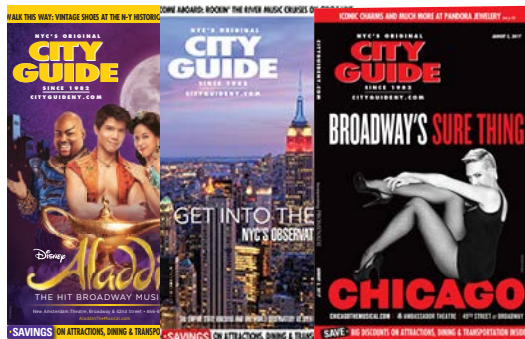




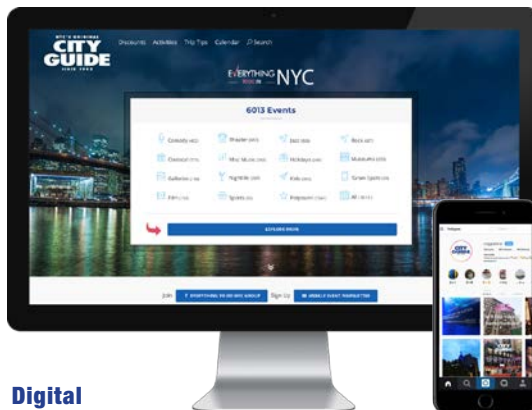
NYC'S ORIGINAL
**CITY
GUIDE**
SINCE 1982
CITYGUIDENY.COM

CITY GUIDE *reaches more tourists than any other NYC visitor media.*

CITY GUIDE offers efficient, highly targeted vehicles for reaching tourists and locals while they are deciding where to spend their time and money while in New York.



Print



Digital



Events

WHO WE ARE

CITY GUIDE is NYC's go-to **integrated tourism marketing brand** that helps tourists and locals find where to go and what to do through the city's **largest circulation visitor magazine, website, social media properties and influential events.**

We offer **comprehensive coverage** of attractions, food, culture, theater, nightlife and shopping. Our "best-of" articles, and helpful tips on everything from subways to Instagram-worthy cannolis guide tourists through the planning.

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.

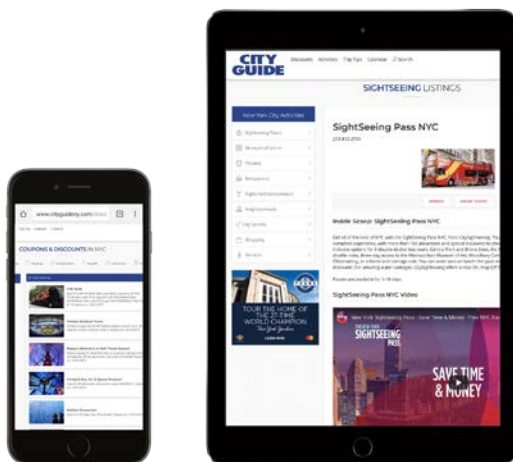
"Our Special Sauce"

Our **custom integrated marketing approach** offers businesses the most options to reach their target audience at their researching, planning and purchasing points.

CITY GUIDE connects with tourists and locals in their medium of choice by showing off the excitement and uniqueness of New York City.



DIGITAL ADVERTISING



Listing & Profiles

Generate new leads for your business by driving traffic to your website's product/services pages or into your physical 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 offering incentives for 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

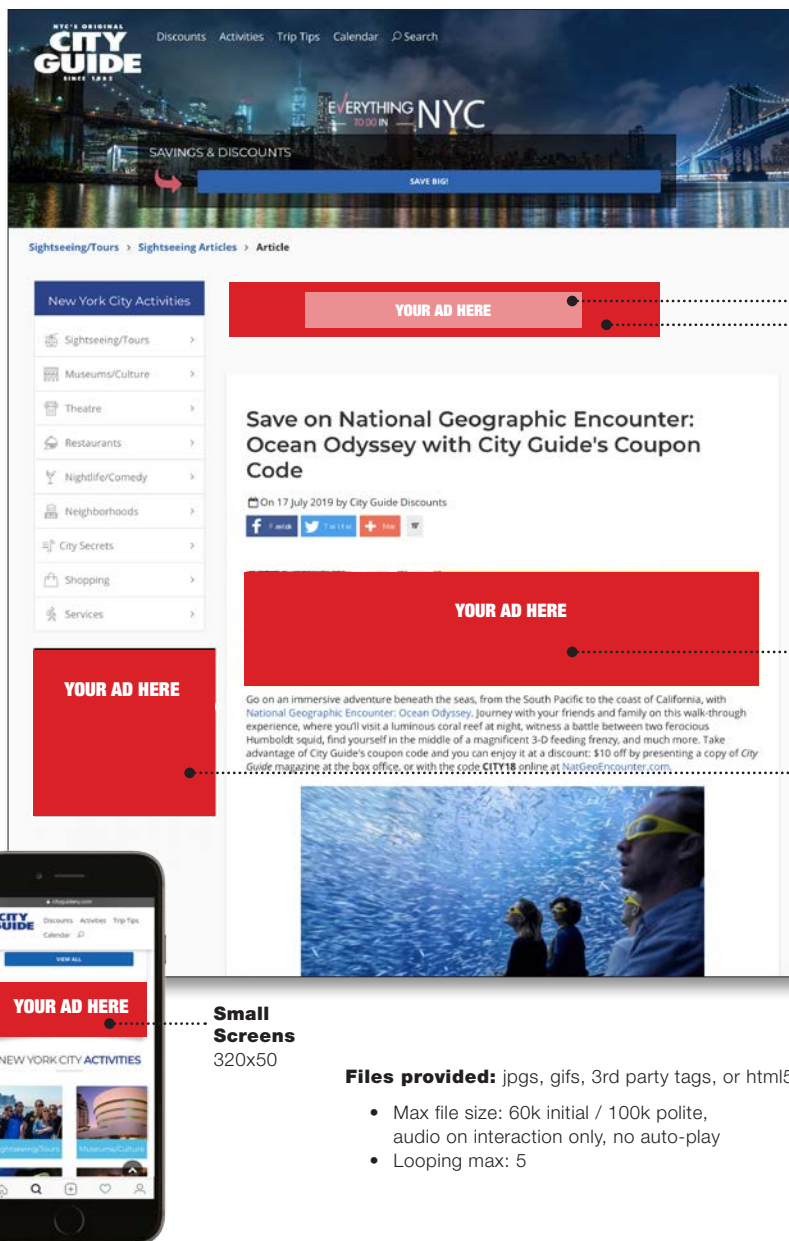
ADDED VALUE+

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



NYC'S ORIGINAL
**CITY
 GUIDE**
 SINCE 1982
 CITYGUIDENY.COM

DIGITAL ADVERTISING



Leaderboard
 468x60

Billboard
 728x90

**Large Desktop
 Homepage**
 970x90

**Medium
 Rectangle**
 300x250

**Small
 Screens**
 320x50

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

Display Ads

Generate brand awareness or drive sales to your business during your target audience's visit to **Cityguidenyc.com**.

Position your brand to stand out from your competition using display ads!

Tourism Happenings Email Newsletter

Delivered weekly to 4,500+ NYC concierges and other tourism influencers highlighting events, theater, art exhibits, promotions, shopping, and happenings in New York City.

- High resolution picture
- 100 word write up





NYC'S ORIGINAL
CITY GUIDE
 SINCE 1982
 CITYGUIDENY.COM

PRINT ADVERTISING

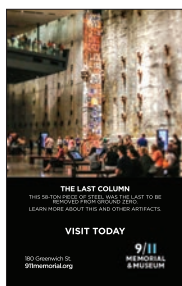
SHOWCASE YOUR BUSINESS in NYC's Largest Circulation Visitor Magazine
 (3,000,000 copies annually)

Cover Banner



Back Cover

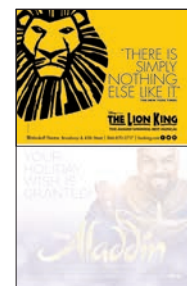
Front Cover



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+

- Directory listings
- Editorial support
- Write up in the influencer newsletter
- Networking events
- Group referrals/leads
- Specialty guides

SPECIFICATIONS

Page Sizes

Two Page Spread (Bleed)	10 7/8" x 8 3/4" (10.875" x 8.75") (live area 10 x 8)
Full Page (Non-Bleed)	4 3/4" x 8" (4.75" x 8")
Full Page (Bleed)	5 9/16" x 8 3/4" (5.5625" x 8.75") (live area 4 3/4" x 8")

Fractional Ad Sizes

1/2 Vertical	2 3/16" x 7 1/2"
1/2 Horizontal	4 3/8" x 3 5/8"
1/4	2 3/16" x 3 5/8"
1/8	2 3/16" x 1 3/4"
1/14	2 3/16" x 1"

Trim Size

5 5/16" x 8 1/2"
(5.3125" x 8.5")



EVENT MARKETING

CONNECTING CONSUMERS & INFLUENCERS to BRANDS & LOCAL BUSINESSES



Influential Events

An opportunity for you to introduce your brand to the influencers, concierges, tour guides, and sales executives who make the referrals and suggestions to NYC visitors. We host nearly 100 concierge events throughout the year with over 1,000 influencers.



The Concierge Choice Awards

The Concierge Choice Awards are the premiere recognition program for providing service excellence to tourists. These awards are highlighted by an annual dinner to honor individuals and businesses in the New York City tourism market for their unparalleled service throughout the year.



Networking Lunches

Targeted lunches with 20 influencers 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.



SPECS & SCHEDULE

SPECIFICATIONS

Page Sizes

Two Page Spread (Bleed)	10 7/8" x 8 3/4" (10.875" x 8.75") (live area 10 x 8)
Full Page (Non-Bleed)	4 3/4" x 8" (4.75" x 8")
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1/8	2 3/16" x 1 3/4"
1/14	2 3/16" x 1"
Trim Size	5 5/16" x 8 1/2" (5.3125" x 8.5")

SUPPLIED ADS Digital file of ads from advertisers or their ad agencies can be e-mailed (or uploaded to hightail.com/u/Davler-Traffic) as high resolution PDF, EPS (outlined), or TIFF file. Artwork and photos must be saved as CMYK and at least 300 dpi and all fonts must be outlined.

2019-2020 PUBLISHING SCHEDULE

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

* December 2020 is a 5 week series.



DISTRIBUTION LOCATIONS

HOTELS

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



DISTRIBUTION LOCATIONS

HOTELS (CONT.)

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



DISTRIBUTION LOCATIONS

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
Travellex
Tribute WTC
University Club
USO North Wing
Vanderbilt YMCA
Via Brasil Restaurant
Washington Square
WTC - Tribute Offices
Zibetto Espresso Bar



DIRECT MARKETING

BRAND AMBASSADOR PROGRAM

CITY GUIDE's Brand Ambassador Program offers clients an opportunity to distribute marketing material directly to consumers who are visiting the city and looking for activities, places to eat and stores to visit. The well trained street team are supervised so that they greet consumers, offer them a promotion and meet the commitment for daily distribution.

Our **brand ambassador teams** will drive traffic to your location, website or social media by generating awareness through promotions, contests and audience engagement!



Locations

The program is concentrated around Manhattan locations including Times Square, Rock Center, World Trade Center and Herald Square. Other Manhattan locations can be accommodated with sufficient notice. Other boroughs and areas will include a surcharge.

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

RESTAURANT PROGRAM

THE INTEGRATED APPROACH TO TOURISM MARKETING

CITY GUIDE offers a robust menu of marketing opportunities to reach tourists at all stages of the travel planning, during early stage itinerary development, reservation time and upon arrival. With the **CITY GUIDE** program restaurants **connect with potential patrons in the media and the times when it is convenient for them.** The advantage of this program is that it builds awareness of what makes your restaurant unique and encourages bookings through Open Table, concierges and other reservation services. **We can be your comprehensive tourist marketing program.**



Print

- Display ad
- Cuisine listing
- Picture listing
- Article mentions

Events

- Hosted concierge event
- Invitation to industry events
- Concierge Choice Awards nominations

Web

- Profile
- Links to pages
- Neighborhood section listing
- Articles
- Links - Web, Menu, Open Table (optional)
- Event announcements on calendar

Industry Communication

- Tourism Happenings
- Holiday announcements

Education

- Tourism Marketing Forums (Industry Networking)
- Tourism Education & Networking Lunch

Strategic Partner Introductions

NEW

Hotel Sales Executives, Tour Guides & Meeting Planners

- Announcements

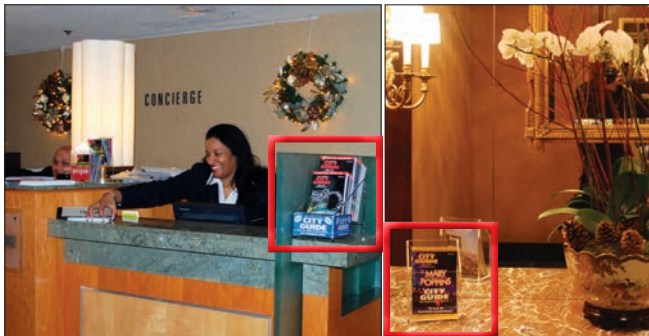


DISTRIBUTION



THE INTEGRATED MARKETING APPROACH

Magazine

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



Digital

- Website monthly pageviews 500,000
- Email newsletter 2,500 concierges/ tourism influencers
- Social media    20,000



Events

- 100 yearly events
- NYC tourism influencers



Direct Marketing

- Field marketing team distributing your collateral in high-traffic and targeted NYC locations





CONSUMER RESEARCH



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.'** The brochures are **helpful for guests planning more last-minute trips to local attractions, restaurants, and the like.** ”



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%



NYC'S ORIGINAL
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A DIVISION OF

DM
 DAVLERMEDIA
 DAVLERMEDIA.COM

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 CITYGUIDENY.COM

NYMetroParents
 NYMetroParents.com

SIparent
 SIParent.com

Mitzvah Market
 Mitzvahmarket.com

ACTIVITIES FOR THE FERTILE MIND
thoughtgallery.org
 NEW YORK CITY

M
 METROSOURCE.COM

Celebrate!
 Party Showcase
 celebrateshowcase.com

mommybites®
 mommybites.com

CA
 CONCIERGECHOICEAWARDS.COM

213 W. 35th Street, Suite 12W | New York, NY 10001 | Davlermedia.com | 212.315.0800