

INTRODUCING
NEW YORK DECOR
MAGAZINE



Attention Business Owners!
Reach New Yorkers While They're in their Florida Homes!

There is an incredibly strong link between New York and South Florida residents. Many New Yorkers have second homes in Florida and make buying decisions even before they go to Florida. Now you can also advertise in our sister publication, Florida Decor, which is 100% mailed to luxury homes in South Florida with a value of \$650,00 and up.

If you advertise in New York Decor and have a second location in South Florida, this is the perfect opportunity to advertise in at a reduced combo rate! Take 10% OFF your New York rate just for advertising in Florida!

NEW YORK DECOR

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The magazine for fine home furnishings, design, & remodeling. Now New York's finest home furnishing showrooms, interior designers, and remodelers can reach Manhattan's most affluent neighborhoods by advertising in Manhattan's ONE AND ONLY local source of home decor!

NEW YORK DECOR

LOCAL SOURCE OF FINE FURNITURE, ACCESSORIES, & DESIGN

ISSUE 3 VOL. 4



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OUR MISSION STATEMENT

New York Decor will bring you a targeted market of buyers proven for their purchasing power all within your market area and across town. By concentrating our market, we spare you the expense of paying for advertising out of the area, which makes up only a small percentage of buying power. Your advertising will also reach the business community as well.

Therefore, your advertising will cost you less and you'll see more local traffic within the areas we mail to. Our goal is to give you a high-end product and to maximize your advertising dollars with a highly concentrated mailed circulation.

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STUNNING PARK AVENUE CONDO

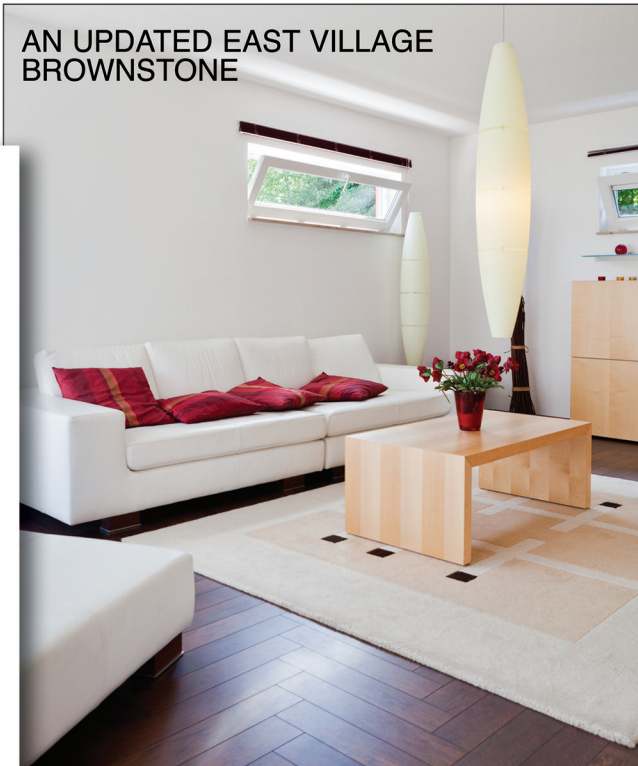


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AN UPDATED EAST VILLAGE BROWNSTONE



AD SIZES AND RATES

New York Decor is published 6x a year. Art and space deadlines are 30 days prior to publish date. If you need an ad created, we will offer artwork at \$150 for a full page, and \$100 for half page. (Advertiser must supply all photography and text)

Rates (per issue)	FULL	HALF
FULL PAGE	\$1995	\$1250
3 times or more	\$1725	\$1125

Ad Specs:	Width x Height
Finished (trim):	8.354 x 10.875 (full page)
Bleed Size:	8.615 x 11.125 (full page)
Full w/border	7.625 x 11.125

Half Page:	7.625 x 4.75 high
Vertical Half:	3.597 x 10.125 high

Note: Please keep all type at least 1/4" from edges

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Accepted Formats: JPG's, EPS files (use only converted outline fonts, PDF's. 300 DPI. (Bleeds and registration marks for PDF files). All files must be CMYK.

REASONABLE RATES

Until NEW YORK DECOR came along, the only choice for advertisers was either a very expensive national magazine or regional publication, also with prohibitive advertising rates. But the publishers of NEW YORK DECOR believe advertising should be cost-effective. With a reasonably priced ad campaign, you can reach the exact market for your specific service or product line. We bring you homeowners that live near your business or across town. But there's even more good news about New York Decor...

NEW YORK DECOR Will BRAND YOUR STORE NAME

Besides the excellent exposure your store or design firm will get by advertising with us, our impressive high-gloss, high-end appearance will brand your business as being high quality in much the same way advertisers enjoy the prestige of being in nationally recognized design magazines.

OUR EDITORIAL CONTENT

Each issue of New York Decor features magnificently decorated and remodeled apartments by many of New York's best interior designers. Designers are always on the lookout for new sources of home furnishings. If you're in our magazine, your chances of being included in their next design project is greatly increased. That's because there is a natural networking that goes on within advertisers.

DEMOGRAPHICS

- Age range of readership is between 30-55
- Income range is between \$175,000 to several million per year
- 60% are single couples, 40% are married couples
- Disposable income for home furnishings is excellent

CIRCULATION - HOMEOWNERS AND DESIGN TRADE

30,000 magazines delivered to homes, architects, property managers, general contractors, interior designers/decorators, real estate offices, home furnishing and accessory showrooms (lighting, flooring, kitchen & bath, furniture, art galleries, etc.) plus drop-offs at high-traffic locations.

Mailed to homeowners in the following areas:

West Village • Greenwich Village (West of 5th ave) • Union Square • Chelsea • Upper West Side (to 86th street)
Tribeca • Soho • Gramercy • Murray Hill • Sutton & Beekman Place • Upper East Side (to 86th street)