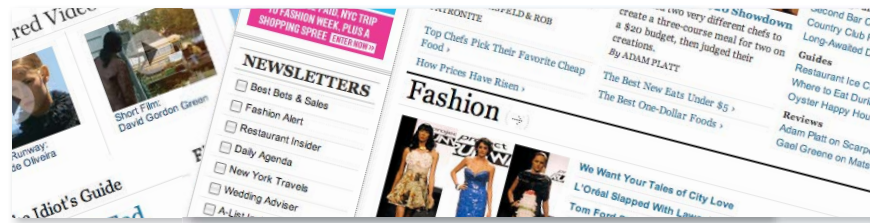


NEWSLETTERS



Get your message in the inboxes of our information-hungry, opt-in subscribers.

▶ **A-List Invitations—
27,000 Subscribers**
(One email—\$1,445 Net)

New York's passport to events, tickets to plays, films, auctions, art openings and other exclusive offers.

Sponsorship Includes:

- Opportunity to give away your product, service or event invitation, exclusively as part of the A-List Invitation (sponsor provides giveaway)
- 25-word promotional text on teaser page and confirmation page
- 75-100-word promotional text on invitation page and link to Website
- 300x250 ad on invitation page, 30kb max size
- 468x60 ad on teaser and invitation page
- 160x600 Tower ad on invitation, 30kb max size

▶ **Fashion Alert Featuring
The Cut—70,000 Subscribers**
(One email—\$1,750 Net)

Daily, Monday through Friday
Year-round fashion coverage including extensive round-the-clock updates during the New York Fashion Week shows. And whenever *New York* publishes a fashion feature, we'll let you know.

Sponsorship Includes:

- 25-40-word promotional text and link to Website
- 160x600 Tower ad, 30kb max size

▶ **Dedicated Email—
Minimum Drop: 10,000 Emails**
(\$.20 per email address)

Send your marketing message, special offer, promotion, announcement or giveaway to *New York's* most active consumers, with their permission.

Sponsorship Includes:

- Opportunity to target audience by zip code, gender, age and other demographic information
- Email sent out in both HTML and text versions
- Link to sponsor's Website (lead time is three business days)

▶ **Real Estate Round-Up—
6,500 Subscribers**
(One email—\$1,000 Net)

Every other Thursday
The latest real estate news and trends, including links to the hottest property sales and rental listings.

Sponsorship Includes:

- 25-50-word promotional text and link to Website
- 160x600 Tower ad, 30kb max size

Acceptable file formats:
JPEG, GIF or Animated GIF
(NO FLASH)

MORE →

- ▶ **Best Bets Daily—
64,000 Subscribers**
(One email—\$1,500 Net)
Daily, Monday through Friday
Monday's Best Bets Daily is directly from *New York* magazine. Tuesday's through Friday's content is Web-exclusive.

Primary Sponsorship Includes:
- 25-50-word promotional text and link to Website
- 160x600 Tower ad, 30kb max size

Second Sponsorship \$553
- 25-word promotional text and link to Website
- 160x250 image

- ▶ **Restaurant Insider—
94,000 Subscribers**
Every Monday
**Grub Street Digest—
25,000 Subscribers**
(Six-email Package—\$3,200 Net)
Every Monday through Friday
Restaurant Insider newsletter is emailed to restaurant enthusiasts and industry professionals every Monday and includes links to reviews, previews, recipes and food trends. Grub Street Digest is emailed daily and includes lunch picks, available reservations and industry news.

Primary Sponsorship Includes:
- 25-50-word promotional text and link to Website (Restaurant Insider only)
- 160x600 Tower, 30kb max size

**Second Sponsorship \$700
(Restaurant Insider Only)**
- Side-of-page billing
- 25-word promotional text and link to Website
- 160x250 image

- ▶ **Vulture + Agenda—
30,000 Subscribers**
(One email—\$1,062.50 Net)
Daily, Monday through Friday
Vulture's news, interviews, videos and more keep you current. Agenda offers *New York* editors' top picks for daily events around the city.

Sponsorship Includes:
- 25-50-word promotional text and link to Website
- 300x250 ad, 30kb max size

- ▶ **New York Travels—
15,000 Subscribers**
(One email—\$800 Net)
Sent several times per month
Weekend getaways, five-point escape-plan destination guides to your year-end bonus "you only live once" dream trip, and much more.

Sponsorship Includes:
- 25-50-word promotional text and link to Website
- 160x600 Tower ad, 30kb max size
- 2nd Position: 160x250 image, 15kb max size

- ▶ **Daily Intel—
10,000 Subscribers**
(One email—\$1,000 Net)
Daily, Monday through Friday
Provides constant updates on New York players, politics, parties, business and real estate—it's a late-afternoon digest of everything that happened today.

Sponsorship Includes:
- 25-50-word promotional text and link to Website
- 160x600 Tower ad, 30kb max size

Acceptable file formats:
JPEG, GIF or Animated GIF
(NO FLASH)