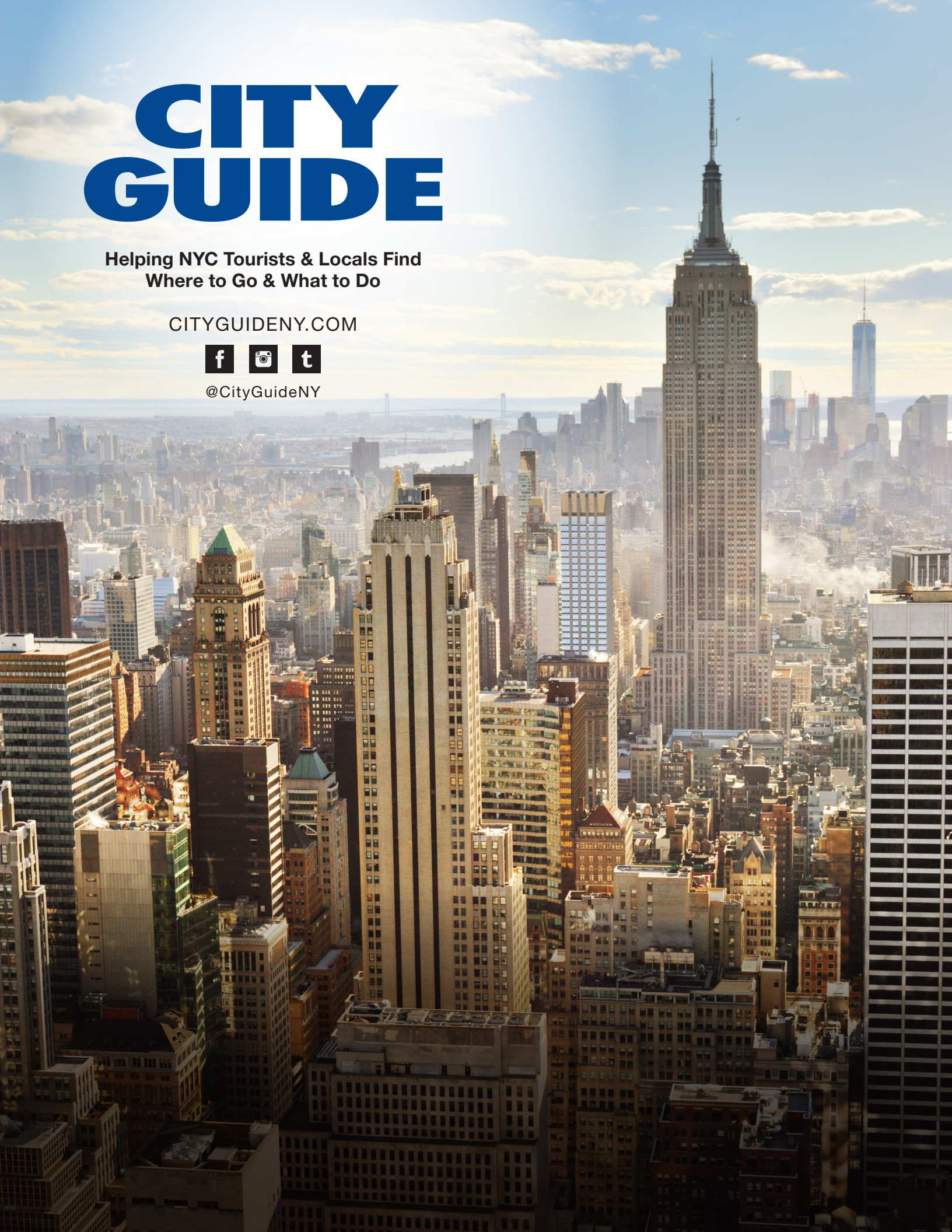

CITY
GUIDE
Helping NYC Tourists & Locals Find
Where to Go & What to Do
CITYGUIDENY.COM
@CityGuideNY

CITY GUIDE

is **NYC's go-to integrated marketing brand** that helps **tourists** and **locals** find where to go and what to do through the city's largest circulation visitor magazine. **We are NYC's go-to resource for events** with comprehensive coverage of attractions, food, culture, theater, nightlife and shopping. We offer best-of articles, and helpful tips on everything from subways to Instagram-worthy cannolis.

City Guide also has an extensive discount and coupon section, so tourists and locals get the **best deals** on the **hottest products and trending experiences** the Big Apple has to offer.

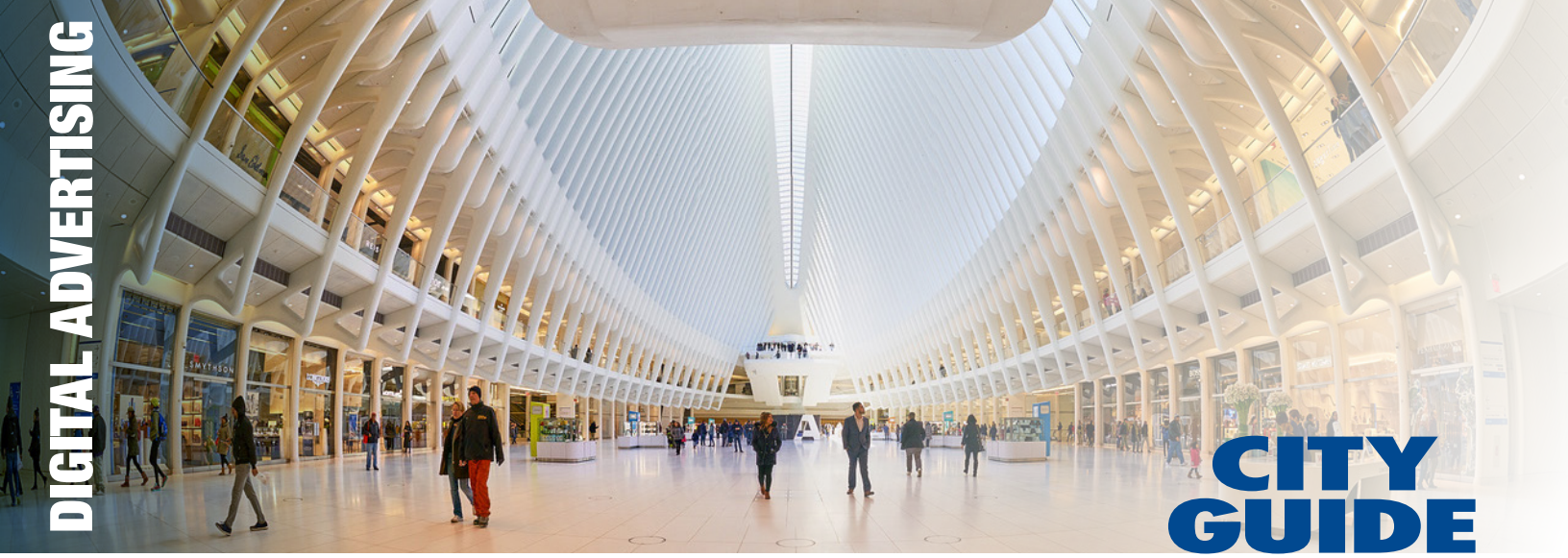
Print

Digital

OUR SPECIAL SAUCE

is our custom **integrated marketing approach**, which helps businesses reach their target audience at their researching, planning and purchasing points. City Guide inspires tourists and locals in their medium of choice by showing off the **excitement** and **uniqueness** of **New York City.**

Events



Listing & Microsite

Generate new leads for your business by driving traffic to your website's product/services pages or into your brick and mortar location.

- SEO article listing
- Custom video
- Business description
- Top position in sponsored listings section
- Contact information
- High resolution images
- Links to your website

Coupons & Discounts

Increase your sales by incentivizing your products/services to NYC visitors and residents on any device (desktop, tablet, mobile).

- Featured in our popular monthly coupon roundup article
- Dedicated coupon article

ADDED VALUE

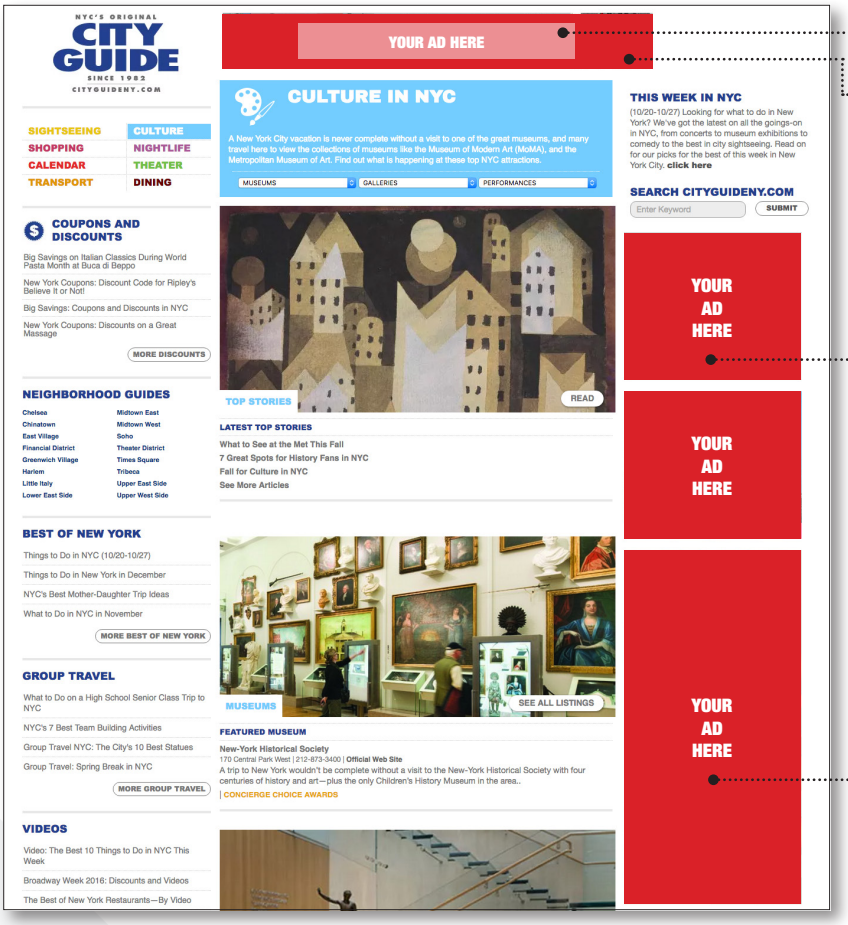
- Editorial support
- Cross platform social media post
- Qualified group leads and referrals

DIGITAL ADVERTISING

CITY GUIDE
CITYGUIDENY.COM

Display Ads

Generate brand awareness or drive sales to your business during your target audience's visit to Cityguideny.com. Position your brand to stand out from your competition using display ads!



Leaderboard
468x60

Billboard
728x90

Medium Rectangle
300x250
(half page unit can go here)

Half Page
300x600

Concierge Email Newsletter

Delivered monthly to 2,000+ tourism influencers highlighting events, theater, art exhibits, promotions, shopping, and happenings in New York City.

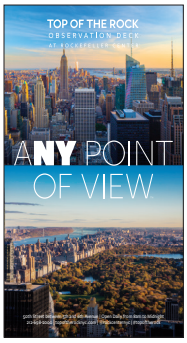
- High resolution picture
- 100 word write up

Files provided: jpgs, gifs, 3rd party tags, or html5 banners

- Max file size: 60k initial / 100k polite, audio on interaction only, no auto-play
- Looping max: 5

SHOWCASE YOUR BUSINESS in the #1 Weekly Visitor Magazine in NYC

Cover Banner

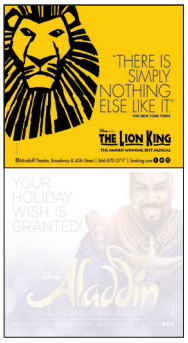


Back Cover

Front Cover

Full Page

1/2 Page Vertical



1/2 Page Horizontal

Two Page Spread

1/4 Page Vertical

1/4 Page Horizontal

1/8 Page

ADDED VALUE

- Editorial support
- Write up in the concierge newsletter
- Networking events
- Group referrals/leads

Picture Listing:
1/14th Page +
50 Word Write Up

Listing:
50 Word Write Up

Map Locator

EVENT MARKETING

CITY GUIDE
CITYGUIDENY.COM

CONNECTING CONSUMERS TO BRANDS & LOCAL BUSINESSES

Concierge to Clients

An opportunity for you to introduce your brand to the influencers who make the referrals and suggestions to their hotel guests. In partnership with the New York City Association of Hotel Concierges, we hold nearly 100 concierge events throughout the year with over 1,000 concierges and 400 hotels across New York City.

The Concierge Choice Awards

This is the premiere annual gala of the New York City concierge community. These awards honor individuals and businesses in the New York City tourism market for their unparalleled service throughout the year.

Networking Lunches

Targeted lunches with 20 concierges and 20 hospitality industry brands including tourist attractions, museums, retailers and restaurants to discuss their new and existing products, services and promotions.

Tourism Marketing Forums

This is your opportunity to network with like-minded businesses. Gain consumer insight on industry trends throughout the year as well as learn what works and what doesn't in today's marketing arena.

2018 PUBLISHING SCHEDULE

Series	Closing Dates	Publication Dates			
1-18	12/8/2017	1/4	1/11	1/18	1/25
2-18	1/5/2018	2/1	2/8	2/15	2/22
3-18	2/2/2018	3/1	3/8	3/15	3/22
4-18	3/2/2018	3/29	4/5	4/12	4/19
5-18	3/30/2018	4/26	5/3	5/10	5/17
6-18	4/27/2018	5/24	5/31	6/7	6/14
7-18	5/25/2018	6/21	6/28	7/5	7/12
8-18	6/22/2018	7/19	7/26	8/2	8/9
9-18	7/20/2018	8/16	8/23	8/30	9/6
10-18	8/17/2018	9/13	9/20	9/27	10/4
11-18	9/14/2018	10/11	10/18	10/25	11/1
12-18	10/12/2018	11/8	11/15	11/22	11/29
13-18	11/9/2018	12/6	12/13	12/20	12/27
1-19	12/7/2018	1/3	1/10	1/17	1/24

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HOTELS

1 Hotel Brooklyn Bridge
1 Hotel Central Park
3 West Club
36 Hudson Hotel
414 Hotel
60 Soho
70 Park Avenue Hotel
60 Soho
Ace Hotel New York
Affinia 50
Affinia Dumont
Affinia Gardens NYC
Affinia Manhattan
Affinia Shelburne
AKA Central Park
AKA Sutton Place
AKA Times Square
AKA United Nations
AKA Wall St
Algonquin Hotel, The
Aloft Brooklyn
Aloft Harlem
Aloft Manhattan Financial District
Americana Inn
Ameritania Hotel
Amsterdam Court Hotel
Andaz 5th Ave
Andaz Wall Street
Archer Hotel
Arlo NoMad Hotel
Astor on the Park Hotel
Avalon Hotel
Baccarat Hotel
Beekman Hotel, The
Belleclaire Hotel
Belnord Hotel
Belvedere
Benjamin, The
Bentley Hotel
Bernic NYC, The
Best Western Bowery Hanbee
Best Western City View Inn
Best Western Plaza Hotel
Best Western Plus Hospitality House
Best Western Premier Herald Square
Best Western Seaport Inn
Blakely New York
Blue Moon Hotel
Boro Hotel
Bowery Hotel, The
Bristol Plaza
Broadway at Times Square
Broadway Hotel
Broadway Plaza Hotel
Broome Hotel, The
Bruni Trinidad Exclusive Resorts
Bryant Park Hotel
Cambria Hotel & Suites Chelsea
Cambria Hotel & Suites Times Square
Candlewood Suites
Carlton Arms Hotel
Carlton on Madison Avenue The
Carlyle Hotel
Carnegie Hotel
Carvi Hotel
Casablanca Hotel
Cassa Hotel
Cassa Hotel & Residences Times Square
Chambers Hotel
Chatwal New York The
Chelsea Inn
Chelsea Pines Inn
Chelsea Savoy
City Club Hotel
City Experts Visiting Center
City Rooms NYC Soho
Clarion Hotel
Club Quarters Downtown
Club Quarters Hotel, Grand Central
Club Quarters Midtown
Club Quarters World Trade Center
Club Quarters, Rockefeller Center
Colonial House Inn
Comfort Inn & Suites LaGuardia Airport
Comfort Inn Lower East Side
Comfort Inn Manhattan Bridge
Comfort Inn Midtown West
Comfort Inn Times Square South
Comfort Inn Times Square West
Concorde Hotel
Condor Hotel, The
Conrad Hotel
Cornell Club
Courtyard by Marriott Fifth Ave.
Courtyard by Marriott Manhattan Herald Square
Courtyard by Marriott Manhattan Midtown East
Courtyard by Marriott Manhattan Times Sq. So.
Courtyard by Marriott Manhattan Chelsea
Courtyard by Marriott Manhattan Upper East Side
Courtyard by Marriott Manhattan Soho
Courtyard by Marriott Times Sq. W.
Courtyard NY Downtown Manhattan/WTC
Courtyard/Residence Inn by Marriott Central Park
Crosby Street Hotel
Crowne Plaza
Da Vinci Hotel
Days Hotel Broadway
Days Inn Long Island City
Dazzler Brooklyn
Distrikt Hotel
DoubleTree by Hilton Financial District
DoubleTree by Hilton Hotel New York Times Square South
DoubleTree by Hilton Metropolitan
Doubletree by Hilton NY Times Sq. W.
DoubleTree Hotel Chelsea
DoubleTree Suites by Hilton Hotel Times Sq
Dream Hotel Downtown
Dream Hotel Midtown
Duane Street Hotel
Dylan Hotel
Econo Lodge Times Square
Element New York Times Square W.
Eleven Howard
Empire Hotel, The
Eurostars Wall Street
Evelyn, The
Even Hotel E 44th St
Even Hotel W 35th St
Eventi Hotel
Excelsior
Executive Hotel Le Soleil New York
Fairfield Inn & Suites
Fairfield Inn & Suites by Marriott Queensboro Bridge
Fairfield Inn & Suites by Marriott Manhattan/Central Park
Fairfield Inn & Suites Manhattan Fifth Avenue
Fairfield Inn & Suites by Marriott Manhattan/Financial District
Fairfield Inn & Suites Midtown Penn Station
Fairfield Inn & Suites Manhattan Downtown
Fairfield Inn & Suites Manhattan Chelsea
Fairfield Inn & Suites Manhattan Times Square
Fairfield Inn Marriott LIC
Fitzpatrick Grand Central
Fitzpatrick Manhattan
Flatiron Hotel
Four Points by Sheraton Long Island City - Queensboro Bridge
Four Points By Sheraton Manhattan Chelsea
Four Points by Sheraton Manhattan Midtown West
Four Points By Sheraton Manhattan SoHo Village
Four Points By Sheraton Midtown
Four Points by Sheraton New York Downtown
Four Seasons
Four Seasons Hotel NY Downtown
Franklin Hotel
Gallivant Hotel NYC, The
Gansevoort Meatpacking Hotel
Gansevoort Park Avenue NYC
Gatsby Hotel, The
GEM Hotel Chelsea, The
Gild Hall
Gotham Hotel
Gramercy Park Hotel
Grand Hyatt New York (CGS)
Greenwich Hotel, The
Hampton Inn Manhattan 35th St/Empire
Hampton Inn Manhattan Chelsea
Hampton Inn Manhattan Downtown Financial District
Hampton Inn Manhattan Grand Central
Hampton Inn Manhattan MSG Area
Hampton Inn Manhattan Seaport - Financial District
Hampton Inn Manhattan Soho
Hampton Inn Manhattan Times Square Central
Hampton Inn Manhattan Times Square North
Hampton Inn Manhattan Times Square South
Hampton Inn Manhattan UN NY
Herald Square Hotel
Heritage Hotel New York City, The
HGU - New York
Hilton Garden Inn
Hilton Garden Inn Central Park South-Midtown West

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HOTELS (CONT.)

Hilton Garden Inn Chelsea
Hilton Garden Inn Midtown East
Hilton Garden Inn Times Square
Hilton Garden Inn Tribeca
Hilton Garden Inn West 35th St
Hilton Manhattan East
Hilton NY Fashion District
Hilton Times Square
Holiday Inn Express Laguardia
Holiday Inn Express Manhattan Midtown West
Holiday Inn Express Manhattan Time Square South
Holiday Inn Express NYC Fifth Avenue
Holiday Inn Express NYC MSG
Holiday Inn Express NYC Times Square South
Holiday Inn Express NYC Wall Street
Holiday Inn Long Island City Manhattan View
Holiday Inn Lower East Side
Holiday Inn Manhattan Financial District
Holiday Inn Midtown 57th St
Holiday Inn NYC Wall Street
Holiday Inn NYC Lower East Side
Holiday Inn NYC Manhattan Sixth Avenue
Holiday Inn Times Square South
Homewood Suites by Hilton Midtown - Times Square South
Hotel 17
Hotel 31
Hotel 32 North Tower
Hotel 32 / 32 New York
Hotel 309
Hotel 373
Hotel 50 Bowery NYC
Hotel 91
Hotel 99
Hotel at New York City, The
Hotel at Times Square, The
Hotel Boutique at Grand Central
Hotel Chandler
Hotel Deauville
Hotel East Houston
Hotel Edison, The
Hotel Giraffe
Hotel Grace
Hotel Hayden
Hotel Hugo
Hotel Indigo Brooklyn
Hotel Indigo Chelsea
Hotel Indigo Lower East Side
Hotel Le Jolie
Hotel Mela
Hotel Metro
Hotel Mimosa
Hotel Mulberry
Hotel Newton
Hotel On Rivington
Hotel Pennsylvania
Hotel Plaza Athenee
Hotel Riu Plaza NY Times Square
Hotel Room Mate Grace
Hotel Saint James
Hotel Shocard
Hotel Vetiver
Hotel Wales
Hotel Wolcott
Hudson Hotel
Hudson River Hotel
Hyatt 48 Lex New York
Hyatt Herald Square Hotel
Hyatt House Hotel New York/Chelsea
Hyatt Place Hotel
Hyatt Times Square NY
Hyatt Union Square
Imperial Court Hotel
Incentra Village House
Ink 48
Inn New York City
INNSIDE New York NoMad
Intercontinental NY Barclay
Intercontinental NY Times Square
Iroquois New York, The
James Hotel Soho
Jane, The
Jewel Facing Rockefeller Plaza,The
Jolly Madison Towers
JW Marriott Essex House Hotel
Kimberly, The
Kitano New York, The
Knickerbocker, The
La Maison d'Art
La Quinta - Manhattan
La Quinta Inn & Suites Queens
Langham Place, Fifth Avenue
Larchmont Hotel
Le Bleu Hotel
Leon Hotel, The
Lex Hotel NYC, The
Lexington, The
Library Hotel
Life Hotel, The
Loews Regency Hotel
Lombardy Hotel
London NYC
Lotte New York Palace, The
Lowell, The
Lucerne Hotel
Luma Hotel Times Square
Mandarin Oriental New York
Manhattan at Times Square
Manhattan Broadway Hotel
Manhattan Club Hotel The
Manhattan West Hotel
Marcel at Gramercy, The
Maritime Hotel
Mark Hotel, The
Marmara Manhattan, The
Marmara Park Avenue, The
Marrakech Hotel NYC
Marriott at Brooklyn Bridge
Marriott Vacation Club
Mave Hotel, The
Mayfair Hotel
Mayor Hotel
McCarren Hotel & Pool, The
Meadowlands View Hotel
Mercer Hotel
Metropolitan Club
Michelangelo Hotel
Milburn Hotel
Millennium Broadway Hotel
Millennium Hilton
Moderne Hotel
Morgans Hotel
Morningside Inn
Moxy Time Square
Murray Hill East Suites
Muse Hotel, The
Nesva Hotel
New World Hotel Inc.
New York Athletic Club
New York Budget Inn
New York EDITION, The
New York Hilton Club, The
New York Hilton JTB Tour Desk
New York Hilton Midtown
NY Manhattan Hotel, The (NYMA)
New York Marriott Downtown
New York Marriott East Side
New York Marriott Marquis
New York Palace, The Lotte
New Yorker Hotel, The
Night Hotel Times Square
Night Hotels Theater District
NobleDEN
Nolitan New York, The
NoMad Hotel
NOMO SOHO
Novotel
NYC-JC Suites
NYLO New York
Off Soho Suites
Omni Berkshire Place
ONE UN New York
Opera House Hotel
Orchard Street Hotel
Out NYC, The
Paper Factory Hotel
Paramount
Park Central Hotel
Park Hyatt New York
Park Lane
Park Savoy Hotel
Parker Meridien, Le
Paul NYC, The
Pearl, The
Peninsula New York, The
Pierre A Taj Hotel The
Plaza Hotel,The
Pod 39 Hotel
Pod 51 Hotel
Pointe Plaza Hotel
Premier Hotel, The
Princeton Club
Q4 Hotel
Quality Inn Long Island City
Quality Inn Midtown West
Quin Hotel
Radio City Apartments Hotel
Radisson Martinique Hotel
Ramada Eastside
Ramada Long Island City
Ravel Hotel
Redbury NYC, The
Refinery Hotel
Renaissance New York Hotel 57
Renaissance New York Midtown Hotel
Renaissance New York Times Square Hotel
Renwick, The
Residence Inn Marriott Manhattan/Midtown East
Residence Inn Marriott Manhattan/Times Square
Residence Inn NY Downtown Manhattan/WTC Area
Riff Midtown
Ritz Carlton NY, Battery Park, The

DISTRIBUTION LOCATIONS

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HOTELS (CONT.)

Ritz-Carlton NY, Central Park, The
Ritz Tower
Riverside Terrace Hotel
Riverside Tower
Roger New York, The
Roger Smith Hotel, The
Roosevelt Hotel, The
Row NYC, The
Roxy Hotel, The
Royalton Hotel
Salisbury Hotel
San Carlos Hotel
Sanctuary Hotel
Seafarers International House
Setai Wall Street, The
Seton Hotel New York City
Sheraton Brooklyn
Sheraton Lincoln Harbor Hotel
Sheraton Mahwah Hotel
Sheraton NY Times Square Hotel
Sheraton Tribeca
Sherry Netherland Hotel
Shoreham Hotel
Sixty Lower East Side
Skyline Hotel
Sleep Inn
Smyth Tribeca
Sofitel
Soho 54 Hotel
Soho Garden
Soho Grand
Sohotel
Solita Soho Hotel
Springhill Suites Marriott
St. Marks Hotel
St. Regis New York, The
Standard East Village
Standard, The
Stanford Hotel
Staybridge Suites Time Square
Stewart, The
Super 8 Long Island City
Surrey, The
The Court/Tuscany St. Giles Hotel
Time Hotel, The
Travel Inn Hotel
Tribeca Blu
Tribute WTC
Trump International Hotel & Tower NY
Trump Soho New York
Tryp by Wyndham
Tuscany, The / A St. Giles Hotel
Upper Yorkville Suites
Viceroy New York
W Hotel Hoboken
W New York - Downtown
W New York - Times Square
W New York Hotel
W New York Union Square
Waldorf Astoria New York, The
Waldorf Towers, The
Wall Street Inn
Warwick NY Hotel
Washington Jefferson Hotel
Watson, The
Wellington Hotel
West 57 by Hilton Club
WestHouse New York
Westin Hotel
Westin NY at Times Square, The
Westin NY Grand Central, The
Whitby Hotel, The
William, The
Windsor Hotel
Wingate Hotel
World Center Hotel
Wyndham Garden Chinatown
Wyndham Garden Hotel Manhattan Chelsea West
Wyndham Garden Long Island City Manhattan View
Wyndham Midtown 45 NY
Yale Club
Yotel Hotel
Z NYC Hotel

RETAIL/RESTAURANTS/VISITOR CENTERS

1600 Broadway
34th St Partnership Kiosk W - Empire Cart
34th St Partnership W 33/6th - Greeley Park Cart
34th St Partnership W 35th St - Herald Sq Cart
911 Memorial
A Second Chance - Prince St
A Second Chance - Lexington Ave
Americana Tickets
Azalea Restaurant
Banana Republic
Belgian Mission U.N.
Beyond Thai Kitchen
Brazil Consulate
Bristol Plaza
Broadway Information Center
Brooklyn Museum
Broome Street Bar
Bryant Park Cart
Cancun Mexican Restaurant
Canton Lounge
Ceci Italian Restaurant
CGS OFFICE
China Town Fair
City Sights
City Experts
City Experts Visiting Center
Colony Club
Continental Guest Services Corp.
Corte Cafe
CT Ilook/ILook Eyewear
Dave & Buster's
Dave's New York
DDG - Apartment Building Bond St
DDG - Apartment Building W 14th St
Digest Box #6
Digest Box #9
Digest Box #10
Emporium Brasil
Fashion Center BID kiosk
Foxy John's
Grand Central Partnership
Grand Central Terminal
Gray Line New York
Gray Line Tours
Harvard Club
Helmsley Medical Tower, The
High Quality Tours
JASA Club 76
Jerry Orbach/Snapple Theater
La Maison d'Art
Lexington Luggage
Lincoln Square Betterment District
Lobby Drop
LOL Comedy Club Times Square
Macy's Visitor Center
Madame Tussaud's Wax Museum
Matt Umanov Guitars
Metropolitan Club
National Parks Service - Castle Clinton Museum Battery Park
New York Broadway Rentals
New York Yacht Club
Newsrack - Circle Line Cruise Pier 83
Northface Downtown
NY Parks Department (The Arsenal)
NYC & Co. City Hall Kiosk
NYC & Co. Red Pagoda Kiosk
NYC GO Visitor Booth
NYU Welcome Center
Oriental Culture Enterprises
Original Vincent's
Partnership Box - Penn Station/MSG
Penn Club of New York, The
Penn Station Acela Lounge
Penn Station Tourist Information
Performing Arts Short Term Housing
Phantom of Broadway Gift Store
Phillips Club, The
Pig N Whistle
PJ Morgans
Pongsri Thai
Prato Menswear
Ripley's Believe It Or Not
River Club, The
Saks Visitor Center
Schumer Wines
Shanghai Cuisine
Sirva Relocations/DJK Residentials
Soldiers, Sailors & Airmen Club
Stub Hub Tickets
Studio Museum in Harlem, The
Subway Box 2 - Digest Box #7
Subway Station Box - Digest Box #4
Tamice Tours
Tent & Trails
TKT Booth
TKTS Booth - Theatre Development Fund
Travelex
Tribute WTC
University Club
USO North Wing
Vanderbilt YMCA
Via Brasil Restaurant
Washington Square
WTC - Tribute Offices
Zibetto Expresso Bar

FIELD MARKETING TEAMS will drive traffic to your location, website or social media by generating awareness through promotions, contests and audience engagement!

Our brand ambassador teams distribute collateral and branded swag in targeted high traffic areas to reach your audience. Our marketing packages are customized to help you reach your objectives!

- Drive sales
- Generate brand awareness
- Drive foot traffic to your location with discounts or special offers
- Educate your target audience about new promotions, products or sales
- Increase website traffic and social media page "likes" or social engagement through creative contests, sweepstakes, or email signups
- Promote grand openings

REACH YOUR AUDIENCE with our integrated marketing approach across:

Magazine

- 400 hotels: 94% penetration of hotels & private clubs
- Circulation: 60K weekly, 260k monthly, 3.1 million yearly
- 100+: attractions, transportation hubs, visitors centers, retail, restaurants and kiosks

Digital

• Website monthly pageviews	1.5 million
• Website avg page/session	6
• Email newsletter	2,500 concierges/ tourism influencers
• Social media	15,150

Events

- 100 yearly events
- 1,000 NYC concierges

Direct Marketing

- Field marketing team distributing your collateral in high-traffic and targeted NYC locations
- Team of two: 1,000 pieces/5 hours

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SKIFT

Why the Tourist Brochure Lives On in the Hotel Lobby

"Eighty-three percent of respondents who have visitor information available for guests via a brochure display in their hotels said they consider providing tourism information to be 'extremely important.' "

"While more guests and travelers are using their smartphones and devices to do research for their trips, when they're actually at the hotel, seeing a print display with brochures 'drives spontaneity and impulse.' A 2014 study showed that women with families were much more likely to pick up a brochure from a stand than men would. The brochures are helpful for guests planning more last-minute trips to local attractions, restaurants, and the like. "

Shubert TICKETING TICKET NOTES

Research by Out of town Customers

Q: **Did you read any publications for visitors to New York City provided in your hotel room?**

A: **Yes:** 38%
No: 62%

Of those who said yes:		
	• **City Guide**	**68%**
	• NYC Official Visitor Guide	45%
	• Where or In Magazine	40%
	• Free Newspaper	34%
	• Hotel Chain Magazine	21%
	• Maps	20%
	• Other	7%

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METROSOURCE

NYMetroParents

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Your Source For Ideas And Inspiration

ACTIVITIES FOR THE FERTILE MIND
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NEW YORK CITY

mommybites
supportresourceseducationconnections