

# NEW YORK LIFESTYLES

MAGAZINE

MEDIA KIT  
2020







## 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.





# BRAND OVERVIEW:

Under its editor and highly talented staff of journalists, New York Lifestyle Magazine has evolved into an invaluable multi-media resource for its enviable and sought-after audience with a readership in excess of 450,000 in print, website and online. At the core of our enterprise are New York Lifestyles Magazine and Pet Lifestyles Magazine which are the foundation of our brand. New York Lifestyles Magazine has a daily digital presence with our online website, issuu.com, Apple Newsstand, social media websites (Instagram, Facebook, Twitter) as well as physical presence at sponsored lived events, too. Like its focus, New York, it never sleeps.



# DEMOGRAPHICS:

40 y.o.  
Median Age



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



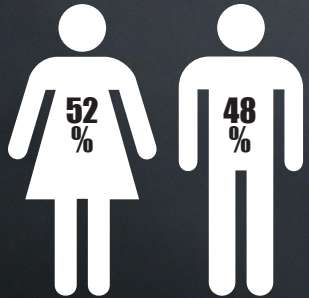
80%

Attend  
Theater



70%

Attend  
Concerts



68%

MEDIAN HHI  
\$425,000

## OCCUPATION

22% CEO, President  
82% Mgmt.



8 WEEKEND GETAWAYS

10 BUSINESS

4 VACATION

(Trips Per Year)



## DINING OUT

1-2 3+

93% 78%

(Per Week)





# DEMOGRAPHICS:



**COLLEGE GRADUATE**  
BACHELORS DEGREE - 86%  
GRADUATE DEGREE - 42%



**AVERAGE HH NET WORTH**  
\$1,788,000



**FOREIGN INVESTORS PURCHASING RE**  
15%-17%  
majority from China



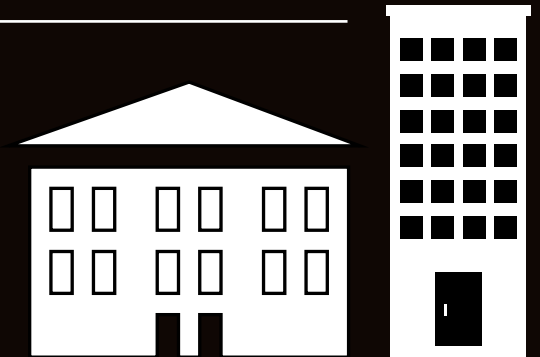
**AVERAGE HOME COST**  
\$989,893



**OCCUPATIONAL EMPLOYMENT**  
WHITE VS. BLUE COLLAR  
3:1 RATIO



**AVERAGE HH TOTAL EXPENDITURES**  
\$110,450  
average increase of 5% in 8 years



**OWN MORE THAN 1 PROPERTY**  
26%



# PRODUCTION CALENDAR 2020

## FEBRUARY:

### A VALENTINE FOR NYC

Closing day for ads: **1/3/2020**

Materials due: **1/7/2020**

Street date: **2/4/2020**



## MARCH:

### SPRING INTO FASHION

Closing day for ads: **1/31/2020**

Materials due: **2/4/2020**

Street date: **3/3/2020**



## APRIL:

### HEALTH & WELLNESS ISSUE

Closing day for ads: **3/6/2020**

Materials due: **3/10/2020**

Street date: **4/3/2020**



## MAY:

### REAL ESTATE/HOME ISSUE

Closing day for ads: **4/3/2020**

Materials due: **4/7/2020**

Street date: **5/5/2020**



## JUNE/JULY:

### SUMMER SCENE

Closing day for ads: **5/1/2020**

Materials due: **5/5/2020**

Street date: **6/2/2020**



## AUGUST:

### ENTREPRENEURS ISSUE

Closing day for ads: **7/3/2020**

Materials due: **7/7/2020**

Street date: **8/4/2020**



## SEPTEMBER:

### PHILANTHROPY ISSUE

Closing day for ads: **7/31/2020**

Materials due: **8/4/2020**

Street date: **9/1/2020**



## OCTOBER:

### AUTUMN IN NEW YORK

Closing day for ads: **9/4/2020**

Materials due: **9/8/2020**

Street date: **10/6/2020**



## NOVEMBER:

### WINTER ESCAPES

Closing day for ads: **10/2/2020**

Materials due: **10/6/2020**

Street date: **11/3/2020**



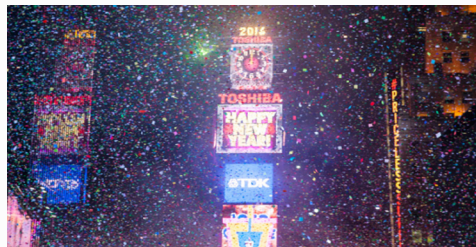
## DEC/JAN:

### HOLIDAY ISSUE

Closing day for ads: **11/6/2020**

Materials due: **11/10/2020**

Street date: **12/1/2020**





# SPONSORED CONTENT OPPORTUNITIES:

## EFFECTIVE WRITING DONE AT THE PROPER TIME

Sponsored Content in a magazine is an effective way of providing information about a person, product or place in the style of an editorial or objective journalistic article. They are not marked “advertisement”, as such they have a true appearance of editorial coverage and afford you the ability to control what is being said. This allows you to choose the timing and creative format that works best for you. You can schedule sponsored content to be a part of a special themed issue or section. You can even decide to be a cover story of your own.

**VISIT THE Lake George Area IN NEW YORK'S ADIRONDACKS**

**Georgian Lakeside Resort**  
Located in the heart of Lake George Village, this full-service resort offers accommodations, dining, and event hosting. With short walks to everything, The Georgian has a beautiful lakeside location with 157 rooms and suites. The resort has a lakefront pool, spa, and Cabana Bar. Dining is offered at Giovanni on the Lake with entertainment in the Terrace Room overlooking the lake. Georgian guests enjoy fine cuisine, lake cruises, as well as Six Flags Great Escape theme park, all nearby.  
2800 Lake Shore Dr., Lake George, NY 12845  
1-800-525-5636 | 518-526-5636  
georgianresort.com

**Marine Village Resort**  
Family resort located in the center of Lake George that features a 300-foot beach to relax and play. Docks are available for guest boats or boat rentals. Relax with family and friends on the large patio and pool area. The Morgan Restaurant serves made-to-order breakfasts daily and grills are available throughout the property for guest use. Perfect choice for those who prefer a location with a short walk to the village while offering a host of resort amenities.  
370 Conant Street, Lake George, NY 12845  
1-800-525-5636 | 518-526-5636  
marinevillageresort.com

**Sun Castle Resort**  
The resort spans 15 acres of luxurious lakefront property. Outdoor activities abound with 2 beaches, a heated outdoor pool and 2 children's playgrounds. Modern townhomes offer 2 bedrooms, 2.5 baths, full kitchens, dining area and living room. 2-bedroom villas offer outstanding lake views from the living room and private balconies overlooking beautiful Lake George and the Adirondack Mountains. Guests have dining privileges at The Inn at Edinboro, the only AAA 4 Diamond Restaurant in the region located in the same property.  
377A Lake Shore Dr., Lake George, NY 12845  
1-518-526-2885  
suncastle.com

**Scotty's Lakeside Resort**  
Newly rejuvenated and located on 7 expansive acres in Lake George Village and 350 ft. of beautiful shoreline, the resort is a place for fun with friends and family. Enjoy the huge sandy beach or the beachside pool, canoe, paddleboard, an interactive arcade, beach volleyball, and Scotty's Grill and Beachfront Bar offer plenty of activities to fill the day.  
2800 Lake Shore Dr., Lake George, NY 12845  
1-877-786-8899  
scottyslakesideresort.com

**Surfside On The Lake Hotel**  
Located in Lake George Village, Surfside is an independent family owned 154 room resort featuring 43 Suites, some with two bedrooms and many rooms have a view of Lake George or Lakefront with private balconies. Surfside has a private sandy beach on Lake George, an outdoor heated pool and 1100 square foot rooftop cabana bar. The Club Hamilton restaurant serves breakfast.  
400 Conant Street, Lake George, NY 12845  
1-518-526-2411  
surfsideonthe lake.com

**The Quarters at Lake George**  
Located less than 1 mile from The Village of Lake George, the former summer home of Georgia O'Keefe, Luxurious vacation rentals feature newly remodeled lakefront accommodations with spacious private units with abundant amenities and breathtaking views of the Adirondacks. From cozy fireplaces and access to private balconies, beach access to a private lakefront, the townhouses at The Quarters have it all. Open all year long.  
501A Lake Shore Dr., Lake George, NY 12845  
1-518-526-4991  
lakedquarters.com

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Single page format  
**\$2,000**

**REAL ESTATE & YOUR HOME**

**THE PRESERVE CLUB & RESIDENCES LIVING CLOSE TO NATURE'S HEART**

By BOB DIAMOND

*"The fields and forests were places of adventure and self-discovery... and the world moved at a slower, more rational pace than the bustling cities."* —David Mixner

My recent visit to The Preserve Club & Residences has left me as captivated by the deep forest tree line and undiminished starlight as I've ever been by the Manhattan skyline and the bright lights of Broadway. The Preserve, unquestionably New England's most amenity-rich, four seasons sporting club and luxury-lifestyle community is currently greatly expanding its real estate offerings with its Phase II Residential Properties—custom single-family homes, townhomes, and one-level condominiums.

Set on 3,500 serene and protected acres in Richmond, Rhode Island, just an easy 2.5 hour drive for New Yorkers via I-95, The Preserve Club and Residences has already sold out its Residential Phase I, with many new homeowners coming from New York and New England. And now Paul Mihalakis, Chairman of The Preserve, has announced the first closing of Phase II, with one of the eleven elegant Townhomes on the Green.

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Two page spread format  
**\$3,000**

**PERFECT HARMONY**

"Our Townhomes are inspired by a traditional New England commons. They sit at the heart of The Preserve on a modern village green where privacy and community co-exist in perfect harmony." Mihalakis said. The unit I toured revealed beautiful open floor plans that blend rustic-chic interiors with unsurpassed craftsmanship. Townhome models offer two-, three- and four-bedroom options, all with custom cabinetry, stone fireplaces, spa-like bathrooms, balconies, and expansive front porches, with walking paths to the tennis courts, new pool and cabana. **Members' Lodge Clubhouse**, and the newly expanded **Sporting Shoppes**. Residents can also enjoy the luxury of a private in-home elevator option.

The story continued to unfold as we moved on to The Preserve's new Laurel Valley neighborhood. There I received an up-close introduction to a half-dormer magnificent single family homes as they neared completion. The Murphy 1.5 Murphy II, and Timber Ridge models uphold The Preserve's commitment to blend—as Mihalakis describes, "the nature of luxury and the history of nature." Interiors include wide plank wood floors, vaulted ceilings, first floor master suites, guest suites, optional staircases, skylights, floor-to-ceiling stone fireplaces, and walk-out lower levels with generous windows.

All the homes in Laurel Valley feature expansive decks with stunning fresh water views of the tranquil Laurel Valley Lake and quiet private beach area.

The newest project underway set for occupancy this summer is the **Hilltop Lodge** condominiums. This impressive Lodge sits high on a hill, offers elegant, one-level condominiums, with a central elevator connecting the lobby to each of the Hilltop's three floors. Ground-level residences boast private patios extending living space into the great outdoors, while balconies provide the same, as well as expansive views, for upper-level homes. Also in this Lodge are comfortable lounge, game room, fitness facilities, and access to a multi-level patio, swimming for pool, and harbor area. "Hilltop residences are available in one, two, and three-bedroom configurations, all with on-site accommodations and elegant spaces for entertaining guests," Mihalakis explained.

**WORLD-CLASS SPORTING AMENITIES**

All home owners at The Preserve enjoy full-service concierge to assist with everything from handling their daily details, to catering gourmet meals from Preserve Executive Chefs to their homes, to curating memorable experiences and activities that take full advantage of the Preserve's one-of-a-kind, world-class, sporting amenities.

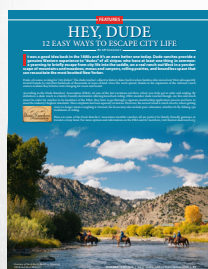
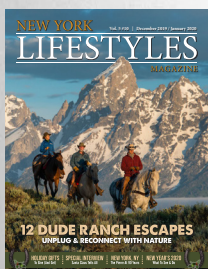
I would be remiss if I failed to remind you what makes living at the Preserve unlike anywhere else. In addition to its exquisite custom homes and unparalleled service, The Preserve's vast expense encompasses an incredible array of four seasons sports—an annual winning championship golf course, sporting clubs, rock climbing, tennis, hiking and equestrian trails, fishing, archery, ATVs, fly fishing, and more. And let's not overlook **The Range** at The Preserve, America's longest indoor shooting range with 135-yard lanes, and The Sporting Shoppes, ready to outfit your outdoor adventures. The Preserve can provide all equipment for any activity as well as instruction by expert staff.

Allow me to end this literary tour of The Preserve Club and Residences with a quote from none other than Harrison Ford. (Who, clearly has influenced Hap Sola). "Nature doesn't need people. People need nature; nature would survive the extinction of the human being and go on just fine, but human culture, human beings, cannot survive without nature."

See with your own eyes.  
For more information on The Preserve Club & Residences real estate and private tours, visit [ThePreserveRI.com](http://ThePreserveRI.com).

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## FRONT COVER & COVER STORY



6 page format - Front Cover & 5 page Editorial - **price available upon request**

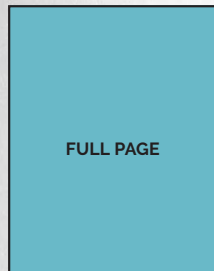
9 page format - Front Cover, 7 page Editorial & a Full Page AD - **price available upon request**



# ADVERTISING SPECIFICATIONS:

## PRINT

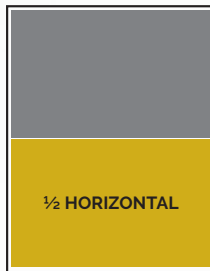
### FULL PAGE



W 8.375"  
H 10.875"

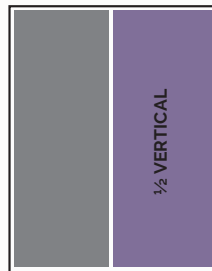
(add .125" bleed  
on all sides)

### ½ PAGE HORIZONTAL



W 7.55"  
H 5"

### ½ PAGE VERTICAL



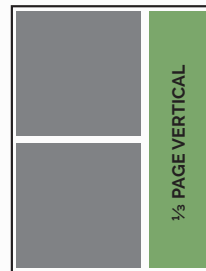
W 3.7"  
H 10.1"

### ⅓ PAGE HORIZONTAL



W 5"  
H 5"

### ⅓ PAGE VERTICAL



W 2.5"  
H 10.1"

- All ads are accepted in HIGH QUALITY PDF format, as well as 300 dpi JPEG/PNG/TIFF.
- All embedded items in ad must be 300 dpi before exporting the PDF file for publication.
- Ads that do not meet the proper formatting for bleed will be floated within the longest parameter of safety area, and will print with white border.
- All logos and text should be 1/4" toward center from trim line.
- No print marks are required, but if you choose, please set them outside the print area. A \$15 surcharge will apply for ads that leave printer marks within the bleed area.
- All files must be converted to CMYK, no SPOT or RGB colors will be allowed. A \$15 surcharge will apply for ads that do not follow this rule.

### SAFETY AREA

W 7.875"  
H 10.375"

### TRIM

W 8.375"  
H 10.875"

### BLEED

W 8.625"  
H 11.125"

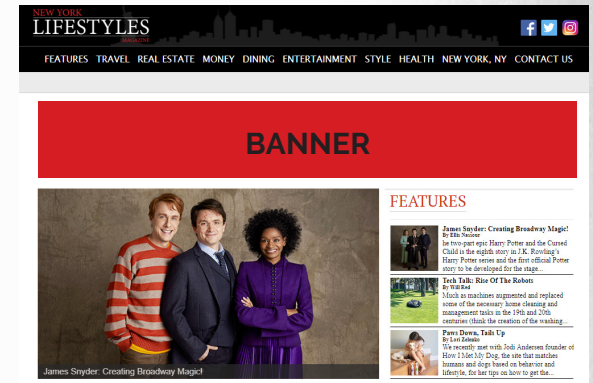
Offset crop marks outside the bleed area.

All ads to be designed by us will require hi-resolution images of content and logos.

## WEB

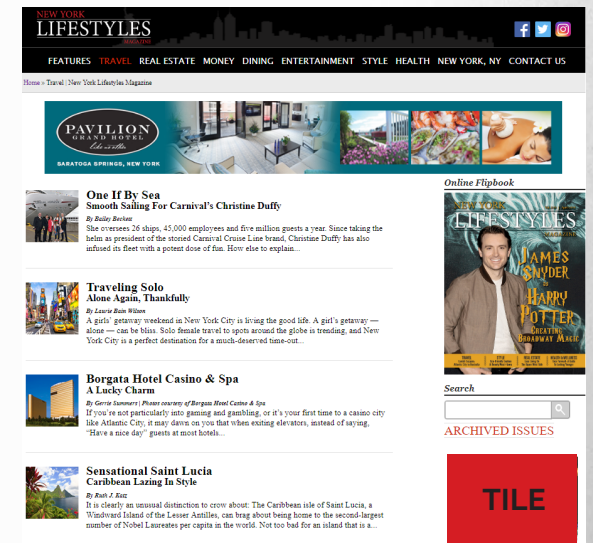
### BANNER

W 990PX \* H 140PX  
72 dpi



### TILE

W 240PX \* H 170PX  
72 dpi





# ADVERTISING RATE CARD:

## PRINT

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

## PREMIUM POSITIONS

1X

Back	\$5000
Inside Front	\$4000
Inside Back	\$4000
2 Page Spread (Inside Front Cover + Pg. 1)	\$6000

## WEB

### BANNER

Homepage

1X-6X	7X-12X
\$400	\$300

Category Page

1X-6X	7X-12X
\$300	\$250

### TILE

1X-6X	7X-12X
\$200	\$150





# DISTRIBUTION:

## WHERE TO FIND US:

New York Lifestyles Magazine is targeted at upscale NYC residents, working professionals commuting to NYC as well as business and leisure travelers. We deliver right to their doorsteps. We have become a traditional staple in our residence's home for years. NYLM is hand-delivered to some of the finest residences, hotels, spas, restaurants, and medical offices in all of New York. Our presence is seen and felt at some of the highest traffic areas in the world such as Grand Central and Penn Station.



RESIDENTIAL DOORMAN BUILDINGS  
HOTELS RETAIL LOCATIONS  
REAL ESTATE BROKERAGE FIRMS

DOCTORS/HOSPITALS

SALONS/SPAS HEALTH CLUBS



STREETBOXES/AMBASSADORS

