



PUT  
YOUR  
NAME ON  
DISPLAY  
—WITH  
MVP/NY!

## An Opening You Can't Afford To Miss

Our market-leading local travel magazines *IN New York* and *Where New York*, deliver a targeted distribution system that extends your reach from **millions of culture-hungry visitors** to **millions of local spenders** and our new mobile & video tools deliver your message **all over the world**.

## DOUBLE EXPOSURE!

Now, Advertisers in Our August Museum Issue Get **TWICE THE VISIBILITY** With Additional Inclusion In Our October Museum Advertorial.

MVP/NY offers you the **RIGHT...**

**READERS:** 1.53 million monthly readers—both locals and travelers

**RESPONSE:** 71.5%\* of our readers visit museums, galleries and other cultural institutions after seeing them in our magazines

**RETURNS:** *IN New York* and *Where New York* readers spend **\$31.7\*** million on museums and art galleries **every month!**

... **AND MORE RETURNS:** Our readers mean business—**repeat business**—they return 8.2 times\*\* per year

### BONUS MARKETING PERKS

Special Museum Issue in August—and Museum and Cultural Coverage in Every Issue!

October Museum Advertorial

International Exposure

Event Marketing

Promotional Material Distribution

E-Marketing

Multimedia Exposure

# MVP|NY

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

We Know the Fine Art of Marketing,  
Sign Up Today To Take Advantage Of Our Bonus Marketing Package!  
Call your Account Manager or Michelle Spaulding at 212.716.2785.

THE RIGHT READERS. THE RIGHT RESPONSE. THE RIGHT RETURNS.

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\*MRI Study, April 2008

\*\*MRI Insert Study, 2005



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