



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

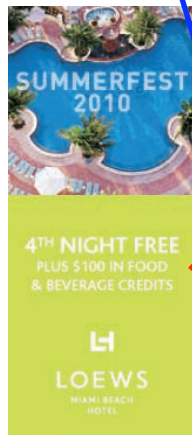
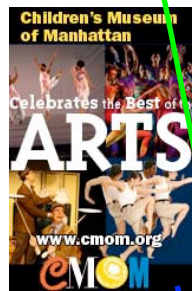
City Search: Calling all New York families! We're putting together a guide to the family-friendly features of NYC neighborhoods, and are looking for families living in the following neighborhoods to help us illustrate what makes each one its own unique haven. (We'll expand the list in the coming months.) 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**