

MEDIA KIT [2015]



CONTENT. COMMUNITY. CONNECTIVITY.
THE FASHION ISSUE

As part of the award-winning Modern Luxury network of regional publications, *Manhattan* magazine, led by Editor-in-Chief Cristina Cuomo, is the preeminent luxury lifestyle publication in New York City. Acting as the local authority on topics such as high-end retail, dining hot spots, design trends, and New York's top tastemakers and personalities, the magazine delivers cutting-edge fashion spreads, international travel features and revealing celebrity profiles, ensuring its content consistently engages the cultured reader.

ALSO FROM THE PUBLISHERS OF MANHATTAN MAGAZINE:

BEACH: MODERN LUXURY HAMPTONS | FRONT DESK NEW YORK | CHARITY & SOCIAL DATEBOOK

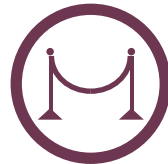
261 MADISON AVENUE, 3RD FLOOR, NY, 10016 212.582.4440

CONTENT

THE MAGAZINE,
LED BY
EDITOR-IN-CHIEF,
CRISTINA
CUOMO,
DELIVERS
ENGAGING
CONTENT TO
THE AFFLUENT
LOCAL AND
VISITOR LIKE
NO OTHER



EDITOR-IN-CHIEF
CRISTINA CUOMO



We host and support hundreds
of luxury, community and
non-profit events throughout the
New York City area

We are the magazine of choice
of the finest luxury advertisers and
influencers in our community

SOME OF MANHATTAN MAGAZINE'S CONTRIBUTORS

JOY BEHAR, PAMELA FIORI, GAEL GREEN, AERIN LAUDER, TAYLOR PLIMPTON,
ALI WENTWORTH, ROSS BLECKNER, CARLOS RUIZ, JAY MCINERNEY, RUFUS
WAINWRIGHT, DONNA KARAN, HARRY HURT III, REED KRAKOFF, VALESCA HERMES,
NATE BERKUS, TORY BURCH, JOHN VARVATOS, KELLY RIPA, THOMAS MAIER,
TOMMY HILFIGER, BETH LANDMAN, CORNELIA GUEST, HOLLY PETERSON

COMMUNITY

WHO IS READING
MANHATTAN
MAGAZINE?



73%

OF OUR READERS
PREFER TO BUY
LUXURY BRANDS



50%

OF OUR
READERS FIND
MANHATTAN
MAGAZINE
RESOURCEFUL WHEN
SHOPPING FOR
LUXURY GOODS

MODERN LUXURY
MANHATTAN

THE BASICS

MALE/FEMALE	51%/49%
AVERAGE AGE	41
COLLEGE GRAD	76%
POST-GRAD DEGREE	34%
OWN THEIR OWN HOME	83%
MARRIED/PARTNERED	55%

ENGAGEMENT

READERS PER COPY	3.6
MEDIAN TIME SPENT WITH AN ISSUE	57 MIN.
HAVE READ 3 OUT OF 4 COPIES	56%

AFFLUENCE

AVG. HOUSEHOLD INCOME	\$451,900
AVG. NET WORTH	\$3,107,000
AVG. HOME VALUE	\$1,996,200
AVG. INVESTMENT PORTFOLIO	\$1,394,000

TAKING ACTION

AS A RESULT OF READING MANHATTAN MAGAZINE

VISITED OR CONTACTED AN ADVERTISER	72%
ATTENDED AN ADVERTISED EVENT	11%
VISITED AN ADVERTISER'S WEBSITE	32%

SOURCE: 2011 GfK MRI MANHATTAN magazine Reader Profile Study, Audience \$150K. AAM Audited.



60,000
CIRCULATION

OUR MODEL

A custom survey conducted by MRI reveals a reader profile that embodies what most luxury retailers and markets would call “the perfect luxury demographic,” a highly engaged audience with a strong interest in fashion, style and luxury goods that earns more and spends more than the readers of any other local magazine.

CONNECTIVITY

HOW WE REACH
OUR READERS

216,000
READERSHIP



We have a higher number of APP DOWNLOADS and more interaction with our apps than any other local luxury lifestyle magazine. Our extensive EMAIL database and a thriving social network of active FACEBOOK fans and TWITTER and INSTAGRAM followers further enhance our digital engagement with readers.

MODERN LUXURY
MANHATTAN

50%

DIRECT RESIDENTIAL MAIL

These copies are direct-mailed to homes in the most affluent zip codes in the greater New York City area.

25%

CONTROLLED COMMERCIAL

Top-tier salons, private golf clubs, select retailers, medical and professional offices and private jet terminals are among the premier public locations displaying copies, adding significant breadth to our audience.

15%

LUXURY HOTELS

Placed in-room and with concierges in the finest hotels, these copies reach the discerning traveler.

5%

SELECT NEWSSTAND

With targeted precision, our magazines are out to get the most exposure from airports, Barnes & Nobles, and boutique newsstand placement throughout the city.

5%

EVENT DISTRIBUTION

Our magazines will always be at the most important, most exclusive, can't-be-missed events throughout the year.



DIGITAL DISTRIBUTION

Tablet devices and smartphones are reinventing how our readers consume content. Accordingly, *Manhattan* magazine is available in both app and digital edition formats.

SOURCE: 2011 GfK MRI MANHATTAN magazine Reader Profile Study, Audience \$150K. AAM Audited.



THE NEW YORK MARKET

IN THE U.S.,
NEW YORK IS
THE LEADING
AFFLUENT
MARKETPLACE,
BOTH IN
RESIDENTS AND
IN VISITORSHIP

MODERN LUXURY
MANHATTAN

[SPENDING POWER]



\$52
BILLION
RETAIL
EXPENDITURES



3.3x
AVERAGE
NUMBER OF
TIMES NEW
YORKERS DINE
OUT PER WEEK



BROADWAY

IS ONE OF THE GREATEST TOURIST DESTINATIONS IN THE U.S.
7.4 MILLION TICKETS WERE BOUGHT BY VISITORS*

[#1 TOURISM SPENDING DESTINATION IN THE U.S.]



54.3
MILLION
TOURISTS IN 2013



\$38.8 BILLION
GENERATED BY NYC
TOURISM IN 2013*

HOME TO SOME OF THE MOST SIGNIFICANT
FASHION, CULINARY AND CULTURAL EVENTS

IN THE UNITED STATES AND AROUND THE GLOBE

NEW YORK CITY WINE & FOOD FESTIVAL, NEW YORK FASHION WEEK, THE
TONY AWARDS, TRIBECA FILM FESTIVAL, THE ARMORY SHOW, SCOPE ART FAIR

SOURCES: nycgo.com; Courtesy of NYC & Co 2010 (New York Convention and Visitor's Bureau); Zagat Survey 2013

EDITORIAL CALENDAR

IN-THE-KNOW
ULTIMATE ACCESS
TO A LUXURY
LIFESTYLE

MODERN LUXURY
MANHATTAN



JANUARY/FEBRUARY | BEST OF MANHATTAN (PLUS: BRIDAL)

AD CLOSE: DEC 1, 2014 | MATERIALS DUE: DEC 1, 2014

This highly anticipated feature includes the best of what's new and upcoming in our cities, with extended beauty coverage.

Special Sections: Masters of Ceremony; Dining Guide; New Properties & Developments

MARCH | SPRING FASHION AND HOME DESIGN

AD CLOSE: FEB 2 | MATERIALS DUE: FEB 2

The latest in seasonal trends and styles in fashion and home design.

Special Sections: Home Design; Kids' Guide

APRIL | MEN OF STYLE (PLUS: BEAUTY)

AD CLOSE: MAR 2 | MATERIALS DUE: MAR 2

Our annual Men of Style portfolio—men's fashion, best-in-class automotive and more! Plus: Get Glam! The latest in treatments, fillers and procedures and The Salon and Stylists awards.

Special Section: Top Luxury Real Estate Professionals

MAY | THE RESTAURANT & TRAVEL ISSUE

AD CLOSE: APR 1 | MATERIALS DUE: APR 1

Our annual collector's edition! This award-winning issue serves up our cities' hottest restaurants, best dishes, top chefs and influential personalities on the food and restaurant scene. Plus: we spend 48 hours in the best U.S. cities and dish on what to see and where to stay, eat, drink and shop.

SEPTEMBER | FALL FASHION & BEST DRESSED NEW YORKERS

AD CLOSE: AUG 3 | MATERIALS DUE: AUG 3

Our most glamorous issue of the year! Our collection of lust-worthy fashion and accessories.

OCTOBER | WINTER TRAVEL

AD CLOSE: SEP 1 | MATERIALS DUE: SEP 1

Our annual ski report and other worldly destinations. Plus: weekend escapes.

Special Sections: Hamptons International Film Festival; Top Luxury Real Estate Professionals & Listings

NOVEMBER | PHILANTHROPY ISSUE (PLUS: GIFTS, GADGETS & WATCHES)

AD CLOSE: OCT 1 | MATERIALS DUE: OCT 1

This annual feature salutes the local do-gooders who have gone above and beyond for our cities' charities.

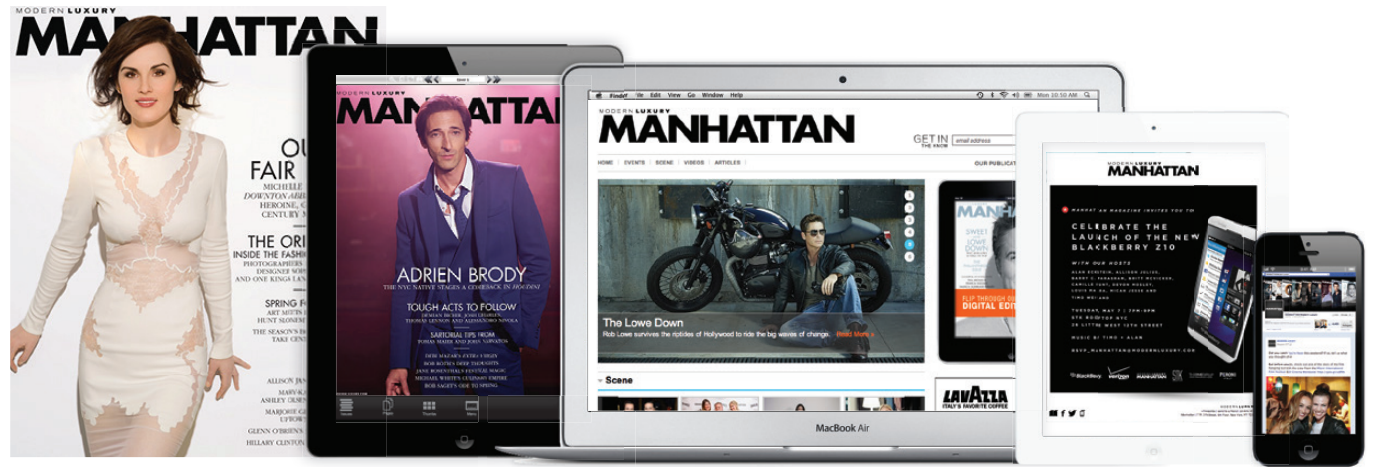
Special Section: Gift Guide

DECEMBER | THE NEXT LIST

AD CLOSE: NOV 2 | MATERIALS DUE: NOV 2

The who's who on the verge of becoming The Next Big Thing in some interesting corner of our universe. A fashionista. A chef. An artist. A philanthropist. An interior designer. A nightlife impresario. You'll read about them here first.

Special Section: Culture 411: Gallery/Museum Guide



BRAND EXTENSIONS

A 360-DEGREE
PLATFORM FOR
BRANDING
IMPACT

FULL-SERVICE CUSTOM PUBLISHING

- Custom print and digital ad design services
- Custom print and digital advertorial layout design, photography and creation
- Print and digital high impact unit concept and creation
- Photography for special events

DIGITAL ADVERTISING

- Online advertising on modernluxury.com and through custom–designed microsites and videos
- Digital editions with interactive links and enhanced advertising options
- Email marketing via weekly e-newsletter or dedicated e-mails deployed to our curated subscriber list
- Mobile apps with customized in-app interactivity
- Social media campaigns reaching our dedicated Facebook fans and Twitter followers

EVENTS & PROMOTION

- Event creation—exclusively tailored events for highly targeted local influencers
- Signature events presented throughout the year, designed to generate sales, build brand awareness and create strategic alliances among leading upscale brands
- Event sponsorships that leverage our high-profile local and national partnerships. *Manhattan* magazine offers advertisers affiliations with complementary organizations and generates additional brand exposure to a broader, more involved audience.

ADVERTISERS

A BALANCED MIX
OF NATIONAL
AND LOCAL
BRAND PARTNERS,
WHERE TOP
FASHION, LUXURY,
DINING AND
RETAIL ALL COME
TOGETHER

MODERN LUXURY
MANHATTAN



ABC Carpet & Home
AG Jeans
Alno
Ann Taylor
Audi
Avion Tequila
B&B Italia
Bacardi
Bebe
Belvedere
Bernardaud
BlackBerry
Bloomingdale's
BMW
Bobbi Brown
Bogner
Borgata Hotel and Casino
Bottega Veneta
Breguet
Brooks Brothers
Brown-Forman
Brownings Fitness
Brugal Rum
Brunello Cucinelli
Bulgari
C. Wonder
Cadillac
Caesars Palace Las Vegas
California Closets
Casa de Campo
Chanel
Chase Private Client
Chloe
Chopard
CNN
Coach

Constellation Wines
Corcoran Group Real Estate
Cosentino North America
David Yurman
Davide Cenci
Davis & Warshow
Denihan Hospitality Group
Diageo
DIFFA Dining by Design
Dillard's
Dino Baldini
Dior
Disney Theatrical Group
Dolce & Gabbana
Donna Karan
Douglas Elliman
Edrop-Off
Eileen Fisher
Elie Tahari
Eredi Pisano
Estee Lauder
Fendi
Fendi Casa
Ferragamo
Fonda
Ford Motor Company
Frames NYC
GE Monogram
Giorgio Armani
Gracious Home, Inc.
Graft
Grey Goose
Gucci
Guerlain Spa New York
Halstead Property
Harry Winston

Hartmann Luggage
Hermès
Herradura
HSBC Bank
Hyatt Hotels
Intermix
James Perse
Jenn-Air
Jimmy Choo
Joie
Judith & Charles
Juicy Couture
Karen Millen
Kate Spade
KitchenAid
Kristalbelli
Krupps
L.K. Bennett
La Perla
La Roc
La Villette
LensCrafters
Lexus
Links of London
Lladro
Loews Hotel Group
Louis Vuitton
Macy's
Maison 24
Mandarin Oriental
Marriott Hotels
Mastercard
Mayors Jewelry
Mercedes-Benz
Michael Kors
MINI of Manhattan

Miu Miu
Movado Group
Mr Porter
Mr. Chow
Natura Bissé
Naturopathica
Nespresso
Nestle Waters
Net-A-Porter
New York Palace Hotel
Nitzan Design
NYLO New York
Ofrenda
Old Gringo Boots
Omega
Panerai
Paramount Hotel NYC
Pas De Calais
Penfolds Wines
Peroni Beer
Ploom
Porsche
Prada
Premium Outlets
Priority One Aviation
Procter & Gamble
Purity Vodka
Ralph Lauren
Ralph Pucci
Rebecca Taylor
Royal Salute Whisky
Saks Fifth Avenue
Sanctuary Hotel
Saunders & Associates
SCK Salon
Sephora

Serino Coyne
Seven for All Mankind
Sofa.com
Sony Electronics
Sothebys
South Street Seaport
STK
Sulwhasoo
Sunglass Hut
Tag Heuer Watches
Teavana
The Apollo Theater
The Body Shop
The Frye Company
The Jefferson
The Lambs Club
The Lash Loft
The Rug Company
Tiffany & Co.
Tom Ford
Tommy Hilfiger
Tory Burch
Tourneau
Trina Turk
Trump International Hotel
UBS
Van Cleef & Arpels
Verizon Wireless
Vineyard Vines
W Hotels
Warburg Realty
Wempe
Zegna
Zutto

THE
MODERN LUXURY
NETWORK
NATIONAL
REACH,
COMMUNITY
EXPERTISE



At Modern Luxury, we know that community more than ever defines who we are. And city by city, we make living well an art form. We are the world's largest local luxury media company, delivering the most affluent audiences in the most prominent cities in the U.S. We bring luxury closer to home, because we live there too.

Modern Luxury, publisher of more than 55 titles in 18 markets, benefits from the management services of Cumulus Media. As the nation's second-largest broadcaster, Cumulus Media operates more than 500 radio stations in 120 US cities, reaching 200 million listeners each week.



MODERN LUXURY
MANHATTAN