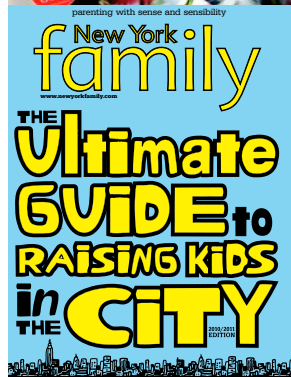


New York Family Is The “Go-To” Lifestyle Magazine For Savvy New York City Parents



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: 12/16) Street Date: 1/6

Children's Classes Winter/Spring, Culture Guide Winter & Spring, Family Travel Spring, Family Financial Planning, Camp Countdown Begins

February (Ad Deadline: 1/13) Street Date: 2/3

Love, Marriage & Romance, Spring Fashion & Footwear for Children, Shopping: Jewelry, Health & Fitness: Top Hospitals, **Ultimate Guide to Camps**

March (Ad Deadline: 2/10) Street Date: 3/2

Family Real Estate Guide, Raising Kids with Special Needs, **Super Spring Giveaway!**

April (Ad Deadline: 3/16) Street Date: 4/6

New Parent Guide (Pre-Natal to Pre-K), Family Travel Spring/Summer, Food & Restaurant Supplement, **Summer Programs for Kids**

May (Ad Deadline: 4/13) Street Date: 5/4

Mothers of the Year, Family Home Design Guide, Summer Fashion & Footwear for Children, **NYC Birthday Party Guide, Health & Fitness**

June (Ad Deadline: 5/11) Street Date: 6/1

Fathers of the Year, Kid Hampton Guide, Maternity Special Feature Package, Family Summer Regional Travel, Summer Festivals, Family Financial Planning

July (Ad Deadline: 6/15) Street Date: 7/6

The Ultimate Guide To Raising Kids In The City

August (Ad Deadline: 7/13) Street Date: 8/3

Back to School, School Fashion & Footwear

September (Ad Deadline: 8/17) Street Date: 9/7

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

October (Ad Deadline: 9/14) Street Date: 10/5

Family Real Estate Guide, Raising Children with Special Needs, Family Health & Fitness: Top Docs, Scenic NYC

November (Ad Deadline: 10/12) Street Date: 11/2

Family Heroes, Family Home Design Guide, Holiday Fashion & Footwear, **NYC Birthday Party Guide, Holiday Shopping, Holiday Gift Guide**

December (Ad Deadline: 11/9) Street Date: 11/30

Giving Back, Real Estate Forecast 2011, Maternity Special Feature Package, **Early Classes Preview, Holiday Gift Guide**



New York family CLUB

"PARENTING WITH SENSE AND SENSIBILITY"

Editor's Note

Memorial Day: After the ambulance took my wife's elderly cousin to the ER late Thursday night, I spent much of Friday and Saturday cleaning up her trash-strewn apartment and being viscerally reminded of how the very old need us as much as the very young. I did find some buried treasure, though: the commendations her long-deceased husband, a shoe salesman and amateur magician, received in WWII, and a personal check he once wrote to her for \$1 million! Amid the mess, it helped to know that this was once a home of humor and love.

--Eric Messinger
(emessinger@manhattanmedia.com)

Parenting Tips

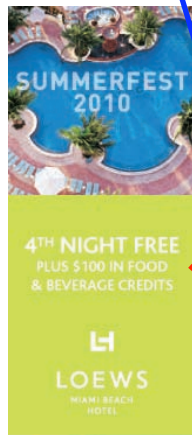
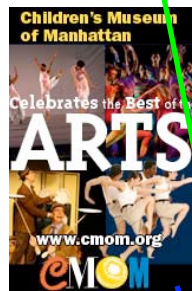
City Search: Calling all New York families! We're putting together a guide to the family-friendly features of NYC neighborhoods, and are looking for families living in the following neighborhoods to help us illustrate what makes each one its own unique haven. (We'll expand the list in the coming months.) If you live in one of the nabes below and want to share a few of your family's favorite neighborhood places, activities or resources, write to us at newyorkfamily@manhattanmedia.com, and share something you love about your area. Just put "Neighborhood Guide" in the subject line. We may end up featuring your picks (and your family) in our July issue!

- *Harlem
- *Upper East Side
- *Upper West Side
- *Murray Hill
- *Chelsea/Flatiron District
- *East Village
- *Soho
- *Tribeca
- *Park Slope, Brooklyn
- *Carroll Gardens, Brooklyn

Lots of Local Water Fun: If there's one thing we know about kids, it's that they love getting wet--especially on hot summer days. Enjoy [our guide to watery fun the city](#), from [playground spray showers](#) to fishing off of [Coney Island's Steeplechase Pier](#) to [sailing and kayaking lessons on the Hudson](#). For some inspiration and spectacular vistas, check out [Opening Day In New York Harbor](#) on Saturday, where families



JOIN US ONLINE!



Welcome to the New York Family Club

Our Family has grown to over 24,000 members!

Each New York Family Club member receives:

- Monthly announcement of our digital edition
- Two weekly eNewsletters
- Invitations to our family events (including) Camp Fairs, Classes Expos, Mom's Night Out, Shopping Events, Seminars, Family Fun Days, Holiday Parties

eNewsletters

On Wednesdays we send out "Best of the Week," featuring a note from the editor, parenting tips and news, shopping picks, popular articles on the web, and more. On Thursdays our Club members get the "Weekend Planner," which features our favorite family events for the upcoming weekend.

2012 Rates

Manhattan (w x h)	open	5x	10x	20x
Top Banner 540 x 110px	800	720	575	400
Vertical - 160 x 240 px	500	450	360	252
Skyscraper - 160 x 480 px	800	720	575	400
Deals** - 500 x 200 px	250	225	180	125

Specs

- Please submit jpg, gif, png, or animated gif files. We can not accept Flash or pdf files.
- Please send your destination link along with your ad.
- Max File Size: 300kb
- Art Deadline is the Friday prior to deployment.

take the
**New York Family
READER
SURVEY**

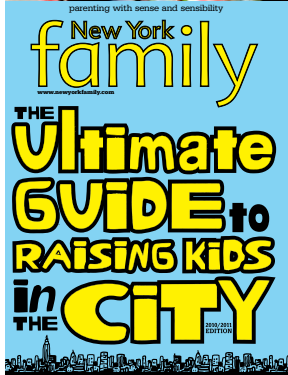
	Number	Percentage
Number of households with children	82,274	
<u>Parents' Demographics*</u>		
Age		
Age 20 to 24		7%
Age 25 to 29		17%
Age 30 to 34		24%
Age 35 to 39		21%
Age 40 to 44		17%
Age 45 to 49		14%
Age 30-44		61%
Education		
Associates or Bachelors Degree		94%
Graduate or Professional Degree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

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

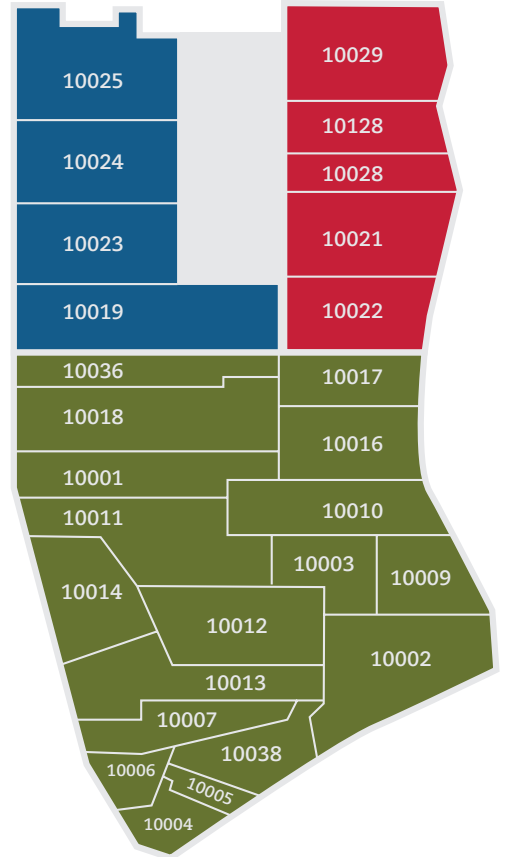
BOXES 4,866

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"

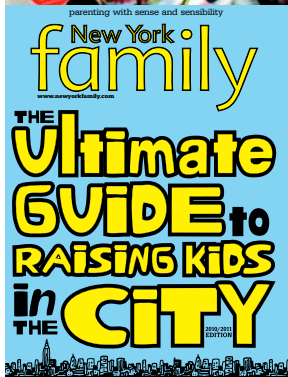
Half Page Vertical

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 printout 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: _____

2012 Issues: Jan Feb Mar Apr May June July Aug Sep Oct Nov Dec

2013 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: _____