

2018 NEW YORK WHERE GUESTBOOK® | The Essence of New York.



Published since 1937, **Where GuestBook®** is distributed exclusively in-room at a select collection of upscale hotels. Available in 34 cities throughout the U.S.

Written with affluent travelers in mind, Where GuestBook is an annual, in-room, museum-quality coffee table book that readers are compelled to pick up and linger over—timely yet timeless, elegant, poetic and reflective of the soul and spirit of the city they are visiting. Through stunning photography, insightful essays, exclusive celebrity interviews and neighborhood profiles, Where GuestBook introduces visitors to the essence of the city.

IN EVERY EDITION

FIRST LOOK

A brief, visual overview of the city and its top attractions. From must-see landmarks to hidden local treasures, this eclectic lineup showcases the area's unique character.

FEATURES

Gorgeous photography, thoughtful articles, insightful essays and celebrity interviews encapsulate the essence of the city, engaging readers who know it well and those who are experiencing it for the first time.

NEIGHBORHOODS

Covering the quintessential and the colorful, these pages provide an overview of the city's principal neighborhoods.

LISTINGS

A well-edited roundup of the city's best shopping, dining, entertainment, tours, museums, attractions and more. Timely sidebars and a comprehensive collection of listings give readers the practical information they need to make the most of their time in the city.

Demographic Profile | 2018 NEW YORK WHERE GUESTBOOK®



READER DEMOGRAPHICS

Gender

Male	67%
Female	33%

Average Age 45

Marital Status

Married	53%
Unmarried*	47%

*single, partnered, separated, widowed, divorced

Affluence

Average Household Income: \$130,000
Average Household Income: \$149,000

Age

< 45
> 45

Education and Employment

Graduated College+	75%
Post-Graduate Study/Degree	43%
Professional/Managerial Employment	77%

READER ENGAGEMENT

- 78% of readers obtain the book in-room and 12% obtain in their hotel lobby
- Readers spend an average of 44 minutes, in total, reading **Where GuestBook**.
- 50% Where GuestBook readers are repeat readers.
- Readers refer to the book 3 times during their trip.
- Where Guestbook is the primary source for visitor information for 95% of readers
- 94% of readers have taken an action as a result of reading Where Guestbook

Source: 2015 Where GuestBook Reader Profile Study, GfK, MRI

Distribution | 2018 NEW YORK WHERE GUESTBOOK®

Distributed in more than 27,000 hotel rooms and reaching 4.5 million readers annually.



50 NYC
 70 Park Ave. Hotel
 Algonquin, The
 Aloft Brooklyn
 Aloft Manhattan Downtown—
 Financial District
 Alternative Business
 Accommodations (ABA)
 Belvedere Hotel
 Benjamin, The
 Bernic, The
 Blakely New York Hotel
 Bristol Plaza, The
 Bryant Park Hotel, The
 Carlton Hotel
 Carnegie Hotel, The
 Condor Hotel Brooklyn
 Conrad New York
 Colony Club, The
 Cornell Club, The

Court, The
 Courtyard by Marriott Manhattan/
 Fifth Ave.
 Courtyard by Marriott Manhattan/
 Upper East Side
 Dream Hotel
 Duane Street Hotel
 Dumont NYC
 Dylan Hotel
 Eurostar Wall Street
 Evelyn
 Fairfield Inn & Suites Manhattan
 Four Seasons New York Downtown
 Franklin Guesthouse
 Gardens NYC
 Harvard Club, The
 Hilton Brooklyn New York
 Hilton Manhattan East
 Home2 Suites by Hilton
 Long Island City
 Hornblower Cruises & Events
 Hotel Beacon
 Hotel Chandler, a Triumph Hotel
 (suites)
 Hotel Indigo
 Hotel Indigo Brooklyn
 Hotel Hugo
 Hotel Le Bleu
 Hôtel Plaza Athénée New York
 Hotel Wales
 Hyatt Union Square
 INNSIDE New York Nomad
 InterContinental New York Barclay,
 The (closed for renovations)
 Iroquois New York, The

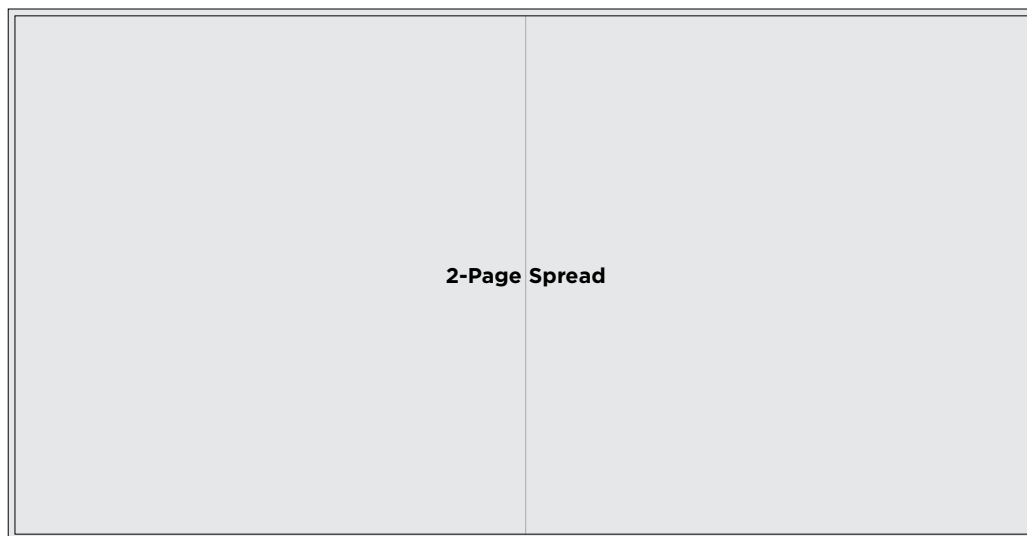
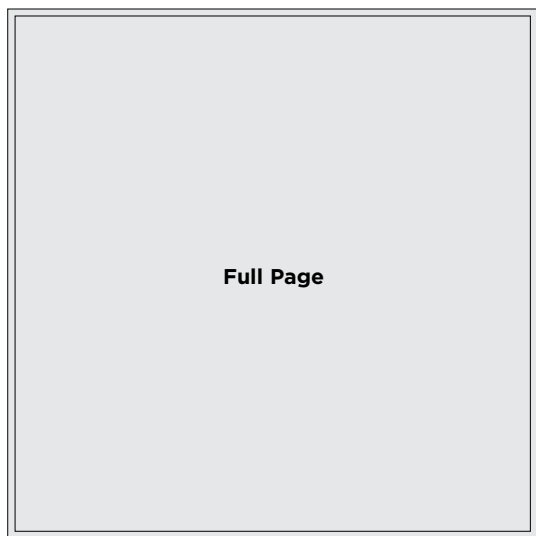
Kimberly, The
 Langham Place, Fifth Avenue
 Lombardy New York, The
 Lotos Club, The
 Lotte New York Palace
 Lowell, The
 Lucerne, The
 Manhattan Club, The
 Manhattan NYC
 Mark, The
 Marmara Park Avenue
 Millenium Hilton
 Millennium Broadway Hotel
 New York
 New York Athletic Club
 New York Marriott at the Brooklyn
 Bridge Hotel
 New York Hilton Midtown
 New York Marriott Downtown
 New York Marriott East Side
 New York Marriott Marquis Times
 Square
 NH Jolly Madison Towers
 Night Hotel
 Novotel Hotel
 Omni Berkshire Place
 One UN Plaza Hotel
 Park Lane Hotel, The
 Plaza, The
 Premier, The
 Princeton Club of New York, The
 Redbury NY, The
 Renaissance New York Midtown
 Hotel (lobby only)

“ *Where GuestBook is a true amenity for our guests and the perfect ‘welcome’ to NYC.* Helko Kuenstle, The Lowell



Residence Inn New York
 Manhattan/Midtown East
 Room Mate Grace Hotel
 Roosevelt Hotel, The
 San Carlos Hotel
 Shelburne NYC
 Sheraton Brooklyn
 Sherry-Netherland Hotel, The
 Silver Suites
 Sofitel New York
 St. Regis New York, The
 Sutton Court
 Time Hotel
 Trump International Hotel & Tower®
 New York
 Trump SoHo® New York
 Tuscany, The
 Union League Club
 University Club, The
 W Downtown
 W Hoboken
 W Times Square
 W Union Square
 Warwick New York, The
 West 57th Street by Hilton Club
 Westin New York Grand Central,
 The
 Westin New York Times Square, The
 Yale Club of New York City, The

Rates, Specs & Schedules | 2018 NEW YORK WHERE GUESTBOOK®



RATES/SIZES

UNIT	1 ANNUAL
Back Cover	\$34,243
2-Page Spread Display	\$49,315
Full-Page Display	\$27,395
Full-Page Format	\$21,960
1/2 Vertical Page	\$15,155
1/3 Vertical Page	\$13,120
1/4 Page Format (Horizontal)	\$12,100
1/6 Page Format (Horizontal)	\$7,725
Faces Advertorial	\$11,000
Opposite TOC	\$31,510
Look Book Photo Production Charge	\$600

SPECIFICATIONS

UNIT	NON-BLEED	BLEED*	LIVE AREA
2 Pg. Spread**	20" x 10"	20.25" x 10.25"	18.5" x 8.5"
Full Page	10" x 10"	10.25" x 10.25"	8.25" x 8.5"

ADVERTISING DEADLINE

ISSUE	AD CLOSE	MATERIALS DUE
November	Sept. 14	Sept. 28

*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.

Technical Information | 2018 NEW YORK WHERE GUESTBOOK®

MECHANICAL REQUIREMENTS

- Where® is produced in accordance with accepted standards for web offset printing (SWOP), using four-color process inks (CMYK). Please refer to these standards for more information. You may obtain these at <http://www.idealliance.org/specifications/swop/>.
- No film will be accepted.
- Final digital ads should be supplied as PDF/x1-a or Press format PDFs, saved as version 1.3 (Acrobat 4.x) with high-resolution transparency flattening. Include all fonts subsetted at 100%. These files must be created using one or more of the following software programs only: Adobe InDesign, PhotoShop or Illustrator, and QuarkXpress. PDFs may be generated directly from the application or distilled from PostScript files using Acrobat Distiller. Please do not use Microsoft Publisher or Office applications, as these cannot create acceptable PDFs.

Build your ad so that it conforms to these specifications AT FINAL SIZE:

- Image (photo) files should be 300 pixels per inch in CMYK, in Tiff or EPS formats. One-bit images (such as black-and-white logos) should be minimum 600 pixels per inch.
- Check that all colors used are 4/C process colors (CMYK). No Pantone, RGB, or Lab Color.
- Check that the maximum total ink coverage (TAC) does not exceed 300%.
- Minimize the number of steps used to create a gradation or blend.
- Provide 1/4" bleeds (image beyond trim) in bleed ads.
- Keep all live matter 1/4" from the trim on all four sides.
- All ads must conform to the spec sheet dimensions. If they do not, the ad will be modified to fit the appropriate space at the advertiser's expense.
- Files must be in .zip format if compression software is used.
- Ad Proofs: We follow industry standards on press. If running a color ad, you may supply a color proof, which we will check for content. Please note that consumer inkjets cannot be relied upon to predict press color, as the inks used are not true press colors (i.e. they cannot always be achieved in process printing).

GENERAL INFORMATION

MVP is not responsible for, nor does it guarantee, the accuracy or reproduction quality of materials that do not meet these specifications. Changes to supplied material will be made by the publisher only on written instructions from agency or client, and such changes must be received at least 30 days prior to cover date. MVP can accept native files in a limited number of formats. Changes can only be made if the native files, fonts, and graphics are supplied. MVP endeavors to comply with all advertiser's changes. However, MVP assumes no responsibility for errors and omissions resulting from such changes.

Digital/Web:

- Be sure to include your Web address in your ad creative.
- Online editions will include your ad exactly as it appears in print, but for us to legally link the ad to your website, your Web address must be included in the ad.

SHIPPING INFORMATION

All materials must be received on or before issue closing date.

Ads can be submitted on CD, DVD or via electronic transmission. Please contact your sales rep regarding digital transfer of ad materials. Many of our publications can accept materials by a proprietary web-based system called AdDrop. Please ask your publication's Advertising Services Coordinator for unique private ftp credentials if AdDrop is unavailable. We do not have a "common use" ftp site for security reasons.

Mail to:

Production Department
Where® IN New York
79 Madison Avenue, 8th Floor
New York, NY 10016

CANCELLATIONS

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.