



Same Spend, More Space

How often do you get more room in New York City without spending extra dollars? MVP/NY is bucking that trend. Our latest advertorial, **“Where to Shop,”** debuts this winter in *Where New York* magazine. Modeled on our hugely successful “Where to Dine” page, the new shopping showcase puts your products and services on display with a photo and editorial, complementing your ad, increasing your print real estate and increasing your exposure. And, of course, this new advertorial comes at no additional cost to you! To get into “Where to Shop,” contact your Account Manager or Christine Mularoni at 212.636.2716.

First-Class Ticket

All aboard! We’ve been riding on Amtrak’s “money trains” for weeks, and want to make sure you’re riding with us! Our publications are now entertaining a captive audience of frequent travelers who love New York City. *IN New York*, *Where New York* and *QG: New York City’s QuickGuide* in **first class** as well as **coach** on all Amtrak trains coming from **Chicago, Illinois** and **Montreal, Canada**. To accom-



modate this new distribution channel, we’ve increased distribution of *IN New York* and *Where New York* magazines monthly by 4,000 copies each. Our new monthly readership for each magazine is 141,000— or **1.58 million monthly readers!** Don’t miss this money train—a great new vehicle delivering your message to New York City visitors and locals alike. Call your Account Manager or Christine Mularoni at 212.636.2716.

Tweet Deal

With a considerable and loyal following on **Twitter** and **Facebook** MVP/NY’s social media outlets reach key social connectors and consumers in a dynamic environment with frequent updates: from special offers and exclusive sales to events and news announcements. If you’re not “Tweeting,” you’re missing out on thousands of people—all fervent followers of products, services, breaking news and critical developments. Our targeted feed (**twitter.com/NYC_Info**) allows you to publish your message in real and *record* time to our extensive list of “Tweeps” (approximately 1,500 at press time)—locals, travelers and members of New York’s hospitality community—all key demographics



for your business! When our followers **“Re-Tweet”** your message to their own cadres of dedicated Tweeps, the exposure is multiplied, displaying your brand to thousands upon thousands of consumers.. Today, Twitter is the fastest means of reaching New York City’s savviest “advocates” and consumers. And it all comes at no extra cost to MVP/NY advertisers—just another perk of partnership adding value to your investment. Start Tweeting with us today—send your deals, special offers, exclusive sales, event alerts and up-to-the-minute New York City news to your Account Manager or to Yan Timanovsky at 212.636.2760 or yan.timanovsky@morris.com. (Ask about **Twitter contests/giveaways** that help build your following—and ours!) And don’t forget to add us on Twitter: **NYC_Info**.

HEA, Just Days Away...

It’s almost here...the **2009 Hotel Excellence Awards (HEA)**. The annual gala celebrating New York’s best hotels—and the people who make them great—invades **Cipriani Wall Street** on February 1, 2010. Combining two premier industry awards, the HEA consists of the Hotel Experience Awards, which honor the city’s top hotels (voted on by New York City hotel guests in six categories); and the Silver Plume Awards, honoring the top hotel concierges and man-

agers (concierges and managers vote to select their peers in three categories). The only industry award sanctioned by the Hotel Association of New York City (HANYC), the HEA gathers the city’s best and brightest travel, tourism and hospitality industry professionals. The 2009 event promises to be the most significant award night to date. Notably, the Lifetime Achievement Award recognizing exceptional individuals, will be presented to **Raymond W. Kelly Police Commissioner of the City of New York**. 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, HEA affords you the chance to support four important charities affiliated with the travel and hospitality industry through a silent auction. It’s not too late—contact MVP/NY today to see how you can participate! To learn about all of your sponsorship benefits and options, call Christine Mularoni at 212.636.2716 today!

GUESTBOOK IN THE CITY!

November saw the release of MVP/NY's "top-shelf" annual hardcover book: **Where GuestBook® New York 2009/10**. The book was received to great acclaim in 31,000 of New York City's most luxurious rooms (each copy costing participating MVP/NY partners less than \$1 per room for a year of exposure with the Big Apple's biggest spenders).

A beautiful tour of New York through elegant words and stunning photography, *GuestBook* really captures New York as a "moveable feast." It is the book of choice for the city's most

inviting and prestigious four and five-star hotels such as The Benjamin, Dylan Hotel, the Helmsley Park Lane, InterContinental The Barclay New York, The New York Palace Hotel, The St. Regis New York and The Waldorf=Astoria. We're constantly adding exciting new properties—most recently the Trump SoHo, as well as extended-stay accommodations, and private clubs. It's not too early to reserve your space for 2010/2011—call your Account Manager 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 (listed in alphabetical order):

- **1291 International** (budget hotel near Central park) now carries QG: *New York's QuickGuide*
- **Baker & McKenzie LLP** (law firm) now carries QG in their reception area
- **Bloomingdale's SoHo's Guest Relations Center** now carries *IN New York*, *Where New York* and *QG*
- **Club Quarters World Trade Center** now carries *IN New York*, *Where New York*, *QG* and *IN New York Map*
- **Crosby Street Hotel** now carries *IN New York*, *Where New York* and *IN New York Map*.
- **Fairfield Inn New York Manhattan/ Times Square** now carries *Where New York*
- **Flyte Tyme Worldwide** (transportation company serving NY, NJ and CT) now carries *IN New York* & *Where New York* in their vehicles
- **The Heritage at Trump Place Condos** now carry *IN New York* & *Where New York*
- **Hotel 99** now carries *IN New York* & *Where New York* in-room and at the Concierge desk
- **The Hotel Alexander New York** now carries *IN New York* & *Where New York* in-room and at the Concierge desk
- **Hotel Indigo Chelsea** now carries *IN New York* & *Where New York* in-room and at the Concierge desk and *Where GuestBook New York* in-room
- **Ink 48** now carries *IN New York* & *Where New York* in-room and at the Concierge desk and *IN New York Map* at the desk
- **New York Model Management** now carries QG
- **Suites at Silver Towers** (corporate housing) now carries *IN New York* & *Where New York* in-room
- **Trump SoHo** (opening Feb. 2010) will carry *GuestBook* in-room

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:

- March Cabaret and Comedy Issues close Jan. 22
- April Spas, Salons & Cosmetics Issues close Feb. 22
- May Dining Issues close Mar. 23

The March *IN New York Map* closes Jan. 15
 The March *QG: New York City's QuickGuide* closes Jan. 15
 The 2010/11 *Where GuestBook* closes Aug. 30!

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, Feb. 26–28 Showcasing the very best travel options, this show is an extraordinary opportunity to reach more than 30,000 travel consumers as well as agents, tour operators and other trade experts.

Architectural Digest Home Design Show at Pier 94, Mar. 18–21 (publications only) Nearly 25,000 people with a shared passion for home design will be out in full force for this four-day event.

The 17th Original GLBT Expo at the Jacob J. Javits Convention Center, Mar. 20–21 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.

Grand Gourmet—The Flavor of Midtown at Grand Central Terminal's Vanderbilt Hall, Apr. 29 (publications only) Grand Central Partnership's neighborhood restaurant showcase annually draws nearly 1,000 guests.

Taste of TriBeCa, May 15 This culinary festival brings together the rich flavors of the chic neighborhood's best restaurants to about 3,000 attendees.

New Taste of the Upper West Side, May 21–22 Celebrating a renaissance in gourmet dining, this event (now two days) puts the famous neighborhood's most celebrated chefs and their restaurants on display in front of approximately 2,000 diners.

Taste of Times Square, June 2010 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, Jun. 19–20 & 26–27 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.