

# LIFESTYLES

## MAGAZINE

### WHAT WE DO AND WHO ARE OUR READERS:

New York Lifestyles Magazine is dedicated to fulfilling the promise its name offers. New Yorkers are used to and expect a unique lifestyle that is all their own. They expect comfortable homes, great travel experiences, upscale hotels and resorts, fine restaurants and exciting nightlife as well as a healthy lifestyle and the latest in fashion.



### ADVERTISING RATES:

AD SIZE	1X	3X	6X	12X
Full Page	\$3000	\$2750	\$2500	\$2000
1/2 Page	\$1750	\$1500	\$1400	\$1200
1/3 Page	\$1250	\$1100	\$1000	\$850

### BONUS:

### DIGITAL EDITIONS INCLUDED

Free of charge, your ad will also appear on the world's largest electronic newsstands every month with a direct link in our digital edition on [issuu.com](http://issuu.com) & [Apple Newsstand](http://apple.com/newsstand)

PREMIUM POSITIONS	1X
Back	\$5000
Inside Front	\$4000
Inside Back	\$4000
2 Page Spread	\$6000

(Inside Front Cover + Pg. 1)

### WEB TILE AD

240px x 170px

1X-6X	7X-12X
\$350	\$300

### WEB BANNER AD 990px x 140px

Homepage		Category Page	
1X-6X	7X-12X	1X-6X	7X-12X
\$600	\$500	\$500	\$400

### DEMOGRAPHICS:

**AGE** 40 Years Old Median Age

**GENDER** 52% Female 48% Male

### MARITAL STATUS

68% Married 32% Single

### MEDIAN HOUSEHOLD INCOME

\$425,000

### OCCUPATION

22% CEO, President 82% Mgmt.

### TRAVEL (Times Per Year)

Business - 10, Vacation - 4,  
Weekend Getaways - 8

### REAL ESTATE

79% Own A Home/ Condo/Co-op 42% Own A  
Vacation Home

### SHOPPING

28% Weekly  
57% Monthly  
82% Quarterly

### LEISURE ACTIVITIES

92% Gym Members  
68% Golf 59% Skiing  
52% Tennis 46% Spas

### ENTERTAINMENT

85% Attend Sports Events  
80% Attend Theater  
70% Attend Concerts

### DINING OUT (Times Per Week)

93% 1-2 78% 3+

# LIFESTYLES

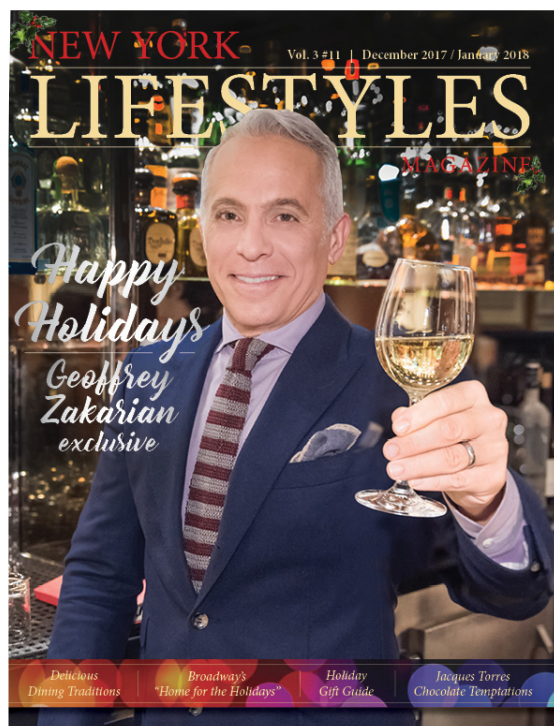
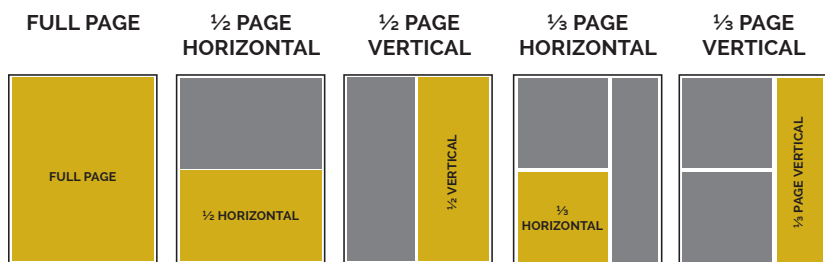
MAGAZINE

## PRODUCTION CALENDAR:

	CLOSING	MATERIALS	STREET
February.....	1/4	1/8	2/5
March.....	2/1	2/5	3/5
April.....	3/1	3/5	4/2
May.....	4/5	4/9	5/7
June/July.....	5/3	5/7	6/4

	CLOSING	MATERIALS	STREET
August.....	7/3	7/9	8/6
September.....	8/2	8/6	9/3
October.....	9/6	9/10	10/1
November.....	10/4	10/8	11/5
Dec/Jan.....	11/1	11/5	12/3

## ADVERTISING SPECIFICATIONS:



AD SIZE	LIVE	TRIM	BLEED
Full Page	W 8.125" H 10.625"	W 8.375" H 10.875"	W 8.625" H 11.125"
1/2 Page Horizontal	W 7.55" H 5"	<b>LINE SCREEN OUTPUT</b> <b>OPTIMAL</b> 133 lpi <b>MAXIMUM</b> 150 lpi	
1/2 Page Vertical	W 3.7" H 10.1"		
1/3 Page Horizontal	W 5" H 5"	<b>ONLINE ADS (WIDTH * HEIGHT)</b> <b>240PX * 170PX</b> 72 dpi	
1/3 Page Vertical	W 2.5" H 10.1"		

**AD FORMAT**  
**PREFERRED**  
 High Quality Print PDF  
**ACCEPTED**  
 TIFF or Hi-Res JPEG/JPG  
**RESOLUTION**  
 300 dpi

All ads to be designed by us will require hi-resolution images of content and logos. Please see 'AD FORMAT' for details.

For more information, call your account executive or (646) 259-2651

Visit us online at: [newyorklifestylesmagazine.com](http://newyorklifestylesmagazine.com)

# LIFESTYLES

## DISTRIBUTION:

**NEW YORK LIFESTYLES MAGAZINE ENJOYS A READERSHIP IN EXCESS OF 450,000 IN PRINT, WEB SITE AND ONLINE.**

## HEALTH CLUBS:

- Equinox Gym - multiple locations
- Exhale
- Reebok Sports Club

## RESIDENTIAL DOORMAN

### BUILDINGS:

- 105 West 13th Street
- 1 York Avenue
- 21 East 10th Street
- 311 Greenwich Street
- 330 Spring Street
- 39 Fifth Avenue
- 99 Jane Street
- Bristol Plaza - 200 East 65th Street
- Millenium Tower - 101 West 67th Street
- Olympic Tower - 641 Fifth Avenue
- The Beaux Arts - 357 East 44th Street
- The Biltmore - 271 West 47th. Street
- The Corinthian - 330 East 38th Street
- The Galleria - 117 East 57th Street
- The Langham - 135 Central Park West
- The Oxford - 422 East 72nd Street
- The Park 900 - 900 Park Avenue
- The Paterno - 440 Riverside Drive
- The Royale - 188 East 64th Street
- The Siena - 188 East 76th Street
- The St. Urban - 285 Central Park West
- Trump Int'l - 1 Central Park West
- Via West - 625 West 57th Street
- Worldwide Plaza - 309 West 49th Street
- Zeckendorf Towers - 1 Irving Place

## HOTELS:

- Dream Hotel
- Four Seasons
- Hudson Hotel
- Mandarin Oriental Hotel
- Morgans Hotel
- Parker Meridian Hotel
- Peninsula Hotel
- Sofitel
- The Carlyle
- Tribeca Grand Hotel
- Trump Soho
- W New York

## REAL ESTATE

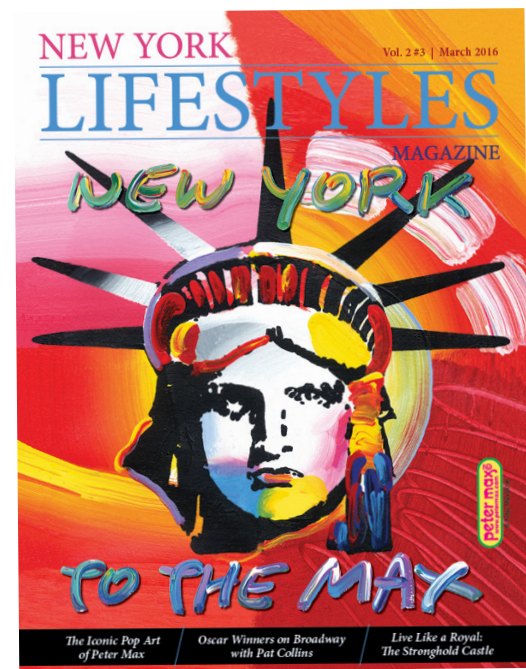
### BROKERAGE FIRMS:

- Brown Harris Stevens
- Corcoran
- Douglas Elliman
- Sothebys
- Warburg Associates

## DOCTORS/HOSPITALS:

- Charles Thorne, MD
- George Lefkovits, MD
- Lawrence Reed, MD
- Lenox Hill Hospital
- Mount Sinai Hospital
- Norman Pastorek, MD
- Steven Wallach, MD

## MAGAZINE



## SALONS/SPAS:

- Dry Bar
- European Wax Center
- Frederic Fekkai Salon
- J Sisters
- Oscar Biondi Salon
- Rita Hazan

## STREETBOXES/ AMBASSADORS:

- 3rd Avenue
- 5th Avenue
- Grand Central
- Lexington Avenue
- Madison Avenue
- Park Avenue
- Penn Station
- Port Authority