

2008 Rate Card

For all MVP/NY publications; Rate Card #2; effective November 2007

■ IN NEW YORK MAGAZINE (monthly):

	1X	3X	6X	9X	12X
Full Page	\$12,670	\$12,040	\$11,230	\$10,325	\$8,745
2/3 Page	10,730	10,200	9,235	8,415	7,405
1/2 Page <i>horizontal only</i>	10,335	9,815	8,890	8,160	7,135
1/3 Page	5,950	5,645	5,100	4,635	3,985
1/6 Page	3,565	3,405	3,060	2,695	2,325
1/12 Page	2,095	1,985	1,800	1,570	1,295

■ WHERE® NEW YORK MAGAZINE (monthly):

	1X	3X	6X	9X	12X
Full Page	\$12,670	\$12,040	\$11,230	\$10,325	\$8,745
2/3 Page	10,730	10,200	9,235	8,415	7,405
1/2 Page <i>horizontal only</i>	10,335	9,815	8,890	8,160	7,135
1/3 Page	5,950	5,645	5,100	4,635	3,985
1/6 Page	3,565	3,405	3,060	2,695	2,325
1/12 Page	2,095	1,985	1,800	1,570	1,295

■ QUICKGUIDE: NEW YORK ITINERARIES

and SPECIAL OFFERS* (three times per year):

	1X	3X
Full Page	\$13,000	\$12,090 **
1/2 Page	6,942	6,456 **

■ WHERE® GUESTBOOK: NEW YORK (annual):

Full Page	\$29,945	\$28,932 ***
-----------	----------	--------------

Showcase Ads (formatted):

Full Page	23,192
1/2 Page <i>vertical only</i>	16,006
1/3 Page <i>vertical only</i>	13,853
1/6 Page <i>vertical only</i>	7,300

Look Book Photo \$600 Production Charge *****

■ IN NEW YORK MAPS 2009 Rates (quarterly):

	1X	4X
Full Panel <i>vertical only</i>	\$16,239	\$14,615 *****
Back Panel <i>vertical only</i>	22,635	

SPECIAL POSITIONING:

PRICING FOR ALL PUBLICATIONS

- 2nd and 4th covers—25% premium
- 3rd cover and opposite TOC—15% premium

NOTES:

1. **NEW ADVERTISERS MUST SUBMIT CHECK IN ADVANCE OF CLOSING DATE**
2. All rates given are gross rates; 15% commissionable for qualifying ad agencies
3. **INSERTS:** Information available upon request
4. **PRODUCTION CHARGES:** non-commissionable
5. All advertising accepted at discretion of publisher. All rates subject to change without notice

* *FREE added-value bonus coupon in QuickGuide Special Offers with full page ad purchase in QuickGuide: New York Itineraries*

** *For QuickGuide: New York Itineraries this represents a 7% discount for 3X advertising commitment*

*** *Discounted rate for 3+ insertions in one issue (price per insertion)*

**** *For IN New York Maps this represents a 10% discount for 4X advertising commitment*

***** *Available only with purchase of ad (retail advertiser only)*

SEE REVERSE FOR CLOSING AND MATERIAL DUE DATES



IN New York
WHERE® GuestBook: New York
WHERE® New York
Published by
MVP/NY
06.18.2008

79 MADISON AVENUE, 8TH FLOOR, NEW YORK, NY 10016
P: 212.636.2716 F: 212.716.8578

■ IN NEW YORK MAGAZINE

■ WHERE® GUESTBOOK: NEW YORK

■ IN NEW YORK MAPS

■ WHERE® MAGAZINE: NEW YORK

■ QUICKGUIDE: NEW YORK ITINERARIES

2008 Closing and Material Deadline Dates

For all MVP/NY publications; Rate Card #2; effective November 2007

ISSUE DATE	ADVERTISING CLOSING	MATERIALS DEADLINE
■ IN NEW YORK MAGAZINE (monthly):		
JANUARY	Tuesday, November 20	Wednesday, November 28
FEBRUARY	Friday, December 21	Thursday, December 27
MARCH	Thursday, January 24	Wednesday, January 30
APRIL	Friday, February 22	Thursday, February 28
MAY	Monday, March 24	Friday, March 28
JUNE	Friday, April 25	Wednesday, April 30
JULY	Friday, May 23	Thursday, May 29
AUGUST	Monday, June 23	Monday, June 30
SEPTEMBER	Friday, July 25	Wednesday, July 30
OCTOBER	Monday, August 25	Friday, August 29
NOVEMBER	Thursday, September 25	Tuesday, September 30
DECEMBER	Friday, October 24	Thursday, October 30

■ WHERE® NEW YORK MAGAZINE (monthly):		
JANUARY	Tuesday, November 20	Wednesday, November 28
FEBRUARY	Friday, December 21	Thursday, December 27
MARCH	Thursday, January 24	Wednesday, January 30
APRIL	Friday, February 22	Thursday, February 28
MAY	Monday, March 24	Friday, March 28
JUNE	Friday, April 25	Wednesday, April 30
JULY	Friday, May 23	Thursday, May 29
AUGUST	Monday, June 23	Monday, June 30
SEPTEMBER	Friday, July 25	Wednesday, July 30
OCTOBER	Monday, August 25	Friday, August 29
NOVEMBER	Thursday, September 25	Tuesday, September 30
DECEMBER	Friday, October 24	Thursday, October 30

■ QUICKGUIDE: NEW YORK ITINERARIES and SPECIAL OFFERS* (three times per year):		
MARCH	Monday, January 7	Friday, January 11
JULY	Tuesday, May 6	Friday, May 9
NOVEMBER	Tuesday, September 9	Friday, September 12

■ WHERE® GUESTBOOK: NEW YORK (annual):		
NOVEMBER	Friday, September 5	Friday, September 12

■ IN NEW YORK MAPS 2009 (quarterly):		
MARCH	Friday, January 9	Friday, January 16
JUNE	Friday, April 10	Friday, April 17
SEPTEMBER	Friday, July 10	Friday, July 17
DECEMBER	Friday, October 9	Friday, October 16

**SEE REVERSE
FOR RATES**



IN New York
WHERE® GuestBook: New York
WHERE® New York

Published by
MVP/NY
08.20.2008

79 MADISON AVENUE, 8TH FLOOR, NEW YORK, NY 10016
P: 212.636.2716 F: 212.716.8578

■ IN NEW YORK MAGAZINE ■ WHERE® MAGAZINE: NEW YORK
■ WHERE® GUESTBOOK: NEW YORK ■ QUICKGUIDE: NEW YORK ITINERARIES
■ IN NEW YORK MAPS