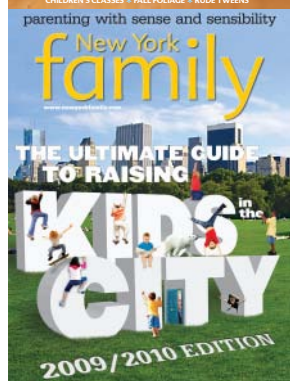


# New York Family Is The “Go-To” Lifestyle Magazine For Savvy New York City Parents



**WELCOME TO THE WORLD OF NEW YORK FAMILY**, a glossy, vibrant city magazine that offers active, sophisticated New York parents an inviting mix of feature articles and selected tips about their interests, issues, and concerns. As a “family lifestyle” magazine, our coverage ranges from classic parenting stories about children of all ages (infants to teens) to knowing guides for birthday parties, enrichment classes, navigating school admissions and camp selection to the latest trends in family real estate and family travel.

## A Treat To Read

We try to be a magazine that is savvy, interesting, surprising, and fun—a variety that begins with our covers and extends across the magazine. Last November, for example, we had a cover story about 20 family heroes who have made significant contributions to making the city a better place to live for families. Most issues include at least one or two special sections, with family-oriented articles on education, health and fitness, tweens and teens, and many other topics.

## An Invaluable Resource

The magazine also has a lively combination of regular monthly columns and departments that are very popular with readers. The front of the book includes Buzzworthy (trends we like); It’s My Party (pictures of local birthday parties); and Treats (our delectable mix of clothes, accessories, and other goodies). Our popular monthly columns include Starting Out (stories for parents of infants and toddlers); and Growing Up (school age kids).

Once again, welcome to New York Family. We hope you’ll stay!

The calendar below highlights our **special editorial sections** in the coming year.

In addition, almost every issue features: family activities ♦ cultural events ♦ parenting ♦ maternity ♦ children's fashion ♦ birthday parties ♦ real estate ♦ family travel ♦ tweens and teens ♦ green living ♦ charity events. We also cover summer camps, in January through June.

**January** (Ad Deadline: 12/11)

**Children's Classes Winter/Spring, Culture Guide Winter & Spring, Family Travel Spring, Camp Countdown Begins, Family Home Design**

**February** (Ad Deadline: 1/15)

Family Health & Fitness: Top Hospitals Love, Marriage & Romance, Spring Fashion & Footwear for Children, Jewelry, Activity of the Month: Art

**March** (Ad Deadline: 2/12)

**Family Real Estate Guide, The Ultimate Guide to Summer Camps, Family Financial Planning, Super Spring Giveaway!** Activity of the Month: Food & Cooking

**April** (Ad Deadline: 3/12)

New Parent Guide (Pre-Natal to Pre-K), Raising Kids with Special Needs, **Summer Programs for Kids**, Green Family Living, Activity of the Month: Yoga

**May** (Ad Deadline: 4/9)

Mothers of the Year, Family Home Design Guide, Summer Fashion & Footwear for Children, **NYC Birthday Party Guide**, Moms' Wellness, Activity of the Month: Tennis

**June** (Ad Deadline: 5/14)

Fathers of the Year, Big Summer Fun Guide (Travel, Festivals, Amusement Parks), Dads' Wellness, The Hot List: Top Summer Local Activities & Attractions, Activity of the Month: Swimming

**July** (Ad Deadline: 6/11)

**The Ultimate Guide To Raising Kids In The City**

**August** (Ad Deadline: 7/16)

**Back to School**, School Fashion & Footwear, Child Care, Activity of the Month: Educational & Enrichment

**September** (Ad Deadline: 8/13)

**Children's Fall/Winter Classes, Fall Fashion & Footwear, Culture Guide Fall/Winter, Family Travel Winter**

**October** (Ad Deadline: 9/10)

**Family Real Estate Guide, Family Health & Fitness: Top Pediatricians, Hometown Tourist, Raising Children with Special Needs, Activity of the Month: Dance**

**November** (Ad Deadline: 10/15)

Family Heroes, Family Home Design Guide, Holiday Fashion & Footwear, **NYC Birthday Party Guide**, Holiday Toy Guide, Activity of the Month: Music

**December** (Ad Deadline: 11/12)

Giving Back, Real Estate Forecast 2011, Maternity, **Early Classes Preview**, Holiday Gift Guide, The Cold List: Top Winter Local Activities & Attractions, Activity of the Month: Gymnastics



**Fast Break** NEW YORK KNICKS *Highschool KIDS* SIGN UP NOW WINTER INSTRUCTIONAL BASKETBALL

**family CLUB**

"PARENTING WITH SENSE AND SENSIBILITY" Feb. 25-Mar. 3, 2009

**A Note From New York Family's Editor**

**The Process:** For about a year now, many of my parent-friends at my son's nursery school have been immersed in the process of applying to private school for next fall, an emotional marathon that ended this week with a mix of elation and frustration in our circle. My wife and I sat on the sidelines--as we decided early on to apply only to public school for my son--but we can relate. After all, what parent doesn't want a great education for their child? For my daughter, now a third grader in public school, we did in fact apply to both private and public schools, and the process was illuminating. I realized that as someone with a NYC public school education myself, I have this faith that a motivated child will not only find his or her way in the world, but that along the way, they will meet able teachers and mentors who will support and guide them. And that none of this will be deprived you because you can't afford it. How lucky I was! May all our children, in public or private school, be so lucky. -- *Eric Messinger* ([emessinger@manhattanmedia.com](mailto:emessinger@manhattanmedia.com))

**Parenting Tips**

**Bilingual Children:** Some parents raise their children to be bilingual because of their ethnic background; others do it for educational enrichment. Whatever the reason, it seems more and more families are choosing to make learning a second language an integral part of their children's development. In the New York Family article, "[Que Pass, Mommy?](#)," writer Susan Hayes interviews Naomi Steiner, MD, her co-author on the book, "[7 Steps To Raising a Bilingual Child.](#)" Click [here](#) to check out the article, along with a list of dual language programs in the city. **ADDED BONUS:** We have 5 copies of Steiner's book to give away! Send an email to [newyorkfamily@manhattanmedia.com](mailto:newyorkfamily@manhattanmedia.com) by 2/28/09 to be eligible.

**Manhattan Milk** [manhattanmilk.com](http://manhattanmilk.com) Enter code 'MM' on our website for **FREE DELIVERY** on your first order of \$15 or more.

**Green Friendly** **WE ARE BOTTLED PPA FREE**

**NYC's Best Sports Camps** **12 Camps to choose from** **CHELSEA PIERS NEW YORK CITY**

### WELCOME TO THE NEW YORK FAMILY CLUB

An informative weekly e-newsletter that offers active, sophisticated parents an exciting mix of news and tips on parenting, family activities and shopping, including "New Deals and Special Promotions" offers from our advertisers.

### READERSHIP & CIRCULATION

The New York Family Club newsletter is sent out to thousands of affluent New York families.

### 2010 Rates\*

Manhattan (w x h)	open	5x	10x	20x
<b>Top Banner 500 x 90px</b>	800	720	575	400
<b>Vertical - 160 x 240 px</b>	500	450	360	252
<b>Skyscraper - 160 x 600 px</b>	800	720	575	400
<b>Deals** - 500 x 200 px</b>	250	225	180	125
<b>Bottom - 500 x 90 px</b>	200	180	145	100

Welcome Package Advertising Opportunities Available (see below)

\*Manhattan Media reserves the right to increase rates proportionally with increases in the circulation. Advertising material is subject to Publisher's approval.

### \*\*NEW DEALS & SPECIAL PROMOTIONS

Features listings of exclusive sales, discounts, promotions and special offers.

### WELCOME PACKAGE

When a parent joins the New York Family Club they will receive a Virtual Welcome Package filled with exclusive special offers. Be the first to get your information into the hands of our club members!

3 months: \$250, 6 months: \$500, 12 months: \$1,000

Please submit ".jpg" or ".gif" files, we cannot accept Flash.

	Number	Percentage
<b>Number of households with children</b>	82,274	
<b><u>Parents' Demographics*</u></b>		
<b>Age</b>		
Age 20 to 24		7%
Age 25 to 29		17%
Age 30 to 34		24%
Age 35 to 39		21%
Age 40 to 44		17%
Age 45 to 49		14%
<b>Age 30-44</b>		61%
<b>Education</b>		
Associates or Bachelors Degree		94%
Graduate or Professional Degree		33%
<b>Gender of children</b>		
Number of girls	86,957	49%
Number of boys	89,904	51%
Total number of children living in target market	176,861	
<b>Number of children living on the Upper East and West Side of Manhattan</b>	<b>89,247</b>	
<b>Average number of children per household</b>	<b>2</b>	
<b>Children's Age*</b>		
Less than 1 YR	7,829	9%
Age 0 to 4	30,311	34%
Age 5 to 9	21,937	25%
Age 10 to 14	18,993	21%
Age 15 to 19	18,006	20%
<b>% of school age children</b>		66%
<b><u>Financial Data</u></b>		
<b>Income</b>		
Average Household Income	\$252,891	
% Average Income HHI \$374,500		53%
% Household Income \$500,000+		18%
<b>Average Disposable Household Income</b>	<b>\$174,642</b>	

Source: SRC, LLC. DemographicsNow.com (Current Year 2005) Target Market (27 zip codes in Manhattan below 117th Street, \*78% of target Market in 8 zip codes - on the Upper East & West Side) Data Sources and Methodology: Financials were calculated with a weighted average according to delivery zip code. Current Year Estimates and Projections - AGS (Applied Geographic Solutions) Variable Groups. The Estimates and Projections (E&P) database is the most extensive update available, covering a broad range of demographic characteristics for the current year including: The 2000 Census, The Census Bureau's American Community Survey results, USPS and commercial source ZIP+4 level delivery statistics, Bureau of Labor Statistics estimates and projections of employment by industry and occupation at the county level, Internal Revenue Service statistics on tax filers and year-to-year migration Census Bureau's Current Populations Survey (CPS), which provides detailed demographic breakdowns and enables a thorough longitudinal analysis of demographic trends, Experian's INSOURCE, a household level credit and demographic database which covers the vast majority of households.

# New York Family dominates in key Manhattan zip codes

Each month, 30,000 New York Family magazines are delivered directly to the most affluent family buildings in Manhattan.

FOR 20 YEARS, **New York Family** has been a “must read” for New York City parents. Our monthly circulation of 30,000 goes to Manhattan’s most affluent neighborhoods as well as other choice locations including New York’s leading private schools, pediatricians and other locations where parents congregate. New York Family Magazine prides itself on the highly controlled and strategic nature of our distribution.

**EAST SIDE RESIDENTIAL** 6,767  
10021, 10022, 10028, 10029

**WEST SIDE RESIDENTIAL** 4,299  
10019, 10023, 10024, 10025

**DOWNTOWN RESIDENTIAL** 210

**COMMERCIAL** 6,439  
Doctor’s offices, schools, maternity stores, children’s retail stores, hotels, gyms and cultural & community centers.

**EAST SIDE COMMERCIAL** 2,089  
10016, 10017, 10021, 10022, 10028, 10029, 10128

**WEST SIDE COMMERCIAL** 2,115  
10019, 10023, 10024, 10025, 10026, 10036

**DOWNTOWN COMMERCIAL** 2,235  
10001, 10002, 10003, 10004, 10010, 10011, 10012, 10013, 10013

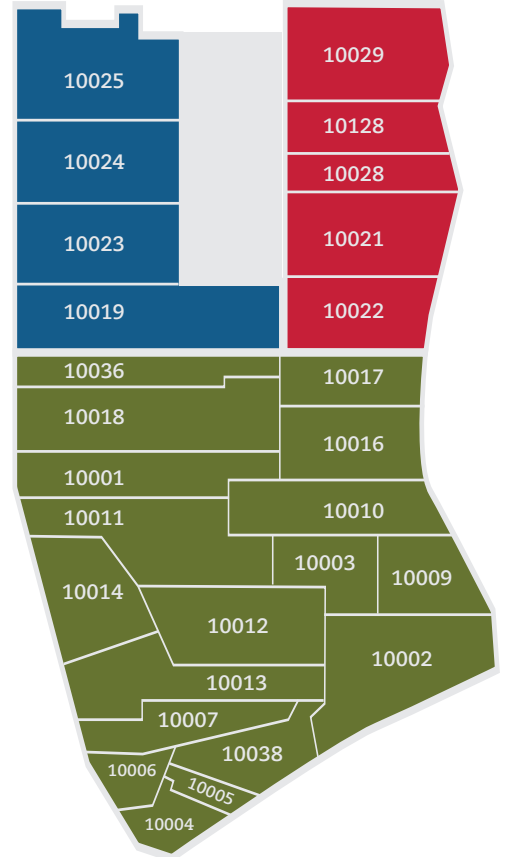
**BOXES** 4,866

**SCHOOLS** 1,405

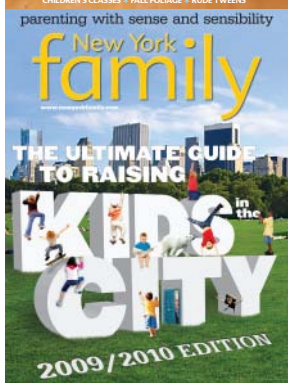
**BROOKLYN\*** 5,000

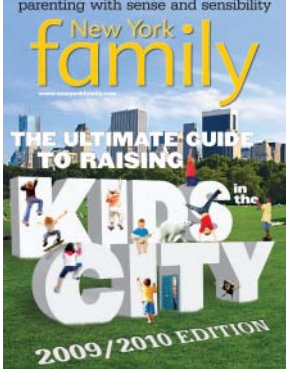
**DISTRIBUTION AT NEW YORK FAMILY EVENT** 1,100

**SPECIAL DISTRIBUTION HAMPTONS - JULY/AUGUST** 2,000



\*11 NEIGHBORHOODS: BOERUM HILL, BROOKLYN HEIGHTS, CARROLL GARDENS, COBBLE HILL, DUMBO, FORT GREENE, GREENPOINT, PARK SLOPE, PROSPECT HEIGHTS, WILLIAMSBURG, AND WINDSOR TERRACE





## \* Magazine Specs

**NEW YORK FAMILY** is produced 100% computer-to-plate. Trim size is 8.125" x 10.875" (or 8 1/8" by 10 7/8"), perfect-bound, printed on 50 lb coated body stock, 100 lb cover stock. Digital data is preferred on ad submission. DMAX = 300. Linescreen = 133.



### Full Page Spread

Non Bleed  
w: 15" x h: 10"  
Bleed  
w: 16.75" x h: 11.375"  
Trim  
w: 16.25" x h: 10.875"



### Full Page

Non Bleed  
w: 7" x h: 10"  
Bleed  
w: 8.625" x h: 11.375"  
Trim  
w: 8.125" x h: 10.875"



### Half Page Horizontal

Non Bleed  
w: 6.925" x h: 4.7"

### Half Page Vertical

Non Bleed  
w: 3.545" x h: 9.575"



### Quarter Page

Non Bleed  
w: 3.38" x h: 4.7"

## \* Digital Specs

PDF files must have fonts embedded, be CMYK and Acrobat 4 compatible. Mac QuarkXPress 6.5 (or earlier) or Adobe Creative Suite 1 with all fonts (screen and printer) and artwork (photos, logos, illustrations). No TrueType or Multiple Master fonts are acceptable. Include all CMYK images as EPS (no JPEG encoding) or TIFF (no LZW compression) at 300 dpi or greater (450 dpi if image contains text). Please convert text in Adobe Illustrator files to outlines. Finished size is 8.125" x 10.875", please provide safety of 1/4" on all four sides.

Use only Type 1 fonts – No True Type fonts or font substitutions are allowed. Images must be SWOP (CMYK or grayscale), TIFF or EPS format between 200 and 400 dpi. No JPEG files. No RGB. Do not nest EPS files into other EPS files. No DCS files. No TIFF/IT files. All required image trapping must be included in the file.

The digital ad must contain standard trim, bleed and center marks in all separations, but the marks have to be 1/2" outside of trim. The files have to be Right Reading, portrait mode only; no rotations; 100% size.

## \* Film Specs

**NEW YORK FAMILY** is produced 100% computer-to-plate. If film is provided, it will be converted to digital via copy dot scanning and a \$125 fee will be charged.

## \* Proofs

We recommend Kodak Approval or 3M Digital Matchprint for the best-printed result. A laser print-out or non-contract proof is not acceptable to compare color. If a laser proof is not provided, **NEW YORK FAMILY** is able to provide one for a \$75 production charge but must be handled on a case-by-case basis in advance of materials deadline. Without a proof, **NEW YORK FAMILY** will not accept responsibility for color fidelity of an ad.

## \* Material Submission

Files can be submitted on Zip disc (100 mb), CD-ROM, DVD-ROM or sent via email to: **NYFamilyAds@manhattanmedia.com**. Also please send a cc to your Account Executive. All printing materials and instructions (digital data, proofs, copy instructions and a duplicate copy of the insertion order) should be sent to:

**New York Family — Production**  
79 Madison Avenue, 16th Floor New York, NY 10016

## \* General Information

Reproduction quality is at the advertiser's risk if **NEW YORK FAMILY**'s specifications are not met or if material is received after closing date, even if on extension. All digital data, film and proofs will be destroyed three (3) months after the last issue date unless **NEW YORK FAMILY** has received written instruction to return immediately after insertion or to hold the material for a specific future date.

For full page bleed ads, please set up document at **trim size** with guides at **safety** (1/4" inside trim – where there should be no text) and extend all images that should go off the page to **bleed size**. Also please offset crop marks to outside printable area (12 pt should suffice).

**Bill to:**

Advertiser     Agency     New     Revise     Cancellation

**ADVERTISER**

**AD AGENCY**

Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

**ADVERTISING SCHEDULE**

Frequency:    1x       3x       6x       9x       12x       Other: \_\_\_\_\_  
 2010 Issues: Jan    Feb    Mar    Apr    May    June    July    Aug    Sep    Oct    Nov    Dec  
 2011 Issues: Jan    Feb    Mar    Apr    May    June    July    Aug    Sep    Oct    Nov    Dec  
 Space: \_\_\_\_\_       Space Cost (per page): \$ \_\_\_\_\_ ( Gross/Net )

Positioning Request: \_\_\_\_\_

**MANHATTAN MEDIA TERMS AND CONDITIONS OF SALE**

1. This Insertion Order constitutes an agreement between Manhattan Media LLC and its advertiser, either directly or through its advertising agency hereinafter collectively referred to as "Advertiser," both of whom shall be considered jointly and severally liable for payment and compliance with all conditions of the agreement. As the advertising contracted for herein will be consolidated with other advertisements to facilitate production and publication, cancellation is not allowed.  
 2. Advertisers shall supply advertising materials to Manhattan Media pursuant to Manhattan Media's current and prevailing mechanical specification requirements. If the required production materials are not supplied by Advertiser, then Advertiser will be charged for Manhattan Media creating the necessary material(s).  
 3. Advance payment for advertisements is required of all Advertisers until credit has been established. If credit has been established Advertiser agrees to pay Manhattan Media at the "per insertion" rate set forth above within ten (10) days of the receipt of Manhattan Media's invoice with tearsheet(s).  
 4. Advertiser agrees to pay Manhattan Media for service charges equal to 1 1/2% of the outstanding balance per month on all balances outstanding in excess of thirty (30) days.  
 5. Manhattan Media is responsible for errors up to the cost of the ad in advertising credit. Advertiser agrees that unless it makes written objection to the billing amount set forth in Manhattan Media's invoices or if there is an error in the ad within thirty (30) days of invoice date, the amount due shall be deemed correct in all respects. Manhattan Media does not assume liability for omissions, or in the event of an error, for any claim to exceed the cost to the advertiser of the actual space occupied by the advertisement or section thereof in which the error occurs.  
 6. Advertiser represents and warrants that its advertisement will not contain any matter that is obscene or libelous, or violates the rights of any third party including any person's right of privacy or constitutes copyright infringement, or is otherwise contrary to law. Advertiser agrees to hold Manhattan Media harmless from all liabilities, claims, losses or damages of every kind arising out of any advertisement submitted to Manhattan Media, by or on behalf of the Advertiser. Advertiser agrees, at his or her own expense, to defend to final judgement any and all suits, actions, etc., and satisfy all orders, judgements, etc. against Manhattan Media resulting from publication of any advertisement submitted to Manhattan Media by or on behalf of the Advertiser.

7. Multiple insertion advertisers are granted a discounted rate per insertion as quoted above. Should Advertiser not fulfill above advertising schedule or fail to pay bills as per agreement, it is agreed that the Advertiser shall pay for the number of insertions actually published at the current open rate (the one-time, non-discounted rate) per insertion. Any changes to schedule must be in writing and received by Manhattan Media 10 days prior to ad close date of contracted issue. Failure to give proper notice will result in liability for cost of space reserved.  
 8. In the event the Advertiser breaches the terms of this agreement or if there is a default in payment necessitating the utilization of an attorney and/or a collection firm, the Advertiser agrees to pay all legal/collection fees - 35% surcharge in addition to the open rate charged per insertion, plus any applicable service charges.  
 9. The undersigned is duly authorized to enter into this agreement and personally guarantees performance of this agreement.  
 10. Manhattan Media shall have the right to omit advertising, to limit the amount of advertising in any issue under this contract or order, to designate the proper classification of all advertising and the rate applicable thereto, to reject any advertising copy, to cancel any advertising contract or order at any time for reasons satisfactory to the management and to lighten or change type, borders and cuts without penalty to either party. Manhattan Media does not guarantee placement of advertisement on any particular page or portion of the publication unless otherwise specified in the agreement.  
 11. Neither Manhattan Media, nor its printer(s) shall be responsible for delays in publication, delivery or distribution due to strikes, lockouts, embargoes, labor problems, fuel or power storages, fire, floods, accidents, civil disturbances, war, acts of god, or other causes beyond their reasonable control.  
 12. No additional terms or conditions pertaining to this agreement will be recognized by Manhattan Media except those endorsed herein in writing and authenticated by the signature of both parties.  
 13. In the event of any dispute arising out of this agreement both parties hereby consent to the jurisdiction of the courts of the State of New York or by arbitration (upon the sole discretion of Manhattan Media), before the American Arbitration Association of New York. Any award of the arbitrator shall be final and binding, and the parties hereby consent to the jurisdiction of the courts of the State of New York for the purpose of entry and enforcement of any judgment which may arise out of any decision of the American Arbitration Association regarding this matter.

Print Name:                      ♦ Advertiser    ♦ Agency

Manhattan Media Representative:

Signature: \_\_\_\_\_

Publisher: \_\_\_\_\_