



IN NEW YORK MAGAZINE
WHERE® MAGAZINE NEW YORK
WHERE GUESTBOOK® NEW YORK
QG: NEW YORK CITY'S QUICKGUIDE
IN NEW YORK MAP

79 Madison Avenue, New York, NY 10016

P: 212.557.3010 F: 212.716.8578

W: mvpny.net

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Contact: Michelle LeBlanc
MVP/NY
212.636.2760

A NEW LOOK FOR *WHERE NEW YORK!*

New York (May 2010): Beginning with the July 2010 issue *WHERE© Magazine New York*, the monthly go-to guide for travelers will unveil a new, sleeker design. Specifically tailored to make *WHERE© Magazine New York* easier to navigate on the go or at the concierge desk, the new lay out will feature a cleaner and more modern look.

Travelers who have trusted *WHERE© Magazine New York* to be their travel companion for more than 70 years will notice several new features such as *Where Now* – a section that includes the latest news on shopping, dining and entertainment. Navigation arrows will now top each page – making it easier than ever to find vital New York City travel information. In addition *WHERE© Magazine New York's* comprehensive Museum & Attractions section will be highlighted with the color blue, and the extensive Dining section will be denoted with orange. Overall the design of the magazine will be more modern and easier to navigate from cover-to-cover.

About *WHERE© Magazine New York* and MVP/NY

WHERE© Magazine New York is New York's shopping, dining, events, attractions and sightseeing at-a-glance guide, published in a compact European digest size. With upbeat covers, extensive maps and information-rich content, *WHERE© Magazine New York* is a must-have visitor guide for both hotel concierges and travelers, and is distributed in-room and at the concierge desks of 3-, 4- and 5-star hotels, American Express Travel Offices as well as visitor venues throughout the city.

Morris Visitor Publications New York (MVP/NY) is a division of Morris Communications Company. MVP/NY's market-leading visitor publications include *IN New York* and *WHERE® New York* magazines, *QG: New York City's QuickGuide*, *Where GuestBook® New York* and *IN New York Map*. Reaching every segment of the visitor market—from leisure and family to business and luxury travel—MVP/NY products appear at more than 300 of New York's most distinguished hotels, visitor centers and high-traffic attractions, private clubs, airports, on New York Water Taxi boats, Amtrak trains and Acela VIP lounges and in upscale corporate housing, generating an annual readership in excess of 34 million. For more information, log on to www.mvpny.net and www.innewyork.com.