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where

Local guides. Worldwide.™

WHERE® ANNOUNCES RELAUNCH OF NEW YORK'S PREMIER CITY GUIDE

*Where New York to Debut Fresh Look and Fresh Content in April 2017;
Iconic Travel Magazine Evolves into a City Guide for Tourists and Residents Alike*

New York, NY (January 18, 2017) – Morris Media Network, owner of some of the world's premier media brands, today announces the rebrand of Where® magazine in six of its major markets.

The April 2017 issue of Where New York—as well as the Boston, Miami, San Francisco, Seattle and Washington, D.C., editions—will reflect a more contemporary and content-rich version of the popular magazine that has previously been geared primarily towards travelers. The new city guide-style layout will provide readers – both visitors *and* residents – with a deep look at the community it serves, offering features and tips about how to best explore the city and the region.

Where New York has proven to be a go-to resource for the city's tourists, but will now be an incredible resource for residents, as well. April's Where New York will feature a fresh look – a more portable, European digest size (6.875 x 10 inches), printed with high quality matte stock, and a new treatment of the cover logo that highlights the “here” in “Where” to show how the magazine is a guide for all things “here,” meaning the city it serves. Readers can expect over 16 pages of additional content.

“Where® has chosen to invest in its products at this time because of the importance and viability of the traveler, the visitor and the sophisticated urban dweller,” says Regional Vice President of Sales Kristen Standish. “It's rare in the media world these days to see companies investing in print and digital to deliver robust, expert and curated local content rather than anemic guides or less-expertly rendered digital resources.”

While the Where brand, founded in Detroit, Michigan in 1936, is valued among travelers and the hospitality industry, Where's goal is to ultimately create a brand that has international recognition. Where currently publishes worldwide in more than 90 markets across six continents.

“From a business perspective,” adds Standish, “we aim to create a national advertising network affording brands and agencies the ability, through one point of contact, to reach a global, national or local audience. We are the only media brand in the national space that can deliver down to a very specific local market—or multiple ones.”

“Where offers the keys to the city in every market we're in, and you'll see that we're not just for tourists anymore,” says Leigh Harrington, Eastern Regional Editorial Director and Editor of Where Boston. “We're very much a part of the communities we serve, and we want to be a resource for travelers and city dwellers, alike. You'll see fresh editorial, and a bigger, bolder and more cutting-edge presence

where our readers are – on social media, in street boxes, in retail locations, in people’s hands, at events, in hotels.”

“The magazine is meant to appeal to the 25- to 54-year-old adult who has urban sensibilities, loves quality and uniqueness, and wants curated experiences that are really good and highly recommended,” says Harrington. “It is for the reader who wants to explore New York and destinations within the greater New York City region. It is local-focused, lives in our neighborhoods, and provides content with an insider perspective that is inclusive, not over the top.”

Offering more extensive, in-depth content pertinent to each market will be a priority for Where moving forward. Some 2017 editorial features in Where New York will include local food trends, neighborhood explorations, Q&As with local influencers, travel destinations, and much more.

More information on the Where® brand is found at WhereTraveler.com and WhereTraveler.com/NewYork. Find Where New York on social media, including Twitter, Instagram and Facebook, at [@NYC_Info](https://twitter.com/NYC_Info).

To advertise, please contact Adeline Tafuri at 212.716.8560 or adeline.tafuri@morris.com.

About Where®

Where brand is a member of the Morris Media Network and is produced by Morris Visitor Publications, a division of Morris Communications.

About Morris Media Network

Morris Media Network produces original, expert-driven content on topics about which it is passionate: travel, outdoors, women’s lifestyle, local interest, western and equine. Award-winning content is delivered across the globe in a powerful suite of print and digital brands. MMN’s history and heritage in publishing dates back to 1785, but its approach today is as fresh as ever, delivering magazines, mobile apps, specialty websites, popular non-fiction books, trusted guidebooks and pocket travel maps.

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