

Newsletters

BEST BETS DAILY—63,000 SUBSCRIBERS (One e-mail—\$1,500 Net)

nymag.com's daily shopping newsletter. Monday's Best Bets is directly from *New York* magazine. Tuesday through Friday content is Web-exclusive.

PRIMARY SPONSORSHIP INCLUDES:

- Side-of-page billing, with a 160x600 Tower, 12KB max size
- 25–50-word promotional text and link to Website

SECOND SPONSORSHIP \$553

- Side-of-page billing, with a 160x250
- 25-word promotional text and link to Website

RESTAURANT INSIDER—95,000 SUBSCRIBERS GRUB STREET DIGEST—25,000 SUBSCRIBERS (One e-mail—\$3,200 Net)

Restaurant Insider newsletter is e-mailed to restaurant enthusiasts and industry professionals every Monday and includes links to reviews, previews, recipes, and food trends. Grub Street Digest is e-mailed daily and includes lunch picks, available reservations, and industry news.

PRIMARY SPONSORSHIP INCLUDES:

- Top-of-page billing, with a 160x600 Tower, 12KB max size
- 25–50-word promotional text and link to Website (Restaurant Insider only)

SECOND SPONSORSHIP \$700 (Restaurant Insider only)

- Side-of-page billing, with a 160x250
- 25-word promotional text and link to Website

AGENDA—32,000 SUBSCRIBERS (One e-mail—\$1062.50 Net)

Six cultural highlights for art and entertainment, handpicked every day by *New York's* staff of critics.

SPONSORSHIP INCLUDES:

- 160x600 Tower ad
- 30KB max file size
- Acceptable file formats: JPEG, GIF or Animated
- 25 to 50 words of text for sponsor box
- Click-through URL
- GIF. NO FLASH

TRAVEL—13,000 SUBSCRIBERS (One e-mail—\$800 Net)

Weekend getaways, ten point escape-plan destination guides, or your year-end bonus 'you only live once' dream trip, *New York* Travels takes you there. Departing from your email inbox soon.

SPONSORSHIP INCLUDES:

- 160x600 Tower ad
- 30KB max file size
- Acceptable file formats: JPEG, GIF or Animated
- 25 to 50 words of text for sponsor box
- Click-through URL
- 2nd Position: 160x250 unit, 15kb max file size



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A-LIST INVITATIONS—28,000 SUBSCRIBERS (One e-mail—\$1,445 Net)

New York's passport to hot 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). Includes:

- 25-word promotional text on teaser page and confirmation page
- 75–100-word promotional text on invitation page, with links to sponsor's Website
- 250x250 image on invitation page, 14KB max size

FASHION ALERT—55,000 SUBSCRIBERS (One e-mail—\$1,925 Net)

When the fashion tents go up in Bryant Park (February and September), nymag.com delivers extensive coverage of the New York runway shows—the collections, the parties, the personalities, and more. Our newsletter keeps you on top of it all. And whenever *New York* magazine publishes a fashion feature, we'll let you know.

SPONSORSHIP INCLUDES:

- 160x600 Tower, 12KB max size
- 25–40-word promotional text and link

DEDICATED E-MAIL—MINIMUM DROP: 10,000 E-MAILS (\$.20 per e-mail address)

nymag.com's Advertiser Dedicated e-mail sends your message exclusively to a distinct audience. Send your marketing message, special offer, promotion, announcement, or giveaway to *New York's* most active consumers—with their permission.

SPONSORSHIP INCLUDES:

Sponsorships are available in increments of 10,000 and are targeted by zip code, gender, age, and other demographic information.

- E-mail is sent out in both HTML and text versions.
- Links to sponsor's Website (Lead time is three business days.)

REAL ESTATE—6,500 SUBSCRIBERS (One e-mail—\$1000 Net)

Every other Thursday, nymag.com delivers a newsletter with the latest Real Estate news and trends. Search through our online listings to get the latest listings in property rentals and sales.

SPONSORSHIP INCLUDES:

- 160x600 Tower ad, gif, jpeg, 30 KB max file size
- 25 to 50 words of text for sponsor box
- Click-through URL

