

2009 Rate Card

FOR ALL MVP/NY PUBLICATIONS; EFFECTIVE NOVEMBER 2008

IN NEW YORK MAGAZINE (monthly):

	1X	3X	6X	9X	12X
Full Page	\$13,304	\$12,642	\$11,792	\$10,841	\$9,182
2/3 Page	11,267	10,710	9,697	8,836	7,775
1/2 Page <i>horizontal only</i>	10,852	10,306	9,335	8,568	7,492
1/3 Page	6,248	5,927	5,355	4,867	4,184
1/6 Page	3,743	3,575	3,213	2,830	2,441
1/12 Page	2,200	2,084	1,890	1,649	1,360

WHERE® NEW YORK MAGAZINE (monthly):

	1X	3X	6X	9X	12X
Full Page	\$13,304	\$12,642	\$11,792	\$10,841	\$9,182
2/3 Page	11,267	10,710	9,697	8,836	7,775
1/2 Page <i>horizontal only</i>	10,852	10,306	9,335	8,568	7,492
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1/12 Page	2,200	2,084	1,890	1,649	1,360

QG: NYC'S OFFICIAL QUICKGUIDE (three times per year):

	1X
Full Page <i>back cover</i>	\$17,647
<i>3rd cover</i>	15,294
<i>front flap (cover 2)</i>	15,294
<i>premium positions</i>	12,950
<i>run of book</i>	10,950
1/4 Page Advertorial	3,000 <i>net</i>
<i>Cover Photo</i>	3,000* <i>net</i>

WHERE GUESTBOOK® NEW YORK (annual):

Full Page	\$31,442	\$30,379**
Showcase Ads (formatted):		
Full Page	24,352	
1/2 Page <i>vertical only</i>	16,806	
1/3 Page <i>vertical only</i>	14,546	
<i>Look Book Photo Production Charge</i>	\$600*** <i>net</i>	

IN NEW YORK MAP 2009 (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
- Bleed—10% 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.

* Available only with purchase of full page ad
** Discounted rate for 3+ insertions in one issue (price per insertion)

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

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

All amounts are gross cost unless specified.

SEE REVERSE FOR CLOSING AND MATERIAL DUE DATES ➤



Published by
MVP/NY
12.30.2008
Rate Card #3

MVP|NY

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

2009 Closing and Material Deadline Dates

FOR ALL MVP/NY PUBLICATIONS: EFFECTIVE NOVEMBER 2008

ISSUE DATE	ADVERTISING CLOSING	MATERIALS DEADLINE
IN NEW YORK MAGAZINE (monthly):		
JANUARY	Friday, November 21	Wednesday, November 26
FEBRUARY	Monday, December 22	Friday, December 26
MARCH	Friday, January 23	Wednesday, January 28
APRIL	Monday, February 23	Friday, February 27
MAY	Tuesday, March 24	Friday, March 27
JUNE	Friday, April 24	Wednesday, April 29
JULY	Tuesday, May 26	Friday, May 29
AUGUST	Tuesday, June 23	Tuesday, June 30
SEPTEMBER	Friday, July 24	Wednesday, July 29
OCTOBER	Monday, August 24	Friday, August 28
NOVEMBER	Friday, September 25	Wednesday, September 30
DECEMBER	Friday, October 23	Wednesday, October 28
WHERE® NEW YORK MAGAZINE (monthly):		
JANUARY	Friday, November 21	Wednesday, November 26
FEBRUARY	Monday, December 22	Friday, December 26
MARCH	Friday, January 23	Wednesday, January 28
APRIL	Monday, February 23	Friday, February 27
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AUGUST	Tuesday, June 23	Tuesday, June 30
SEPTEMBER	Friday, July 24	Wednesday, July 29
OCTOBER	Monday, August 24	Friday, August 28
NOVEMBER	Friday, September 25	Wednesday, September 30
DECEMBER	Friday, October 23	Wednesday, October 28
QG: NYC'S OFFICIAL QUICKGUIDE* (three times per year):		
SPRING	Monday, February 2	Monday, February 16
SUMMER/FALL	Friday, May 8	Friday, May 15
FALL/WINTER	Friday, September 18	Wednesday, September 23
WHERE® GUESTBOOK NEW YORK (annual):		
NOVEMBER	Monday, July 13	Monday, July 27
IN NEW YORK MAP 2009 (quarterly):		
MARCH	Friday, January 16	Wednesday, January 21
JUNE	Friday, April 10	Monday, April 20
SEPTEMBER	Friday, July 10	Friday, July 17
DECEMBER	Friday, October 9	Friday, October 16

SEE REVERSE FOR RATES 


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