

MVP Is Your VIP Ticket to Travelers—

THE  
*Hottest*  
ACT IN  
TOWN

MILLIONS of NYC visitors are looking for entertainment...we tell them where to find it.

## THE RIGHT READERS

- Reach **1.53 MILLION READERS\*** in the month of February alone!
- *IN New York* readers make an average of \$182,800\*\* per household, while *Where* readers (national) make \$134,300.\*
- **THEY'RE ALWAYS CRAVING ENTERTAINMENT!**

## THE RIGHT RESPONSE

- **71.5%\*** of our readers visit the venues advertised in *IN New York* & *Where New York* after seeing their ads in our magazines.

## THE RIGHT RETURNS

- *IN New York* & *Where New York* readers spend **\$31,058,251\*** per month on comedy clubs and nightclubs (per publication).
- **GET REPEAT BUSINESS**—our readers visit New York City an average of **8.2\*\*** times each year...and love to return to their favorite spots.

\*MRI STUDY, APRIL 2008 \*\*MRI STUDY, 2005

For more information contact your account manager or  
Christine Mularoni at 212.636.2716.

# MVP|NY

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

Sign up for the special  
**CABARET/  
COMEDY  
ISSUES**  
by Dec. 22!

## MVP/NY's BONUS MARKETING PROGRAM

- Event Marketing
- Promotional Material Distribution
- E-Marketing
- Multimedia Exposure  
(for qualifying advertisers)



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