

PROFITS ARE ALL IN THE FAMILY



The **VALUE** of Families:

- Family travel is here to stay! Over half of our readers traveled to NYC with their families.*
- Our **34 MILLION ANNUAL READERS** return to the city 8.2 times a year—which means **REPEAT BUSINESS FOR YOU!****
- Family vacation means mouths to feed, kids and teens to entertain, and **money to spend** in the city.
- MVP/NY's **NEW** Family Fun Issues will feature the best in family-friendly shopping, dining, entertainment, attractions, museums, and hotels.

BONUS MARKETING PERKS:

Concierge Marketing Program
Promotional Material Distribution
E-Marketing & Social Media Outreach
Multimedia Exposure
International Exposure

IN New York & Where New York

July and August "Family Fun" Issues
Close May 25

MVP|NY

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

Be Part of the MVP/NY Family!

Call your Account Manager or Michelle Spaulding at 212.716.2785.

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

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* Source: MRI March 2005 Insert Study;

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