

IN NEW YORK MAGAZINE



Published since 2001 and targeting the luxury market, *IN New York* is distributed at more than 420 leading hotels, in-room and at the concierge desks, extended stay accommodations, residential buildings, plus 150 additional locations throughout NYC.

IN New York targets affluent travelers during every leg of their journey —before, during and after their NYC experience. *IN New York* magazine provides a comprehensive, behind-the-scenes, look at the best New York City has to offer from a vast variety of restaurants, entertainment, retail, museums, galleries and spas.



AUDIENCE

60.7 Million* Travelers Visited NYC in 2016

48 Million

Domestic

12.7 Million

International

Total Annual Visitor Expenditures: 41 Billion a Year

11.9 Billion

Accommodations

8.5 Billion

Dining

4.7 Billion

Entertainment

8.8 Billion

Shopping

7.6 Billion

Transportation

//Visitor

vs.

//Resident

60.7 Million

Spend 41+ Billion a year

Dine Out Every Meal

Shops 365 Days a Year

Attend a Show/Attraction
Every Day

8.5 Million

Set Budget

May Dine Out Once a Week

May Shop Twice a Month

Attend a Show/Attraction
Once a Month

*Source: NYC & Company 2016 statistics.



DEMOGRAPHIC PROFILE

//Gender

40.3%

Male

59.7%

Female

//Affluence

\$182,000

Avg. Household Income

\$855,000

Avg. Household Net Worth

//Marital Status

56.2%

Married

43.8%

Unmarried*

//Education & Employment

68.6%

Graduated
College

31.5%

Post-Graduate
Study/Degree

65.5%

Professional/
Managerial
Employment

//Average Reader's Age

49

//Readers Per Copy

4.5

*single, partnered, separated, widowed, divorced



DISTRIBUTION

7.6 million +

Annual Readership

141,000

Monthly Circulation

420 +

Hotels

150 +

Additional Locations

HOTELS/CLUBS

414 Hotel
50 NYC*
6 Columbus, A Sixty Hotel
60 Thompson
70 Park Ave. Hotel*
Ace Hotel
AKA Wall Street
Alexander Hotel*
Algonquin, The
Aloft Downtown—Financial District
Ameritania Hotel*
Amsterdam Court Hotel
Andaz 5th Ave.
Archer New York Hotel
Astor on the Park*
Avalon Hotel NYC, The*
Baccarat Hotel and Residences
Belvedere Hotel*
Benjamin, The*
Bentley, The*
Best Western
Best Western Arena Hotel
Best Western Bowery
Best Western Plus Hospitality House*
Best Western President Hotel
Best Western Seaport
Blakely New York Hotel
BORO Hotel
Bowery Hotel
Broadway Plaza Hotel, The
Broom NYC, The
Bryant Park Hotel, The
Candlewood Suites
Carlton Hotel*
Carlyle, The*

Carnegie Hotel, The
Carvi Hotel
Casablanca Hotel*
Cassa Hotel
Chambers Hotel
Chatwal, The
Chelsea Savoy Hotel*
CitizenM
City Club Hotel
City Rooms NYC
Clarion Park Avenue
Club Quarters Downtown
Club Quarters Grand Central
Club Quarters Midtown
Club Quarters World Trade Center
Colonial House
Colony Club
Comfort Inn W. 39th St.*
Concorde Hotel
Conrad Hotel
Cornell Club, The*
Cosmopolitan Club*
Cosmopolitan Hotel — Tribeca
Court ,The
Courtyard by Marriott Manhattan/Fifth Ave.*
Courtyard by Marriott Manhattan/Midtown East
Courtyard by Marriott Manhattan/Upper East Side
Courtyard by Marriott Times Square West
Courtyard by Marriott/SoHo*
Courtyard by Marriott/Times Square South
Crosby Hotel
Crowne Plaza Times Square Manhattan*
Desmond Tutu Center
Distrikt, The*
DoubleTree Chelsea
DoubleTree Financial District

*Indicates magazine is in-room at this hotel

DoubleTree Guest Suites
DoubleTree Metropolitan Hotel New York*
Dream
Dream Downtown
Duane Street Hotel
Dumont NYC
Dylan Hotel*
East Houston Hotel
East Village Hotel
Eastgate Tower Hotel
Edge Hotel, The
Element Times Square
Empire Hotel
Eurostar Wall Street
Evelyn
Eventi Hotel*
Excelsior Hotel
Fairfield Inn by Marriott Times Square
Fitzpatrick Grand Central Hotel
Fitzpatrick Manhattan
Flat Iron Hotel
Four Points by Sheraton Midtown
Times Square
Four Points by Sheraton Financial District*
Four Points by Sheraton SoHo
Four Seasons Hotel New York
Four Seasons Hotel New York Downtown
Franklin Hotel, The
Gansevoort Meatpacking
Gansevoort Park Hotel
Gardens NYC
Gem Hotel Chelsea, The
Gem Hotel Midtown West, The
Gild Hall
Gotham Hotel
Gracie Inn
Gramercy Park Hotel
Grand Hyatt New York
Greenwich Hotel, The
Gregory Hotel New York, The
Hampton Inn Manhattan/Downtown
Financial District
Hampton Inn Pearl St.
Hampton Inn W. 24th St.*
Hampton Inn W. 31st St.
Hampton Inn W. 35th St.*
Harvard Club, The
Herald Square Hotel*
HGU New York
Hilton Garden Inn New York / Midtown
Park Avenue*
Hilton Garden Inn Times Square
Hilton Garden Inn Times Square Central
Hilton Garden Inn W. 28th St.
Hilton Manhattan East Hotel*
Hilton New York
Hilton Times Square*
Holiday Inn Express Times Square
W. 39th St.
Holiday Inn Express W. 29th St.*
Holiday Inn Express W. 45th St.
Holiday Inn Express Water Street
Holiday Inn LES
Holiday Inn Manhattan 6th Avenue*
Holiday Inn Manhattan - Financial District
Holiday Inn Midtown
Holiday Inn Midtown W. 31st St.
Holiday Inn Times Square South
Homewood Suites by Hilton
Hostelling International
Hotel 373 Fifth Ave.*
Hotel 99*
Hotel Belleclaire
Hotel Carter (closed for renovations)
Hotel Chandler
Hotel Deauville
Hotel Edison*
Hotel Elysée*
Hotel Five44
Hotel Giraffe
Hotel Hugo*
Hotel Indigo*
Hotel Indigo Lower East Side
Hotel Mela
Hotel Metro
Hotel on Rivington
Hotel Pennsylvania*
Hotel Plaza Athénée*
Hotel Stanford
Hotel Verite (closed for renovations)
Hotel Vetiver*
Hotel Wales
Hotel Wolcott, The*
Hudson Hotel
Hyatt 48 Lex
Hyatt Herald Square*
Hyatt Place Midtown South
Hyatt Union Square

“The magazines educate the Concierge Community on everything happening in NYC to help us direct guests on where to go!”

Ela Orosova, Loews Regency Hotel, New York

Incentra Village House
Ink 48*
Inn at Irving Place
InterContinental Hotel Times Square
InterContinental Hotel New York Barclay
Iroquois New York, The*
James Hotel, The
Jane, The
Jewel Hotel, The
JW Marriott Essex House NY
Kimberly Hotel
Kitano New York, The
Knickerbocker, The
La Quinta Manhattan
Langham Place, Fifth Avenue
Le Parker Meridien
Lex NYC, The
Library Hotel*
Loews Regency
Lombardy Hotel*
London NYC, The
Lotte New York Palace*
Lowell, The*
Lucerne Hotel
Mandarin Oriental Hotel
Manhattan at Times Square Hotel*
Manhattan Club, The
Manhattan NYC
Manhattan West Hotel
Mansfield Hotel*
Marcel, The*
Maritime Hotel, The
Mark Hotel, The
Marrakech Hotel, The*
Marmara Park Avenue
Marriott Fairfield Inn and Suites
W. 33rd St.
Mave Hotel
Mercer, The
Michelangelo, The*
Milford Plaza Hotel*
Millennium Hilton, The*
Millennium Broadway Hotel New York*
Morgans
Muse Hotel, The*
New York EDITION, The
New York Marriott Downtown*
New York Marriott Eastside
New York Marriott Marquis*
NH Jolly Madison
Night Hotel Times Square
Night Hotel*
NOMO SOHO
Nolitan Hotel
Nomad Hotel
Novotel New York
Omni Berkshire Place
On the Ave Hotel*
ONE UN Plaza Hotel*
Opera House Hotel *
Out NYC, The
Paramount Hotel*
Park Central New York
Park Hyatt New York
Park Lane New York
Park South Hotel*
Pearl Hotel
Peninsula New York, The
Penn Club of New York
Phillips Club, The
Pierre New York, A Taj Hotel, The*
Plaza, The
POD 39 Hotel
POD Hotel
Premier, The
Princeton Club of New York, The*
Q&A Hotel by Furnished Quarters
Quin, The
Radisson Martinique on Broadway
Redbury NY, The
Renaissance New York Hotel 57
Renaissance New York Midtown Hotel

*Indicates magazine is in-room at this hotel

“Where IN New York is the best resource for our Concierge Community and the products are great assets for our guests.”

Brian Pierce, The Ritz-Carlton New York, Central Park

Renaissance New York Hotel Times Square*
Renwick, The
Residence Inn Marriott 48th & Lex
Residence Inn Marriott Times Square, The
Ritz-Carlton New York, Battery Park, The
Ritz-Carlton New York, Central Park, The
Ritz-Carlton, Westchester, The
River Club*
Riverside Tower Hotel
Rockefeller Center Hotel*
Roger New York
Roger Smith Hotel
Room Mate Grace
Roosevelt Hotel, The
Roxy, The
Royalton
Salisbury Hotel
San Carlos Hotel*
Sanctuary, The
Setai Club
Seton Hotel
Shelburne NYC*
Sheraton New York Hotel and Towers*
Sheraton Tribeca*
Sherry-Netherland Hotel, The*
Shoreham Hotel
SIXTY LES
Skyline Hotel
SMYTH Hotel
Sofitel New York
SoHo Grand Hotel, The
SoHo House New York, The
Solita SoHo Hotel*
St. James Hotel
St. Regis New York
Standard East Village
Standard New York
Staybridge Suites
Strand Hotel, The*
Surrey, The*
Sutton Court Hotel

Time, The
Tribeca Blu
Trump International Hotel & Tower
Trump Soho
Tuscany, The
University Club*
Viceroy, The
W Downtown
W New York
W Times Square
W Union Square
Waldorf Astoria, The*
Waldorf Towers, The
Warwick New York, The*
Washington Jefferson Hotel*
Washington Square
Wellington Hotel
West 57th Street, by Hilton
WestHouse Hotel
Westin Governor Morris, The
Westin New York at Times Square*
Westin New York Grand Central, The
Wingate by Wyndham (W. 35th)
Wyndham Garden (W. 36th)*
Wyndham Garden (W. 58th)
Wyndham Garden Inn Chelsea
Wyndham Midtown 45
Wyndham New Yorker
Yale Club of New York City, The*
Yotel New York

**BROOKLYN/QUEENS/LONG ISLAND/
STATEN ISLAND**

1 Hotel Brooklyn Bridge
Aloft Brooklyn*
Box House Hotel, The *
Best Western Gregory Hotel
BKLYN House Hotel*
Brooklyn A Hotel, The*
Comfort Inn — Crescent St.
Comfort Inn JFK
Condor Hotel

Crowne Plaza LaGuardia Airport Fairfield Inn (LIC)
Dazzler Brooklyn Hotel
Fairfield Inn and Suites Brooklyn
Fairfield Inn & Suites LIC
Fairfield Inn Marriott (Jamaica)
Franklin Guesthouse
Garden City Hotel
Garden Inn & Suites (Jamaica)
Hampton Inn — LaGuardia
Henry Norman Hotel
Hilton Brooklyn New York
Hilton Garden Inn — Queens/JFK Airport
Hilton New York JFK
Home2 Suites by Hilton (LIC)
Holiday Inn Express Brooklyn
Holiday Inn Express JFK
Holiday Inn LaGuardia*
Holiday Inn Manhattan View (LIC)
Holiday Inn New York Queens—JFK Airport
Hotel Indigo Brooklyn
Hotel Le Bleu*
John Hotel*
LaGuardia Marriott Courtyard
Marco Hotel LaGuardia
New York Marriott Brooklyn Bridge Hotel
NU Hotel
NY Moore Hostel
Parc Hotel, The*
Pointe Plaza Hotel
Q4 Hotel
Ritz-Carlton Residences, The;
RL Hotel by Red Lion
Long Island, North Hills
Sheraton Brooklyn*
Super 8 Brooklyn
Wingate Inn & Suites at LaGuardia*
Wyndham Garden Brooklyn Sunset Park*
Z Hotel New York (LIC)

NEW JERSEY HOTELS

Clarion Hotel Empire Meadowlands
Clinton Inn Hotel*
DoubleTree by Hilton Fort Lee—George Washington Bridge
Doubletree by Hilton Jersey City*
Hampton Inn Carlstadt
Hilton Hasbrouck Heights

Hilton at Newark*
Hilton Short Hills*
Holland Motor Lodge, Jersey City
Holiday Inn, Harmon Meadow
Holiday Inn, Hasbrook Heights
Holiday Inn Express, Paramus
Hyatt Regency Jersey City
LaQuinta Inn & Suites, Meadowlands
Oakwood Corporate Housing Jersey City
Renaissance Meadowlands*
Renaissance Newark Airport
Sheraton Crossroads Mahwah
Sheraton Edison Hotel Raritan Center NJ*
Sheraton Parsippany Springhill Suites by Marriott
W Hotel, Hoboken
Westin Jersey City
Westminster Hotel
Williamsburg Hotel, The

CONNECTICUT HOTELS

Compass Furnished Apartments
Hilton Stamford Hotel
Holiday Inn Select Stamford*
Stamford Marriott Hotel*

CORPORATE HOUSING

Alternative Business Accommodations
AKA: Central Park
AKA: Sutton Place
AKA: Times Square
AKA: United Nations
Bridgestreet Corporate Housing
Churchill Corporate Housing
Execustay by Marriott
Furnished Quarters
Maison International
Nectar at The Nash
NYC-JC Luxury Suites
Oakwood Corporate Housing
Globe Quarters
Radio City Apartments
Suites at Silver Towers

**AIRLINES: IN-FLIGHT AND/
OR VIP LOUNGES**

Air France Lounges at:
Charles De Gaulle, Orly & JFK

*Indicates magazine is in-room at this hotel

American Airlines Gate Service in:
London, Brussels, Paris, Frankfurt &
Zurich
AMEX Centurion Lounge - Mexico City
Airport, British Airways Lounges at:
Heathrow, Manchester, Gatwick &
JFK (also serves as the main lounge
for Cathay Pacific, Iberia, All Nippon
Airways, Qantas)

EL AL: On aircraft and at JFK
Continental Airlines Presidents Club
at Newark

Emirates Lounge at JFK
EOS/MAXjet Lounges at:
Stansted, UK

Etihad Airlines
Swiss International Airlines
Teterboro Airport

United Airlines Red Carpet Club at: JFK,
LaGuardia and Newark
Virgin Atlantic Lounges at:
Heathrow, Gatwick, JFK & Newark

CONSULATES & MISSIONS

Permanent Mission of Algeria to the U.N.
Permanent Mission of Belgium to the U.N.
Permanent Mission of Germany to the U.N.
Permanent Mission of Russia to the U.N.

CONVENTIONS/TRADE SHOWS/ SPECIAL EVENTS

Architectural Digest Home Design Show
Big Apple Greeter Fundraisers
GLBT Expo at Jacob K. Javits Convention
Center
Grand Gourmet
Hotel/Motel & Restaurant Show at
Jacob K. Javits Convention Center
New York Times Travel Show at Jacob K.
Javits Convention Center
Winter's Eve
Corporations In New York City
5 Penn Plaza
111 Eight Avenue
Capital One

Luxury Attaché Corporate
Morgan, Lewis & Bockius LLP
TOWN Residential 5th Ave
TOWN Residential Astor Place
TOWN Residential FIDI
TOWN Residential Soho
UK Trade & Investment
United Nations Secretariat Building

RESIDENTIAL BUILDINGS WITH CONCIERGE SERVICE

90 Washington
170 East End
325 Fifth Ave.
681 Fifth Ave.
Abigail Michaels Concierge
Anthem, The
Atlas Building
Avalon Riverview, Long Island City, The
Baxter Street Development
Company, LLC
DJK Residential
Douglas Elliman Real Estate
Foundry Residential
Heritage at Trump Place
Madison Belvedere, The
Manhattan House
Marc, The
Nicole
NYbG Attache
NYC-JC Suites
Ocean
One Beacon Court
Oval Concierge
Ritz Plaza, The
Ritz Tower, The
Rivertower
River Place
Sessanta
Sheffield 57
Stonehenge Village
Superior Ink
Taylor Made Furnished Apartments
Tribeca Tower
Trump World Tower

*“Our guests and Concierge team rely on the informative and attractive
magazines daily for servicing our guests.”*

Carolyn Innocenzi, Lotte New York Palace

OTHER LOCATIONS

34th Street Partnership
9/11 Tribute Visitor Center
AAA New Jersey Motor Club
Altour American Express
American Girl Place
American Management Association
Amtrak Club Acela First Class Lounges
Boston, Chicago,
New York, Philadelphia,
Washington, DC
Amtrak Passenger Cars on Trains from
Chicago to New York
Montreal to New York
Barneys New York
Beyond Group Travel
Big Apple Greeter
Bloomingdale's Visitor Center
Bloomingdale's SoHo Guest
Relations Center
Brooks Brothers
Central Park Tours, Inc.
Chamber of Commerce
Cityami
Davidoff of Geneva
Downtown Association, The
Empire CLS
Equinox at 54th St.
Excel Limousine Services (Queens)
Federal Hall
Gem Limo
Grand Central Partnership
Gray Line New York
Sightseeing Visitors Center
Intrepid New Yorker
Jacob K. Javits Convention Center
Lower East Side Partnership, The
Madame Tussauds

Macy's Visitor Center
MarineMax Chelsea Piers Marina
Memorial Sloan Kettering Cancer Center
New World Travel
New York Airport Shuttle (City Experts
Desk)
New York Athletic Club
New York City College of
Technology
New York Presbyterian Guest Facility*
New York Presbyterian/Columbia
New York Presbyterian Weill Cornell
New York University — Jeffrey S. Gould
Welcome Center
Hospital Campus
NYC & Company Kiosks
Chinatown, Financial
District and Harlem
NYC & Company Visitors Center
NYU
Queen Mary 2
Rossini's
Saks Fifth Avenue
Shops at Columbus Circle, The
Shrine NYC
Tent & Trails
Thomas Cook India Ltd.
Travelex Worldwide Money
(multiple locations)
Upper Manhattan Empowerment Zone
USO Metropolitan NY Port Authority
Terminal
YMCA of Greater New York
Wempe Jewelers
Westfield World Trade center

*Indicates magazine is in-room at this hotel

EDITORIAL CALENDAR

This must-have visitor magazine (*circulation 141,000 per month*) incorporates shopping, dining, attractions, entertainment, museums, galleries and more in every issue.



JANUARY New Years Resolutions

FEBRUARY Special Dining Issue

MARCH Best of Culture in NYC

APRIL Spring Fashion

MAY Special Dining Issue

JUNE Alfresco Time

JULY Family Fun for All Ages

AUGUST NYC's Best Spots to Beat the Heat

SEPTEMBER Special Fashion Issue

OCTOBER Best Fall Activities in
and Around NYC

NOVEMBER Special Dining Issue

DECEMBER Holiday Gift Guide

//In Every Issue

SKYLINE

A behind-the-scenes glance at notable, timely cultural events.

CALENDARS

Daily happenings throughout NYC.

OUT & ABOUT

Snapshots from the latest concierge VIP events.

MAP

Up-to-date NYC map.



INTEGRATED PLATFORMS

7.6 million
READERS
Monthly

45,000
ENGAGED
Newsletter Subscribers

35,000
FOLLOWERS
f t p @



//Print

Branding Campaigns
Custom Content
Editorial Listings

//Events

Custom Client Events
Branded Events
Educational Seminars

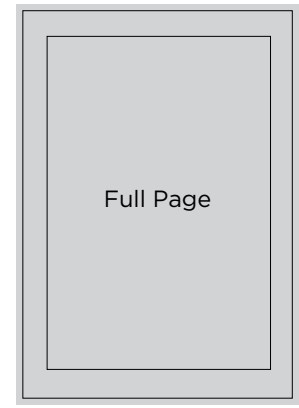
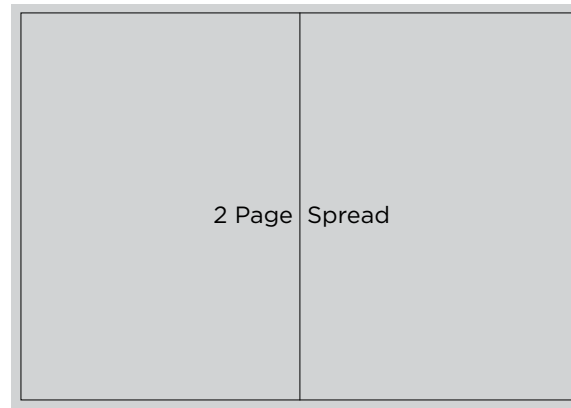
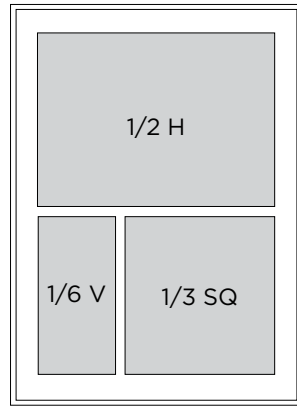
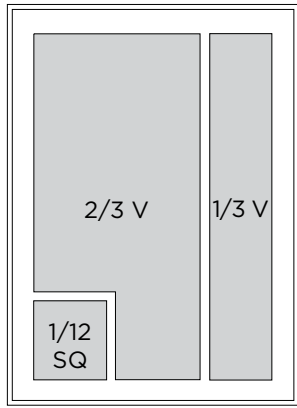
//Digital

Social Media
Sponsored Content
Email Marketing

//Strategic Partnerships

Concierge Community
Associations and Chambers
Trade Shows/Expos

RATES, SPECS + SCHEDULES



//Specs

UNIT	NON-BLEED	BLEED*	TRIM
2 Pg. Spread**	14.5" x 10"	16.25" x 10.75"	15.75" x 10.5"
Full Page	7.25" x 10"	8.125" x 10.75"	7.875" x 10.5"
2/3 Page V	4.625" x 9.75"	n/a	n/a
1/2 Page H	7" x 4.75"	n/a	n/a
1/3 Page Sq	4.625" x 4.75"	n/a	n/a
1/3 Page V	2.25" x 9.75"	n/a	n/a
1/6 Page V	2.25" x 4.75"	n/a	n/a
1/12 Page	2.25" x 2.375"	n/a	n/a

//Rates

UNIT	1 X	3X	6X	9X	12X
2 Pg. Spread	\$23,110	\$21,950	\$20,490	\$18,830	\$15,950
Cover 2, 4, Page 1	\$15,450	\$14,675	\$13,694	\$12,588	\$10,662
Opposite TOC, Cover 3	\$14,214	\$13,501	\$12,598	\$11,581	\$9,810
Full Page	\$12,360	\$11,740	\$10,955	\$10,070	\$8,530
2/3 Page	\$10,465	\$9,950	\$9,010	\$8,210	\$7,225
1/2 Page Horizontal Only	\$10,080	\$9,570	\$8,670	\$7,960	\$6,960
1/3 Page	\$5,980	\$5,670	\$5,125	\$4,655	\$3,995
1/6 Page Vertical Only	\$3,475	\$3,320	\$2,990	\$2,735	\$2,265
1/12 Page	\$2,045	\$1,935	\$1,755	\$1,534	\$1,265

//Advertising Deadlines

ISSUE	AD CLOSE	MATERIALS DUE
January	Nov. 21	Nov. 27
February	Dec. 20	Dec. 27
March	Jan. 19	Jan. 26
April	Feb. 21	Feb. 26
May	March 21	March 28
June	April 20	April 27
July	May 22	May 25
August	June 22	June 28
September	July 20	July 27
October	Aug. 22	Aug. 28
November	Sept. 21	Sept. 28
December	Oct. 19	Oct. 26

Cancellations not received in writing prior to the space reservation date will not be accepted. Advertisers not completing contract schedule are subject to short rate.

*Bleed Safety: Keep all live matter 1/4" from the trim size on all four sides.

**Add 1/4" on each side of center line of spine for safety margin.

All ads must conform to the dimensions above. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.