

# FIND New York

115 West 30th Street, Suite 202, New York, NY 10001 | Fax 212.725.2646  
www.findnymag.com

**FIND New York is the modern visitor's guide for aficionados of design, fashion, art and fine food who want to discover the very special experiences and items that New York City has to offer.**

With a clean, reader-friendly design and high production values, *FIND New York* speaks to the consumers who value aesthetics and points them to the products, shops and venues that reflect high standards of design, creativity and quality.

And *FIND New York* reaches them where they stay—in the city's design and boutique hotels—and is published quarterly.

Whether it's fashion and jewelry that's unique to New York, a sleek new computer bag, a retro-modern vase, or the hottest in tech, *FIND* readers want the latest in what's cutting-edge.

*FIND* covers the city's dynamic visual arts scene—spotlighting exhibitions and galleries readers won't want to miss. And *FIND* points foodie visitors to the restaurants that suit their eclectic tastes, from Thai fare in the Meatpacking District to Brazilian in Midtown. Plus, *FIND*'s portable 6" x 9.5" size makes it easy for readers to carry and refer to while they're on the go. The digital edition of *FIND* can be accessed online anytime at [www.findnymag.com](http://www.findnymag.com).

*FIND New York* directs design- and style-savvy visitors right to the shops, restaurants, galleries and museums that appeal to them. And that means qualified traffic for you. Show them where you are and what they want with your ad in *FIND New York*.

## CIRCULATION

50,000 copies of each issue are distributed over a three-month period at more than 100 hotels in New York City, concentrating on the city's top design and boutique hotels.

## THE MODERN VISITOR'S GUIDE



## THE MARKET

NYC & Company, the city's official tourism marketing organization, reported the following:

## SPENDING BY NYC VISITORS

Total direct sales, as a result of visitor spending in New York City, totaled \$30 billion in 2008 and \$28.85 billion in 2007, up from \$24.71 billion in 2006.

### 2007 Visitor Spending Snapshot:

- \$7 billion on lodging (24%)
- \$6.5 billion dining out (22.5%)
- \$5.7 billion shopping (20%)
- \$5.5 billion on arts, entertainment & recreation (19%)
- \$4 billion on transportation (14%)

Source: NYC & Company, [www.nycvisit.com](http://www.nycvisit.com)

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## THE MANHATTAN MAP

**FIND New York's Manhattan Map highlights the city's top hotels, restaurants and shops in the print edition, as well as on the Web site and in the digital edition at [www.findnymag.com](http://www.findnymag.com).**

### THE Manhattan Map

#### MUSEUMS

- 1 American Museum of Natural History**  
Central Park West (at 79th St.), tel. 212-769-5100
- 2 Brooklyn Museum**  
200 Eastern Parkway (adjacent to the Brooklyn Botanic Garden), tel. 718-638-5000
- 3 Cooper-Hewitt, National Design Museum**  
2 E. 91st St. (at 5th Ave.), tel. 212-849-8400
- 4 Whitney Museum of American Art**  
945 Madison Ave. (at 75th St.), tel. 212-570-3600

#### SHOPPING

- Cockpit USA  
652 Broadway tel. 212-254-4000, [www.cockpitusa.com](http://www.cockpitusa.com)
- Diesel  
770 Lexington Ave. (at E. 60th St.), tel. 212-308-0055
- 335 Spring St., tel. 212-625-1555
- 1 Union Square West, tel. 646-336-8552
- 685 Fifth Ave. (at 54th St.), tel. 212-755-3555
- Diesel Denim Gallery  
68 Greene St., tel. 212-966-5593

#### RESTAURANTS

- 1 Il Punto Ristorante**  
507 Ninth Ave., tel. 212-244-0088, [www.ilpunto.com](http://www.ilpunto.com)
- 2 Rouge Tomate**  
10 E. 60th St., tel. 646-237-8977, [www.rougetomatenyc.com](http://www.rougetomatenyc.com)

#### Rooftop Lounges

- 1 mad46 at The Roosevelt Hotel**  
46th St. (at Madison Ave.)  
Contact: Promotions Manager  
tel. 212-885-6095  
[www.theroosevelthotel.com](http://www.theroosevelthotel.com)

#### HOTELS

1 Affinia Dumont 150 E. 34th St.	23 Hotel Chandler 12 E. 31st St.	42 The Salisbury Hotel 123 W. 57th St. tel. 212-246-1300 <a href="http://www.mysalisbury.com">www.mysalisbury.com</a>
2 Affinia Gardens 215 E. 64th St.	24 The Hotel on Rivington 107 Rivington St.	43 San Carlos Hotel 150 E. 50th St.
3 The Bowery Hotel 335 Bowery	25 Hotel Roger Williams 131 Madison Ave. (at 31st St.)	44 Shelburne Murray Hill 303 Lexington Ave.
4 Bryant Park Hotel 40 W. 40th St.	26 Hotel Thirty Thirty 30 E. 30th St.	45 The Shoreham Hotel 33 W. 55th St.
5 The Carlton 88 Madison Ave.	27 Le Parker Meridien 118 W. 57th St.	46 Sofitel 45 W. 44th St.
6 Chambers Hotel 15 W. 56th St.	28 The London NYC 151 W. 54th St.	47 SoHo Grand 310 W. Broadway
7 Chelsea Hotel 222 W. 23rd St.	29 Loews Regency Hotel 540 Park Ave. tel. 212-759-4100 <a href="http://www.loewshotels.com">www.loewshotels.com</a>	48 SoHo House 29-35 Ninth Ave.
8 Cooper Square Hotel 25 Cooper Square	30 Mandarin Oriental 80 Columbus Cir. (at 60th St.)	49 SoLita SoHo Hotel 159 Grand St.
9 Dream NY 210 W. 55th St.	31 The Mansfield Hotel 12 W. 44th St.	50 The Standard Hotel 848 Washington St.
10 Duane Street Hotel 130 Duane St.	32 The Maritime	51 60 Thompson Hotel 60 Thompson St.
11 Dylan Hotel 52 E. 41st St.		
12 Fastlane Tower		

#### SUBWAY REFERENCE

- 1 • 2 • 3 • 9
- 4 • 5 • 6
- 7
- A • C • E
- N • R • Q • W
- B • D • F • V
- J • Z • M
- L
- PATH/RAIN

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## HOTEL DISTRIBUTION

- 1. 414 Hotel**  
414 W. 46th St.
- 2. 6 Columbus**  
6 Columbus Circle
- 3. 60 Thompson**  
60 Thompson St.
- 4. 70 Park Avenue Hotel**  
70 Park Ave.
- 5. Affinia Dumont**  
150 E. 34th St.
- 6. Affinia Gardens**  
215 E. 64th St.
- 7. The Alex Hotel**  
205 E. 45th St.
- 8. Algonquin Hotel**  
59 W. 44th St.
- 9. Ameritania Hotel**  
230 W. 54th St.
- 10. Bedford Hotel**  
118 E. 40th St.
- 11. Beekman Tower Hotel**  
3 Mitchell Place
- 12. The Belvedere Hotel**  
319 W. 48th St.
- 13. The Benjamin**  
125 E. 50th St.
- 14. Bentley Hotel**  
500 E. 62nd St.
- 15. Blue Moon Hotel**  
100 Orchard St.
- 16. The Bowery Hotel**  
335 Bowery
- 17. Bryant Park Hotel**  
40 W. 40th St.
- 18. Buckingham Hotel**  
101 W. 57th St.
- 19. The Carlton**  
88 Madison Ave.
- 20. The Carlyle**  
35 E. 76th St.
- 22. Casablanca Hotel**  
147 W. 43rd St.
- 23. Chambers Hotel**  
15 W. 56th St.
- 24. Cooper Square Hotel**  
25 Cooper Sq.
- 25. Cosmopolitan Hotel**  
95 W. Broadway
- 26. The Dream Hotel**  
210 W. 55th St.
- 27. Duane Street Hotel**  
130 Duane St.
- 28. The Dylan Hotel**  
52 E. 41st St.
- 29. East Houston Hotel**  
151 E. Houston St.
- 30. Eastgate Tower**  
222 E. 39th St.
- 31. The Element**  
555 W. 59th St.
- 32. The Exchange Hotel**  
129 Front St.
- 33. Exclusive Resorts**  
60 E. 55th St.
- 34. Flatotel**  
135 W. 52nd St.
- 35. The Franklin Hotel**  
164 E. 87th St.
- 36. The Four Seasons**  
57 E. 57th St.
- 37. The Gem Hotel**  
449 W. 36th St.
- 38. The Gem Hotel**  
300 W. 22nd St.
- 39. The Gem Hotel**  
135 E. Houston St.
- 40. The Gershwin Hotel**  
7 E. 27th St.
- 41. Gramercy Park Hotel**  
2 Lexington Ave.
- 42. Guild Hall Hotel**  
15 Gold St.
- 43. Hampton Inn Chelsea**  
108 W. 24th St.
- 44. Hilton Garden Inn Chelsea**  
119 W. 28th St.
- 45. Hotel 373**  
373 Fifth Ave.
- 46. Hotel 41**  
206 W. 41st St.
- 47. Hotel 57**  
130 E. 57th St.
- 48. Hotel Chandler**  
12 E. 31st St.
- 49. Hotel Chelsea**  
222 W. 23rd St.
- 50. Hotel East Houston**  
151 E. Houston St.
- 51. Hotel Giraffe**  
365 Park Ave. S.
- 52. The Hotel on Rivington**  
107 Rivington St.
- 53. Hotel Plaza Athenee**  
37 E. 64th St.
- 54. Hotel Thirty-Thirty**  
30 E. 30th St.
- 55. Iroquois New York**  
49 W. 44 St.
- 56. The Jane Hotel**  
113 Jane St.
- 57. Jumeirah Essex House**  
160 Central Park S.
- 58. Le Parker Meridien**  
118 W. 57th St.
- 59. The London NYC**  
151 W. 54th St.
- 60. Mandarin Oriental**  
80 Columbus Circle at 60th St.
- 61. The Mansfield Hotel**  
12 W. 44th St.
- 62. The Maritime**  
363 W. 16th St. at Ninth Ave.
- 63. Martinique on Broadway**  
49 W. 32nd St.
- 64. The Mercer Hotel**  
147 Mercer St.
- 65. Metropolitan Doubletree**  
569 Lexington Ave.
- 66. The Millennium Broadway**  
145 W. 44th St.
- 67. Murray Hill Mews**  
160 E. 38th St.
- 68. Morgans Hotel**  
237 Madison Ave.
- 69. The Muse Hotel**  
130 W. 46th St.
- 70. Night Hotel**  
132 W. 45 St.
- 71. Novotel**  
226 W. 52nd St.
- 72. Omni Berkshire Place**  
21 E. 52nd St.
- 73. On the Avenue Hotel**  
2178 Broadway
- 74. Paramount Hotel**  
235 W. 46th St.
- 75. Park Central**  
870 Seventh Ave.
- 76. Peninsula Hotel**  
700 Fifth Ave.
- 77. Pierre Hotel**  
2 E. 61st St.
- 78. Plaza Hotel**  
768 Fifth Ave.
- 79. The Pod Hotel**  
230 E. 51st St.
- 80. Radisson Lexington Hotel**  
511 Lexington Ave.
- 81. Regency Hotel**  
540 Park Ave.
- 82. Ritz-Carlton New York, Battery Park**  
2 West St.
- 83. Ritz-Carlton New York, Central Park**  
50 Central Park S.
- 84. Roger Smith**  
501 Lexington Ave.
- 85. Royalton Hotel**  
44 W. 44th St.
- 86. The Roger Williams**  
131 Madison Ave. at 31st St.
- 87. Roosevelt Hotel**  
45 E. 45th St.
- 88. The Salisbury Hotel**  
123 W. 57th St.
- 89. San Carlos**  
150 E. 50th St.
- 90. Shelburne Murray Hill**  
303 Lexington Ave.
- 91. The Shoreham Hotel**  
33 W. 55th St.
- 92. Sofitel**  
45 W. 44th St.
- 93. SoHo Grand**  
310 W. Broadway
- 94. SoHo House**  
29-35 Ninth Ave.
- 95. SoLita SoHo Hotel**  
159 Grand St.
- 96. St. James Hotel**  
109 W. 45th St.
- 97. St. Regis Hotel**  
2 E. 55th St.
- 98. Standard Hotel**  
848 Washington St.
- 99. Stay Hotel**  
157 W. 47th St.
- 100. Surrey Suites**  
20 E. 76 St.
- 101. The Smyth TriBeCa**  
85 W. Broadway
- 102. Thompson LES**  
190 Allen St.
- 103. The Time Hotel**  
224 W. 49th St.
- 104. TriBeCa Grand**  
2 Ave. of the Americas
- 105. Trump International Hotel**  
1 Central Park W.
- 106. Vu Hotel**  
653 11th Ave.
- 107. W New York Times Square**  
1567 Broadway
- 108. W New York-The Court**  
130 E. 39th St.
- 109. W New York-The Tuscany**  
120 E. 39th St.
- 110. W Union Square**  
201 Park Ave. S.
- 111. The Wall Street Inn**  
9 S. William St.
- 112. Washington Square Hotel**  
103 Waverly Place
- 113. WJ Hotel**  
318 W. 51st St.

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## RATES & SPECIFICATIONS

### ADVERTISER RATES

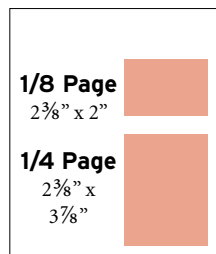
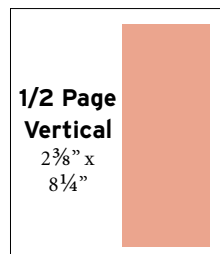
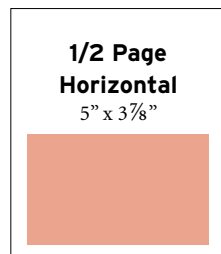
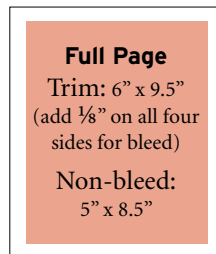
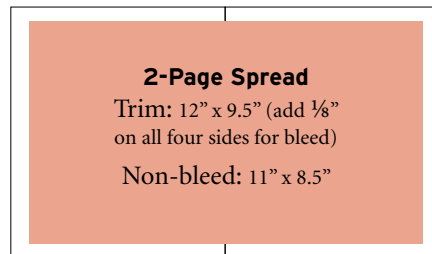
AD SIZE	1X	2X	3X	4X
2-Page Spread	\$8,000	\$7,500	\$7,250	\$7,000
Back Cover	\$5,750	\$5,312	\$5,000	\$4,600
Inside Front Cover	\$5,469	\$5,125	\$4,937	\$4,542
Inside Back Cover	\$5,031	\$4,875	\$4,750	\$4,370
Full Page	\$4,375	\$4,125	\$3,812	\$3,507
½ Page	\$2,437	\$2,187	\$2,062	\$1,897
¼ Page	\$1,094	\$1,031	\$969	\$891
⅛ Page	\$594	\$562	\$500	\$460
Manhattan Map Listing	\$400	\$350	\$300	\$250
Photo Listing on Web Site and in Digital Edition	\$1000	\$850	\$750	\$650

**Bleed:** add 15%

Recognized advertising agencies receive 15% commission on gross space rates if invoice is paid within 30 days from date of billing. Prepayment is required for new advertisers.

### AD SPECIFICATIONS

Artwork must be supplied in digital format, Adobe Acrobat PDF 6.0 or higher is preferred. Adobe InDesign files and EPS are also acceptable. When supplying files other than PDFs, you must include all art and fonts. All digital files must be accompanied by color proofs.



### EDITORIAL SCHEDULE

**Spring Issue Distribution**

March–May

**Summer Issue Distribution**

June–August

**Fall Issue Distribution**

September–November

**Winter Issue Distribution**

December–February

### DEADLINES

**Fall Issue 2009**

Ad space reservation: July 27

Artwork due: August 7

**Winter Issue 2009**

Ad space reservation:

September 28

Artwork due: October 8

**Spring Issue 2010**

Ad space reservation:

February 1

Artwork due: February 8

**Summer Issue 2010**

Ad space reservation: May 4

Artwork due: May 11

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