

OUR EAST SIDE TOWN

THE WEST SIDE SPIRIT

Celebrate the Newspapers

*That Chronicle
Our Neighborhoods!*

*Please join Manhattan Newspaper Group
as we celebrate the 40th Anniversary of Our Town
newspaper and the 25th Anniversary of
The West Side Spirit newspaper.*

This year-long celebration will include a series of monthly salutes recognizing those who have made a long-term difference in our community. The culmination will be a gala event where these influential New Yorkers will be honored and funds will be raised for a local charity.

For more information

ON HOW TO PARTICIPATE IN THE CELEBRATION, PLEASE CONTACT

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About Manhattan Newspaper Group

..... **Manhattan Media** is dedicated to New York's neighborhoods. Our focused publications provide vital information to people who live streets apart, not worlds apart.



Published since 1970, **Our Town** is the East Side's largest community newspaper, read from Gramercy to Carnegie Hill – the wealthiest neighborhoods in the city. With vital community news that is covered by no other newspaper in the city, **Our Town** has become a must-read for all East Siders – from the affluent Fifth Avenue executive to the Lenox Hill mom.

Readership: 60,000

The West Side Spirit, Manhattan's beloved West Side community weekly, has been distributed from Clinton to Columbia University since 1985. From Riverside Drive families to the film stars on Central Park West, **The West Side Spirit** is the award-winning newspaper residents rely on for the news and views of their neighborhood.

Readership: 60,000

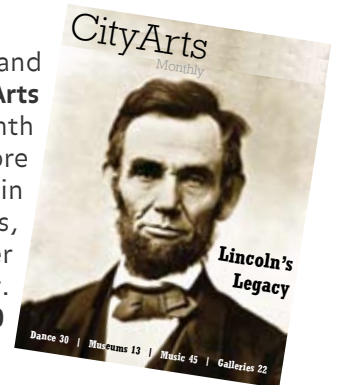


New York Press, Manhattan Media's newest publication provides opinions and commentary that New Yorkers have come to rely on for the last 20 years. **New York Press** covers what readers all over Manhattan want to know, including expanded coverage of the arts. Weekly independent contributors reflect the pulse of New York.

Readership: 80,000

CityArts is the setting for audiences, collectors, patrons, artists and performers to celebrate all that makes the NYC arts scene great! **CityArts** is a new publication from Manhattan Media, published twice a month (20 times a year.) 50,000 individual copies are distributed to more than 1,500 attended buildings and prominently located news boxes in Manhattan, as well as galleries, museums, performing arts centers, schools, cultural centers, hotels and numerous other organizations throughout New York City.

Readership: 150,000



Since 1972, **The Westsider** has reported the community news between 60th and 125th streets, from Central Park to the Hudson River, to an exclusive group of subscribers. For individuals and business owners, **The Westsider** is a must-read to stay in touch with the neighborhood.

Readership: 1,200

One of the oldest weekly newspapers in Manhattan, **Chelsea Clinton News** has been published since 1939. It covers the upscale neighborhoods between 14th Street and 59th Street from Fifth Avenue to the Hudson River. Its affluent and influential subscribers rely on us to keep them informed about local news and cultural events.

Readership: 1,000



Demographics



..... Our readers are community-conscious decision makers with real spending power.
They are information-hungry New Yorkers with expendable income that mirror the city's diverse demographic landscape. **Total Readership: 200,000+**

Gender: **Female:** 55.1%
Male: 44.9%

Age: **Under 25:** 12.1%
45 and older: 49%
• 25-44: 38.9%
• 45-64: 37.5%
• 65 or over: 11.5%

Average Family HH Income: **Our Town:** \$134,675
West Side Spirit: \$108,148
New York Press: \$130,000
• Under \$59,000: 12%
• \$60,000-\$99,000: 36%
• \$100,000 or over: 52%

Home Ownership: **Own:** 78.5%
Rent: 21.5%

Education: **Undergraduate Degree:** 51.5%
Graduate/Professional Degree: 33.7%

*Source: 2000 Census



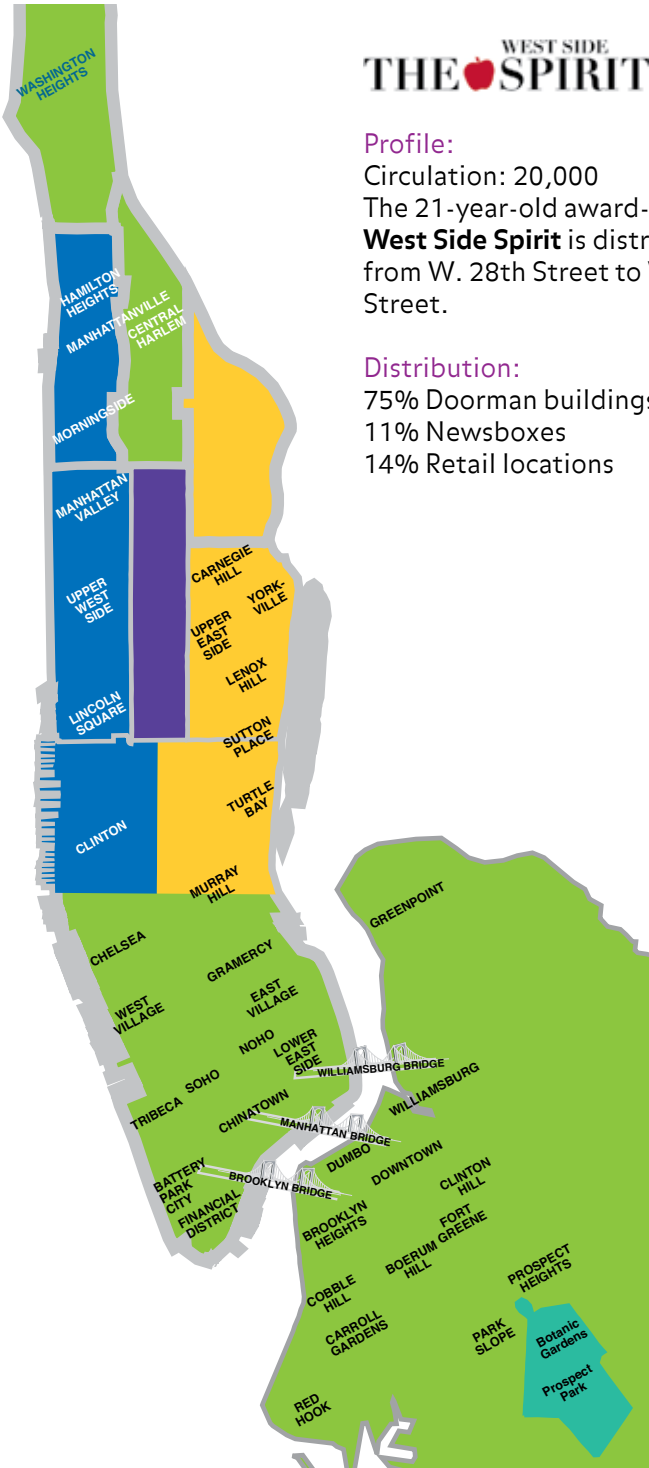
- • • • • Reach an exclusive audience that values New York's rich cultural & entertainment scene. • • • • • Our readers are active and engaged.

Dining:	67% of our readers dine out twice each week
Health:	61% have a gym/health club membership
Travel:	on average our readers vacation 2 times per year
Entertainment:	our readers attend the theater 4.5 times a year
Pet Owners:	45% of readers own a pet
Influential Voters:	85% of readers vote
Investors:	86% of readers plan to invest in a stock and mutual fund purchase in the next 12 months
Home Owners:	69% of readers are planning major home improvements in the next 12 months

*Source: Marist Poll, 2004

..... An introduction about circulation of our newspapers

- **Unique Audience:** **49%** of New Yorkers report they do not read a daily newspaper. Weekly community newspapers reach **47%** of New Yorkers who did not read a daily newspaper on the previous day.
- **Retention:** In **86%** of the households that receive a weekly community newspaper, the newspaper is read.
- **High Reference Rate:** Almost half of weekly community newspaper readers (**45%**) keep each issue of the newspaper in their home until the next issue arrives, referring to each issue twice on average.



THE WEST SIDE SPIRIT

Profile:
 Circulation: 20,000
 The 21-year-old award-winning **West Side Spirit** is distributed from W. 28th Street to W. 125th Street.

Distribution:
 75% Doorman buildings
 11% Newsboxes
 14% Retail locations

OUR EAST SIDE TOWN

Profile:
 Circulation: 20,000
 The 33-year-old award-winning **Our Town** is distributed from E. 34th Street to E. 96th Street.

Distribution:
 75% Doorman buildings
 11% Newsboxes
 14% Retail locations

NEW YORK PRESS

Profile:
 Circulation: 20,000
New York Press is distributed from 33rd St. down to Battery Park City and in downtown Brooklyn.

Distribution:
 65% Newsboxes
 35% Retail locations

HOW are the papers distributed?

West Side Spirit, Our Town and New York Press are distributed to 3,000 doorman buildings, street news boxes, local cafes and merchants, schools and banks.

Chelsea Clinton News and The Westsider are home delivered to subscribers each week.

Multi-Platform Marketing

• • • • • Manhattan Media offers a wide array of marketing opportunities at high-profile events • • • • •



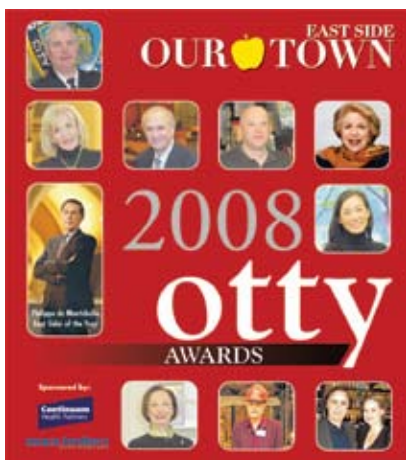
The Blackboard Awards—Manhattan Media’s Blackboard Awards offer a premier independent review of New York City’s educational system. The Awards honor outstanding public, private and religious schools serving the Manhattan community. Several hundred people attend the event each year including school administrators, elected officials and city council members.

The Blackboard Awards for Teachers—Each year, Manhattan Media publishes the premier independent review of New York City’s educators. The review, along with an honorary awards ceremony, highlights outstanding private, public and religious school teachers serving the New York City community. This high-profile event draws hundreds of people including state assembly leaders, elected officials, faculty members and school administrators.



Building Workers of the Year Awards—Manhattan Media is partnering with SEIU Local 32BJ, the building service workers union, to honor the workers who keep the city’s commercial buildings running smoothly. The awards ceremony highlights building service workers in NYC with special awards for emergency life-savers, good Samaritans and lifetime service awards.

WESTY Awards—Each year, West Side Spirit community newspaper salutes New Yorkers who live and work on Manhattan’s West Side. Awards are given to honor members of the West Side community whose accomplishments have improved the neighborhood. The event draws a large audience of authors, actors, educators, merchants and more.



OTTY Awards—The OTTY Awards (Our Town Thanks You) salute New Yorkers who live and work on the East Side. The awards aim to highlight the energy and imagination of people whose accomplishments have improved the neighborhood. The well-attended event draws in a crowd of merchants, authors, actors, businessmen and businesswomen and more.

Manhattan Newspaper Group Websites



ourtownny.com



nypress.com



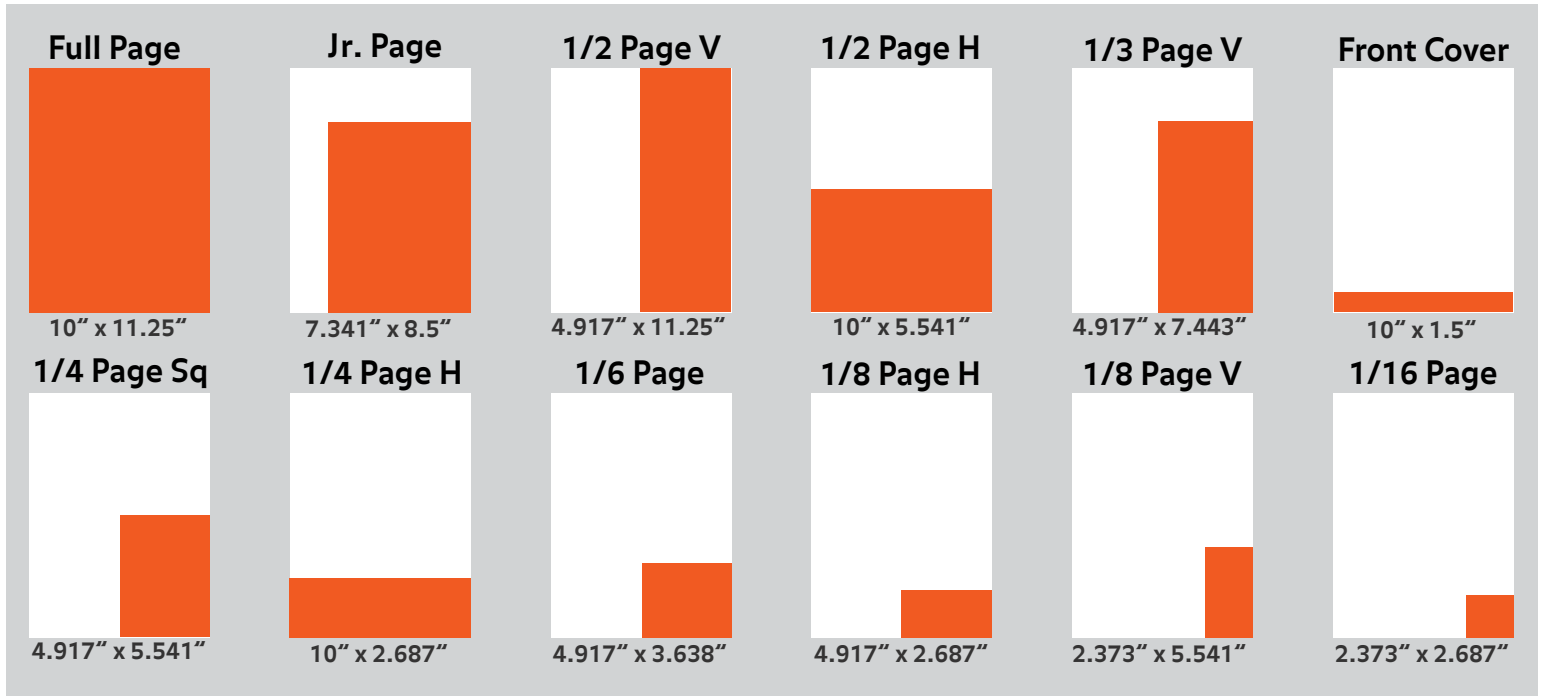
westsidespirit.com

..... Web Statistics for June – October 2009

	Our Town	NY Press	West Side Spirit
Page Views (Average per month)	11,419	313,953	10,637
Newsletter Subscribers	879	4,872	830



Specs & Ad Sizes



Acceptable Formats

QuarkXpress 6.5, InDesign CS3, Illustrator, Freehand, Photoshop, Acrobat PDF (embed all fonts)
We do not accept Microsoft Publisher documents.

PDFS: All fonts must be embedded. All images and artwork must be CMYK. Do not use compression on images. Please make pdf files Acrobat 4.0 compatible as transparencies in higher versions are unstable.

Microsoft Word files will have to be remade. Please do not insert pictures into Word documents if they can be sent separately.

If the ad is made in Quark, it must be a Macintosh file. Include ALL fonts. Include all images. We cannot use PC fonts without modifying the ad.
If the file is Illustrator or Freehand and it is a PC file, convert the fonts to outlines before you send it to us.

Otherwise we will have to modify the ad. Do not use LZW compression. For files under 4 megabytes: either TIFF (with no LZW compression) or EPS formats are acceptable.

Linescreen is 85 for Black and White, 100 for Color pages. DMAX is 240.

Web images are not acceptable for newsprint
– Minimum resolution for picture is 170 dpi, minimum resolution for text is 300 dpi.

Emailed Ads

Please include the advertiser's name and run date in the subject line of the email. In the body of the email please include contact information, should there be a problem with the ad. Please make sure to email ads to your sales representative.

Email ads to: production@manhattanmedia.com • **Phone:** 212.268.8600 • **Fax:** 212.268.0502