York & Where New York in the cars)
- **Hospitality Too LLC**—corporate hotel broker (IN New York Map)
- **La Quinta Inn & Suites Secaucus Meadowlands** in NJ (IN New York & Where New York)
- **Madison Suites Hotel in Somerset, NJ** (IN New York, Where New York & IN New York Map at the desk and in welcome packets)
- **New World Travel**—receptive tour operator (QuickGuide & IN New York Map)
- **The Westin Jersey City Newport** (IN New York & Where New York in-room and at the concierge desk)
- **W Hoboken in NJ** (IN New York, Where New York & IN New York Map)
- **Wurk USA**—offers temporary work space for companies in New York (IN New York & Where New York)

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

HOT DATES

- IN New York & Where New York**
- Aug. Museum Issues close June. 23
 - Sept. Fashion Issues close Jul. 24
 - Oct. Dining Issues close Aug. 24
 - Nov. Art & Antiques Issues close Sept. 25
 - Dec. Gift Guide Issues close Oct. 23
- QG: NYC's Official QuickGuide**
 Fall/Winter Issue closes Sept. 18
The Sept. IN New York Map
 closes Jul. 10
The 2009 Where GuestBook
 closes Jul. 13