

BRINGING THE BEST OF NEW YORK TO THE BEST OF NEW YORK

GOTHAM embodies the sophisticated New York City lifestyle by chronicling and celebrating the most influential power players and tastemakers in the Big Apple. With upscale, fashion-forward content, it peeks inside an exclusive, high-end society and offers a collection of the best the city has to offer. Written by discerning connoisseurs, *GOTHAM*'s cosmopolitan tone and flavor reflect and inspire its readers. Covering the worlds of business, philanthropy, interior design, real estate, culture, cuisine, celebrity, entertainment, parties, fashion, and beauty, *GOTHAM* has its finger on the pulse of the city's happenings—and is the authority on a New York lifestyle unlike any other.

DISTRIBUTION

Eight times a year, 65,000 copies of *GOTHAM* (ABC-audited) are printed and distributed* throughout New York City, targeting its most affluent residents and visitors.

EXCLUSIVE HOME DELIVERY {35%}: *GOTHAM* is mailed to the home residences, townhouses, condominiums and co-ops of qualified, high-net-worth individuals throughout New York City. Via our relationship with Claritas*. *GOTHAM* has specifically targeted those individuals who have obtained HHI of \$200K+, primary home values of \$1M+ and liquid assets of \$750K+ therefore identifying active consumers with the highest disposable income and spending power.

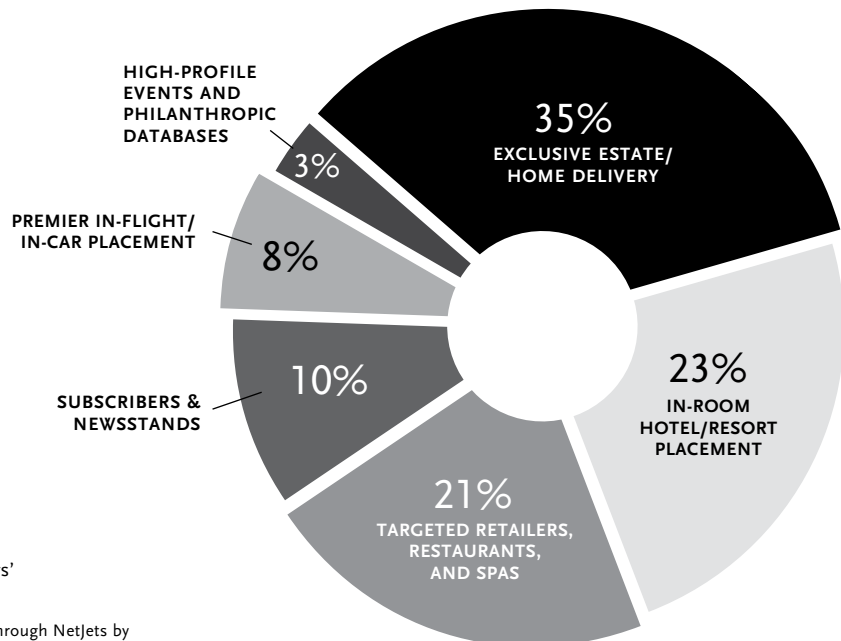
IN-ROOM HOTEL/RESORT PLACEMENT {23%}: *GOTHAM* is available both in-room and/or at the concierge desks of some of the most prestigious hotels in New York City. These include but are not limited to: 60 Thompson, the Alex Hotel, Bryant Park Hotel, Dream, the Empire Hotel, Four Seasons, Gramercy Park Hotel, the Greenwich Hotel, Hotel Plaza Athenee, the Helmsley Park Lane Hotel, Hotel Gansevoort, Le Parker Meridien, the Maritime Hotel, Morgans Hotel Group locations, the Plaza Hotel, Ritz-Carlton Hotel Group, Regency Hotel, Tribeca Grand Hotel, the W Hotel Group and Waldorf=Astoria.

TARGETED RETAILERS, RESTAURANTS, SPAS, AND REAL ESTATE BROKERAGES {21%}: *GOTHAM* distribution focuses on readers who frequent the finest establishments, boutiques, financial institutions, health clubs, private clubs, real estate brokerage firms, resorts, restaurants, salons, spas, and talent agencies in New York City. These include but are not limited to: Ankasa New York, Bagatelle, Bice, Brown Harris Stevens, Carolina Herrera, Cartier, Cipriani Restaurant Group, Corcoran, the Core Club, David Yurman, Equinox, First Republic Bank, Four Seasons Grill, Fred's at Barneys New York, Halstead, Herve Leger, ICM, JPMorgan, John Barrett Salon, Matthew Williamson, Michaels Restaurant, Norwood Club, Prudential Douglas Elliman, Ralph Lauren, Regency Restaurant, Saks Fifth Avenue, Stribling & Associates, SoHo House, Warren Tricomi and William Morris.

SUBSCRIBERS AND NEWSSTANDS {10%}: *GOTHAM* can be found at upscale newsstands (Hudson News) and bookstores (Barnes & Noble and Borders) in the New York City area. The newsstand price is \$6.99 per copy. Subscriptions are sold at the premium price of \$55 per year.

PREMIER IN-FLIGHT/IN-CAR PLACEMENT {8%}: *GOTHAM* is distributed in private planes, airports, club rooms, and in the vehicles of the most prominent executive car and limousine services. This includes our unique partnership with NetJets** and executive car and limousine services that include Commonwealth Worldwide, Dav El, and EmpireCLS.

HIGH-PROFILE EVENTS AND PHILANTHROPIC DATABASES {3%}: *GOTHAM* provides direct access to the hottest, most high-profile events, including charity galas, fashion shows, film and music festivals, movie premieres, sporting events, and luxury expos. These include but are not limited to: the New York Junior League Winter Ball, the Tuberos Sclerosis Alliance Gala, Operation Smile's Smile Collection Benefit, 50 Fabulous Females to benefit Love Heals: The Alison Gertz Foundation for AIDS Education, the New York Botanical Garden's Winter Wonderland Ball, the New York Public Library Young Lions Benefit, Seeds of Peace, and the New York City Wine & Food Festival.



*Distribution subject to change based on readers' and markets' needs.

**60% of all private planes are purchased or leased through NetJets by consumers who have an average net worth of more than \$25 million.

READERSHIP

DEMOGRAPHICS

HOUSEHOLD INCOME

\$200+	89%
\$250+	58%

FEMALE	52%
MALE	48%

AGE

18-24	1%
25-34	14%
35-44	25%
45-54	26%
55+	34%

MARRIED	54%
---------	-----

LIQUID ASSETS

OVER \$750,000	99%
----------------	-----



BUYING POWER

PERCENTAGE OF GOTHAM READERS WHO:

PURCHASED FINE JEWELRY AND WATCHES IN THE PAST YEAR	60%
PLAN TO PURCHASE A VACATION HOME THIS YEAR	85%
PURCHASE HEALTH AND BEAUTY PRODUCTS REGULARLY	67%

COMPARED TO THE GENERAL POPULATION, GOTHAM READERS ARE:

98% MORE LIKELY TO CONTRIBUTE TO NONPROFIT ORGANIZATIONS

3X MORE LIKELY TO USE A FINANCIAL SERVICES FIRM

97% MORE LIKELY TO PURCHASE LUXURY WATCHES

3X MORE LIKELY TO DRIVE A PRESTIGE LUXURY VEHICLE

(AUDI, ASTON MARTIN, BENTLEY, BMW, CADILLAC, FERRARI, INFINITI, JAGUAR, LAND ROVER, LEXUS, MASERATI, MERCEDES-BENZ, PORSCHE)

2X MORE LIKELY TO PURCHASE WOMEN'S DESIGNER

FASHION AND ACCESSORIES

READER LIFESTYLE

PERCENTAGE OF GOTHAM READERS WHO:

DINE OUT MORE THAN ONE TIME PER WEEK	66%
DRINK LUXURY SPIRITS, PREMIUM BEERS, IMPORTED WINES	70%
ATTEND CULTURAL PERFORMANCES	75%
FREQUENT NIGHTCLUBS/LOUNGES	54%
VACATION ABROAD AT LEAST ONE TIME PER YEAR	89%
VISIT A SPA DURING VACATION	89%
EXERCISE MORE THAN TWO TIMES PER WEEK	80%

COMPARED TO THE GENERAL POPULATION, GOTHAM READERS ARE:

2X MORE LIKELY TO SPEND MORE THAN \$3,000 ON DOMESTIC TRAVEL

2X MORE LIKELY TO GO ON A SKI OR GOLF VACATION

Statistical information gathered from Claritas, part of the Nielsen Company, a world-leading demographic research information and media company. Claritas ensures access to consumers with household incomes in excess of \$200,000 and liquid assets of more than \$750,000. PRIZM NE 2008. Demographic information is based on the direct mail program.

"Gotham keeps me in touch with the sassier side of New York's fashion, art, business, entertainment and media...with a knack for covering the social and charitable events everyone wants an invitation to...it's just like New York - fast-talking, ambitious, controversial, and cool." — WILLIAM LAUDER, PRESIDENT/CEO, ESTEE LAUDER

CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 JAN/FEB	November 25, 2009	December 9, 2009	January 11 - February 25, 2010
2 MARCH (SPRING FASHION)	January 13, 2010	February 10, 2010	February 26 - April 1, 2010
3 APRIL/MAY	February 17, 2010	March 17, 2010	April 2 - June 3, 2010
4 SUMMER	April 21, 2010	May 19, 2010	June 4 - August 19, 2010
5 SEPTEMBER (FALL FASHION)	July 7, 2010	August 4, 2010	August 20 - September 30, 2010
6 OCTOBER (MENS)	August 18, 2010	September 15, 2010	October 1 - October 28, 2010
7 NOVEMBER	September 15, 2010	October 13, 2010	October 29 - November 30, 2010
8 DECEMBER	October 20, 2010	November 10, 2010	December 1 - January 10, 2011

RATES

PRINTED AND DISTRIBUTED: 65,000
ABC-AUDITED

AD SIZE	1X	3X	6X	8X
FULL	\$20,800	\$18,725	\$16,850	\$15,165
SPREAD	\$39,600	\$35,640	\$32,075	\$28,868
HALF PAGE	\$12,500	\$11,250	\$10,125	\$9,120
QUARTER PAGE	\$8,300	\$7,470	\$6,725	\$6,050
COVER 2/PAGE 1	\$47,900			
COVER 3	\$25,000			
COVER 4	\$28,600			

- All rates are net
- Premium positions +15%
- For Niche Network Corporate Rates, contact your representative
- Calendar, availability, and rates subject to change based on reader and market needs

WHERE YOU CAN FIND US... (and more)

Agnes B Femme	Hugo Boss	Regency Restaurant
Ankasa New York	Intermix	Rouge
Atlantic Grill	Jack Olive	Saks Fifth Ave
Bagatelle	Jeffrey	Scoop
Balthazar	John Barrett Salon	Shi Cashmere
BCBG	Juicy Couture	Sonia Rykiel
Bice	Kimara Ahnert	Stuart Weitzman
Blue Tree	Krizia	Susan Ciminelli Day Spa
Bobby Van's	La Perla	The New York Look
Bonpoint	Le Cirque	Vera Wang
Boutique Mirrabelle	L'Express	Veronique Maternity
Calypso	Lord & Taylor	Victor Hugo
Carolina Herrera	M2 Lounge	Warren Tricomi
Cartier	Marina Rinaldi	Wempe
Catherine Malandrino	Matthew Williamson	Worldly Things
Cipriani Restaurant Group	Michaels Restaurant	Yuta Powell
Coach	Milos	Zitomer
Craft-Craftbar-Craftsteak	Mirrabelle II	
Da Silvano	Missoni	
David Barton Gym	Montmartre	
David Yurman	Moschino	
Dennis Basso	Music Express	
Di Modolo	Nellos	
Diana & Jeffries	Nicole Miller	
Diane von Furstenburg	Nobu Restaurant Group	
Dylan Prime	NY Health and Raquet	
Elie Tahari	Oasis Day Spa	
Elite	Olive & Bettes	
Emmelle at 1042 Madison	Oscar De La Renta	
Equinox	Palm	
Eva Scrivo Salon	Pastis	
Four Seasons Grill	Rachel Riley	
Fred's at Barneys New York	Ralph Lauren	
Herve Leger	Reebok Sports Club	