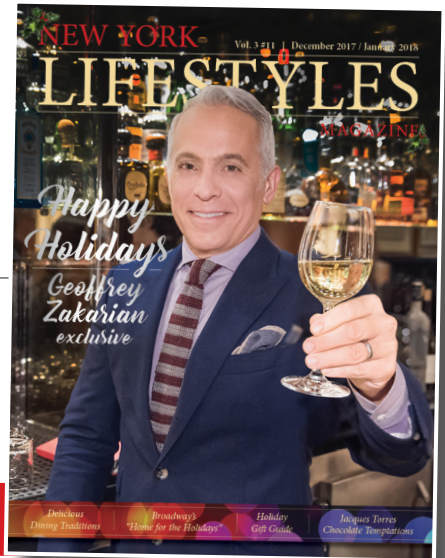


LIFESTYLES

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 & Apple 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

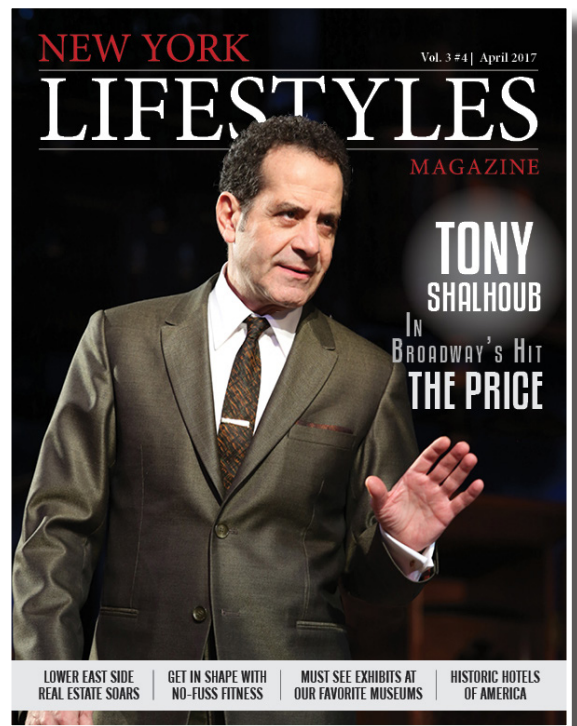
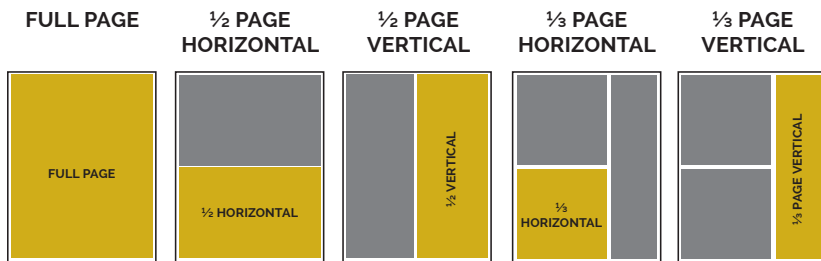
MAGAZINE

PRODUCTION CALENDAR:

	CLOSING	MATERIALS	STREET
February.....	1/5	1/9	2/6
March.....	2/2	2/6	3/7
April.....	3/2	3/6	4/3
May.....	4/6	4/10	5/1
June/July.....	5/4	5/8	6/5

	CLOSING	MATERIALS	STREET
August.....	7/6	7/10	8/7
September.....	8/3	8/7	9/4
October.....	8/31	9/5	10/2
November.....	10/5	10/9	11/6
Dec/Jan.....	11/2	11/6	12/4

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"	LINE SCREEN OUTPUT OPTIMAL 133 lpi MAXIMUM 150 lpi	
1/2 Page Vertical	W 3.7" H 10.1"		
1/3 Page Horizontal	W 5" H 5"	ONLINE ADS (WIDTH * HEIGHT) 240PX * 170PX 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.

LIFESTYLES

MAGAZINE

DISTRIBUTION:

NEW YORK LIFESTYLES MAGAZINE ENJOYS A READERSHIP IN EXCESS OF 300,000 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



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