

## 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.

#### **SHOPPING DEMOGRAPHICS: LEISURE ACTIVITIES** 92% Gym Members 68% Golf 59% Skiing 28% Weekly 52% Tennis 46% Spas 57% Monthly 79% Own A Home/ Condo/Co-op 82% Quarterly **ENTERTAINMENT** 42% Own A Vacation Home $\bigcirc$ 85% 70% 80% Media Attend Sports Attend Attend Theater Concerts **DINING OUT** 78% 68% (Per Week) **MEDIAN HHI OCCUPATION** 22% CEO, President \$425,000 82% Mgmt. 8 WEEKEND GETAWAYS 10 BUSINESS 4 VACATION (Trips Per Year)

### **DEMOGRAPHICS:**





COLLEGE GRADUATE

BACHELORS DEG. - 86% GRADUATE DEG. - 42%



AVERAGE HH NET WORTH

\$1,788,000



15%-17% majority from China



AVERAGE HOME COST \$989,893



OCCUPATIONAL EMPLOYMENT
WHITE VS. BLUE COLLAR
3:1 RATIO



average increase of 5% in 8 years





OWN MORE THAN 1 PROPERTY 26%

### PRODUCTION CALENDAR 2022

#### JANUARY:

WINTER GETAWAYS

Closing day for ads: 12/3/2021

Materials due: 12/7/2021

Street date: 1/4/2022



A VALENTINE FOR NYC

Closing day for ads: 1/6/2022

Materials due: 1/10/2022

Street date: 2/4/2022

#### MARCH:

SPRING INTO FASHION

Closing day for ads: 2/4/2022

Materials due: 2/7/2022

Street date: 3/8/2022

#### APRIL:

**HEALTH & WELLNESS ISSUE** 

Closing day for ads: 3/4/2022

Materials due: 3/7/2022

Street date: 4/5/2022

#### MAY:

REAL ESTATE/HOME ISSUE

Closing day for ads: 4/1/2022

Materials due: 4/4/2022

Street date: 5/3/2022





















### JUNE: SUMMER SCENE

Closing day for ads: 5/6/2022

Materials due: 5/9/2022

Street date: **6/7/2022** 

#### JULY/AUGUST:

**ENTREPRENEURS ISSUE** 

Closing day for ads: 6/3/2022

Materials due: 6/6/2022

Street date: 7/5/2022

### SEPTEMBER: PHILANTHROPY ISSUE

Closing day for ads: 8/5/2022

Materials due: 8/8/2022

Street date: 9/6/2022

#### OCTOBER:

**AUTUMN IN NEW YORK** 

Closing day for ads: 9/2/2022

Materials due: 9/6/2022

Street date: 10/4/2022

#### NOVEMBER/DECEMBER:

#### **HOLIDAY ISSUE**

Closing day for ads: 10/7/2022

Materials due: 10/10/2022

Street date: 11/8/2022

### 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.



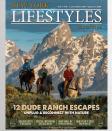




Two page spread format

\$3,000

#### FRONT COVER & COVER STORY







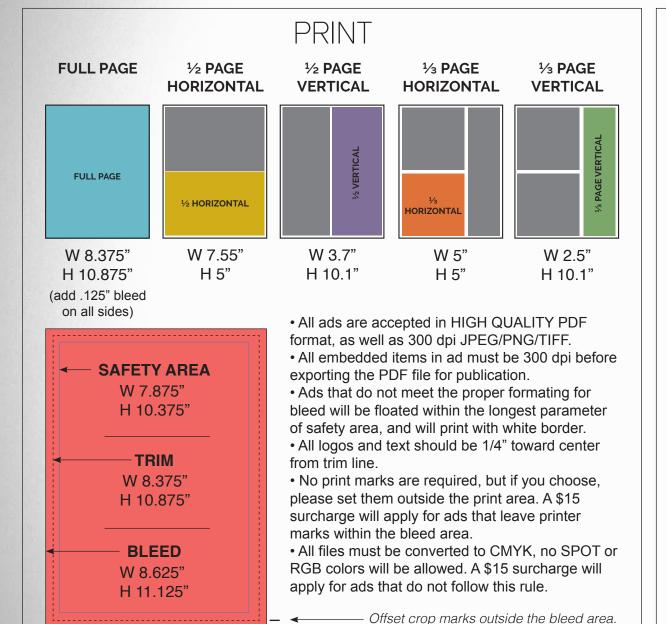






6 page format - Front Cover & 5 page Editorial - price available upon request

### **ADVERTISING SPECIFICATIONS:**





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



### ADVERTISING RATE CARD:

PRINT					PREMIUM POSITIONS 1X	
AD SIZE	1X	3X	6X	12X	Back	\$5000
Full Page	\$3000	\$2750	\$2500	\$2000	Inside Front	\$4000
I/2 Page	\$1750	\$1500	\$1400	\$1200	Inside Back	\$4000
I/3 Page	\$1250	\$1100	\$1000	\$850	2 Page Spread (Inside Front Cover + Pg. 1)	\$6000

#### **BANNER**

Homepage

1X-6X 7X-12X

\$400 \$300

Category Page

1X-6X 7X-12X

\$300 \$250

TILE

1X-6X 7X-12X

\$200 \$150

### **EMAIL MARKETING:**

CAMPAIGN SAMPLES:







Send your own dedicated email creative to our double optin list of consumer and trade subscribers. You can either provide the creative or our state of the art team of design specialists can produce and program your own one of a kind email creative for you.

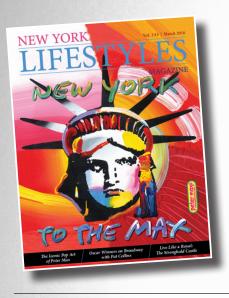
Our email offers an ideal opportunity for advertisers who want to specifically reach a highly targeted New York audience with no wasted circulation.

Included with your package you will receive a proof of performance 10 days business days after your initial launch date. Besides our already extremely competitive price points, we are waiving all creative design charges for a limited time. So be sure to reserve your dedicated email blast today.

10,000 emails - \$325 | 30,000 emails - \$675 | 60,000 emails - \$975

SPECS: W 8.375" I H 10.875" with the link to landing page

### **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



