

NEW YORK
LIFESTYLES
MAGAZINE

MEDIA KIT
2024





WHAT WE DO AND WHO ARE OUR READERS:

New York Lifestyles Magazine is dedicated to fulfilling the promise its name offers. New Yorkers are used to and expect a unique lifestyle that is all their own. They expect comfortable homes, great travel experiences, upscale hotels and resorts, fine restaurants and exciting nightlife as well as a healthy lifestyle and the latest in fashion.



BRAND OVERVIEW:

Under its editor and highly talented staff of journalists, New York Lifestyle Magazine has evolved into an invaluable multi-media resource for its enviable and sought-after audience with a readership in excess of 450,000 in print, website and online. At the core of our enterprise are New York Lifestyles Magazine and Pet Lifestyles Magazine which are the foundation of our brand. New York Lifestyles Magazine has a daily digital presence with our online website, issuu.com, Apple Newsstand, social media websites (Instagram, Facebook, Twitter) as well as physical presence at sponsored lived events, too. Like its focus, New York, it never sleeps.

DEMOGRAPHICS:

40%

Median Age



79% Own A Home/
Condo/Co-op

42% Own A
Vacation Home

SHOPPING

28% Weekly

57% Monthly

82% Quarterly



LEISURE ACTIVITIES

92% Gym Members

68% Golf 59% Skiing

52% Tennis 46% Spas

ENTERTAINMENT



85%

Attend Sports
Events



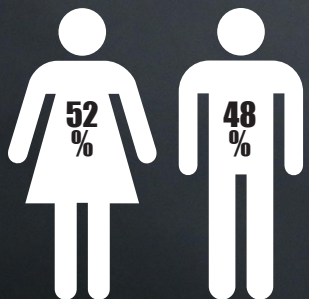
80%

Attend
Theater



70%

Attend
Concerts



MEDIAN HHI

\$425,000

OCCUPATION

22% CEO, President

82% Mgmt.



8 WEEKEND GETAWAYS

10 BUSINESS

4 VACATION

(Trips Per Year)



DINING OUT

1-2 3+

93% 78%

(Per Week)



DEMOGRAPHICS:



COLLEGE GRADUATE

BACHELORS DEG. - 86%
GRADUATE DEG. - 42%



AVERAGE HH NET WORTH

\$1,788,000



FOREIGN INVESTORS PURCHASING RE

15%-17%
majority from China



AVERAGE HOME COST

\$989,893



OCCUPATIONAL EMPLOYMENT

WHITE VS. BLUE COLLAR

3:1 RATIO



AVERAGE HH TOTAL EXPENDITURES

\$110,450

average increase of 5% in 8 years



OWN MORE THAN 1 PROPERTY

26%

PRODUCTION CALENDAR 2024

JANUARY:

WINTER GETAWAYS

Closing day for ads: **12/8/2023**

Materials due: **12/15/2023**

Street date: **1/5/2024**



JUNE:

SUMMER SCENE

Closing day for ads: **5/2/2024**

Materials due: **5/17/2024**

Street date: **6/3/2024**

FEBRUARY:

A VALENTINE FOR NYC

Closing day for ads: **1/4/2024**

Materials due: **1/15/2024**

Street date: **2/2/2024**



JULY/AUGUST:

ENTREPRENEURS ISSUE

Closing day for ads: **6/3/2024**

Materials due: **6/17/2024**

Street date: **7/5/2024**

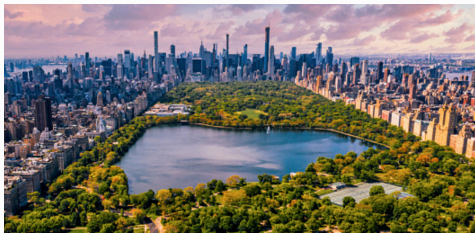
MARCH:

SPRING INTO FASHION

Closing day for ads: **2/5/2024**

Materials due: **2/16/2024**

Street date: **3/4/2024**



SEPTEMBER:

PHILANTHROPY ISSUE

Closing day for ads: **8/5/2024**

Materials due: **8/19/2024**

Street date: **9/3/2024**

APRIL:

HEALTH & WELLNESS ISSUE

Closing day for ads: **3/4/2024**

Materials due: **3/18/2024**

Street date: **4/5/2024**



OCTOBER:

AUTUMN IN NEW YORK

Closing day for ads: **9/5/2024**

Materials due: **9/20/2024**

Street date: **10/3/2024**

MAY:

REAL ESTATE/HOME ISSUE

Closing day for ads: **4/4/2024**

Materials due: **4/19/2024**

Street date: **5/3/2024**



NOVEMBER/DECEMBER:

HOLIDAY ISSUE

Closing day for ads: **10/7/2024**

Materials due: **10/18/2024**

Street date: **11/4/2024**

SPONSORED CONTENT OPPORTUNITIES:

EFFECTIVE WRITING DONE AT THE PROPER TIME

Sponsored Content in a magazine is an effective way of providing information about a person, product or place in the style of an editorial or objective journalistic article. They are not marked “advertisement”, as such they have a true appearance of editorial coverage and afford you the ability to control what is being said. This allows you to choose the timing and creative format that works best for you. You can schedule sponsored content to be a part of a special themed issue or section. You can even decide to be a cover story of your own.

Georgian Lakeside Resort
Located in the heart of Lake George Village, this full-service resort offers accommodations, dining, and event hosting. With short walks to everything, the Georgian has a beautiful lakeside location with 157 rooms and suites. The resort has a lakelid pool, spa, and Cabana Bar. Dining is offered at Governors on the Lake with entertainment in the Terrace Room overlooking the lake. Georgian guests enjoy free concerts, lake cruises, as well as Six Flags Great Escape theme park, all nearby.
284 Canada Road, Lake George, NY 12845
1-800-735-7639 | 518-538-1400
georgianresort.com

Marine Village Resort
Family resort located in the center of Lake George that features a 300-foot beach to relax and play. Decks are available for boat rentals or boat repairs. Relax with family and friends on the large patio and pool area. The Morgan Restaurant serves made-to-order breakfasts daily and grills are available throughout the property for guest use. Perfect choice for those who prefer a location with a short walk to the village while offering a host of resort amenities.
130 Canada Road, Lake George, NY 12845
1-800-735-7639 | 518-538-1400
marinervillage.com

Sun Castle Resort
The resort spans 15 acres of historic lakelid property. Outdoor activities abound with 2 beaches, a heated outdoor pool and 2 children's playground areas. Modern townhomes offer 2 bedrooms, 2.5 baths, full kitchens, dining area and living room. 2-bedroom villas offer outstanding lake views from the living room and private balconies overlooking beautiful Lake George and the Adirondack Mountains. Guests have dining privileges at The Inn at Edinboro, the only AAA 4 Diamond Restaurant in the region located on the same property.
375 Lake Shore Dr., Lake George, NY 12845
1-800-735-7639
suncastle.com

Scotty's Lakeside Resort
Newly renovated and located on 7 expansive acres in Lake George Village and 350 ft. of beautiful shoreline, the resort is a place for fun with friends and family. Enjoy the huge sandy beach on the beachside pool. Canoe, paddleboard, an interactive arcade, beach volleyball, and Scotty's Café and Beachfront Bar offer plenty of activities to fill the day.
2894 Lake Shore Dr., Lake George, NY 12845
1-800-735-8939
scottyslakeside.com

Surfside On The Lake Hotel
Located in Lake George Village, Surfside is an independent family owned 154 room resort featuring 43 Suites, some with two bedrooms and many rooms have a view of Lake George or Lakelid with private balconies. Surfside has a private sandy beach on Lake George, an outdoor heated pool and 1100 square foot rooftop cabana bar. The Club Hamilton restaurant serves breakfast.
300 Canada Road, Lake George, NY 12845
1-800-735-7639
surfsideonlake.com

The Quarters at Lake George
Located less than 1 mile from The Village of Lake George, the former summer home of Georgia O'Keefe, Luxurious vacation rentals feature newly remodeled lakelid accommodations with spacious private units with abundant amenities and breathtaking views of the Adirondacks. From cozy fireplaces and accents to private balconies, beach access and outdoor pools, the townhouses at The Quarters have it all. Open all year long.
304 Lake Shore Dr., Lake George, NY 12845
1-212-695-4911
lakegeorge.com

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REAL ESTATE & YOUR HOME

THE PRESERVE CLUB & RESIDENCES
LIVING CLOSE TO NATURE'S HEART

By BOB DIAMERCO

"The fields and forests were places of adventure and self-discovery... and the world moved at a slower, more rational pace than the bustling cities."
—David Mixner

My recent visit to The Preserve Club & Residences has left me so captivated by the deep forest tree line and undiminished starlight as I've ever been by the Manhattan skyline and the bright lights of Broadway. The Preserve, unquestionably New England's most amenity-rich, year-round sporting club and luxury-lifestyle community, is currently greatly expanding its real estate offerings with its Phase II Residential Properties—custom single-family homes, townhomes, and one-level condominiums.

Set on 3,500 serene and protected acres in Richmond, Rhode Island, just an easy 2.5-hour drive for New Yorkers via I-95, The Preserve Club and Residences has already sold out its Residential Phase I, with many new homeowners coming from New York and New England. And now Paul Mihalakis, Chairman of The Preserve, has announced the first closing of Phase II, with one of the eleven elegant Townhomes on the Green.

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PERFECT HARMONY
Our Townhomes are inspired by a traditional New England commons. They sit at the heart of The Preserve on a modern village green where privacy and community co-exist in perfect harmony. Mihalakis said, "The unit I toured revealed beautiful open floor plans that blend rustic-chic elegance with unsurpassed craftsmanship. Townhome models offer two-, three- and four-bedroom options, all with custom cabinetry, stunning fireplaces, spa-like bathrooms, balconies, and expansive four-porch layouts, with walking paths to the tennis courts, new pool and cabana. Members' Lodge Clubhouse, and the newly expanded Sporting Shoppe. Residents can also enjoy the luxury of a private in-home elevator option.

The story continued to unfold as we moved on to The Preserve's new Laurel Valley neighborhood. There I received an up-close introduction to a half-dozen magnificent single-family homes as they neared completion. The Murphy 1.5, Murphy II, and Timber Ridge models uphold The Preserve's commitment to blend—as Mihalakis describes, "the nature of luxury and the luxury of nature." Interiors include wide plank wood floors, vaulted ceilings, first floor master suites, guest suites, optional steam saunas, skylights, floor-to-ceiling stone fireplaces, and walk-out lower levels with generous windows.

All the homes in Laurel Valley feature expansive decks with stunning fresh water views of the tranquil Laurel Valley Lake and quiet private beach area.

The newest property underway set for occupancy this summer is the Hilltop Lodge condominiums. This impressive Lodge set high on a hill, offers elegant, one-level condominiums, with a central elevator connecting the lobby to each of the Hilltop three floors. Ground-level residences boast private patios extending living space into the great outdoors, while balconies provide the same, as well as expansive views, for upper-level homes. Also in this Lodge are comfortable lounge, game room, fitness facilities, and access to a multi-level patio, parking for pet, and barbecue area. "Hilltop residences are available in one, two, and three-bedroom configurations, all with our signature accommodations and elegant spaces for entertaining guests." Mihalakis explained.

WORLD-CLASS SPORTING AMENITIES
All home owners at The Preserve enjoy full-service catering to assist with everything from handling their daily details, to catering gourmet meals from Preserve Executive Chefs to their home, to sporting memorable experiences and activities that take full advantage of The Preserve's one-of-a-kind, world-class sporting amenities.

I would be remiss if I failed to remind you what makes living at The Preserve unlike anywhere else. In addition to its magnificent custom homes and unparalleled service, The Preserve's vast expense encompasses an incredible array of four-season sports—an award-winning championship golf course, sporting clays, rock climbing, tennis, hiking and equestrian trails, fishing, archery, ATVs, fly fishing, and more. And let's not overlook The Range at The Preserve, America's longest indoor shooting range with 150-yard lanes, and The Sporting Shoppe, ready to outfit your outdoor adventures. The Preserve can provide all equipment for any activity as well as instruction by expert staff.

Allow me to end this literary tour of The Preserve Club and Residences with a quote from none other than Harrison Ford (who clearly has influenced Han Solo): "Nature doesn't real people people. real nature, nature would never let the extraction of the human being get on just fine, but human culture, human beings, cannot survive without nature."

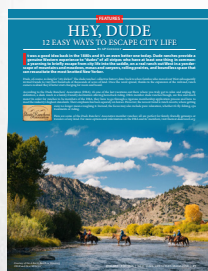
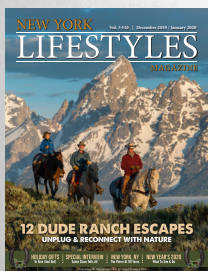
See with your own eyes.
For more information on The Preserve Club & Residences real estate and private tours, visit ThePreserve.com.

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Single page format
\$2,000

Two page spread format
\$3,000

FRONT COVER & COVER STORY



6 page format - Front Cover & 5 page Editorial - price available upon request

9 page format - Front Cover, 7 page Editorial & a Full Page AD - price available upon request

ADVERTISING SPECIFICATIONS:

PRINT

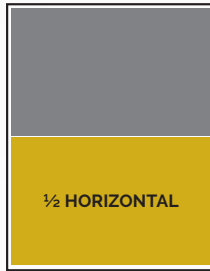
FULL PAGE



W 8.375"
H 10.875"

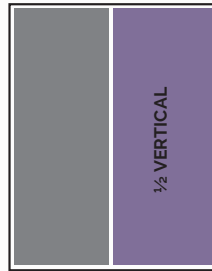
(add .125" bleed
on all sides)

½ PAGE
HORIZONTAL



W 7.55"
H 5"

½ PAGE
VERTICAL



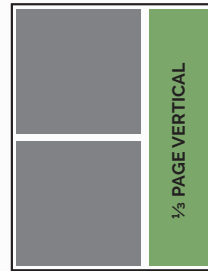
W 3.7"
H 10.1"

⅓ PAGE
HORIZONTAL

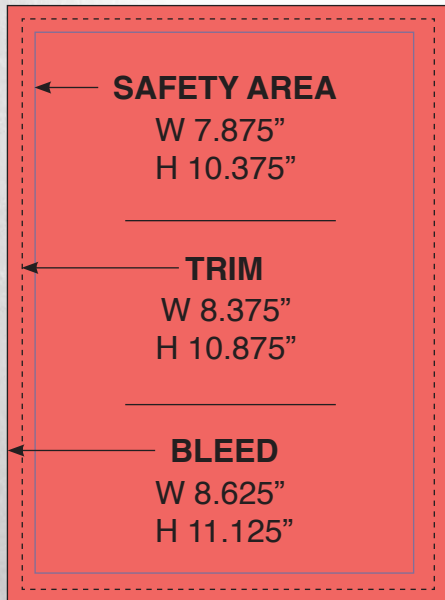


W 5"
H 5"

⅓ PAGE
VERTICAL



W 2.5"
H 10.1"



All ads to be designed by us will require hi-resolution images of content and logos.

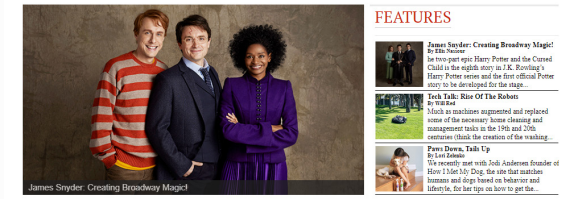
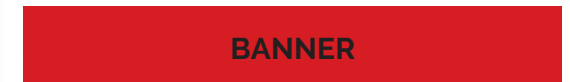
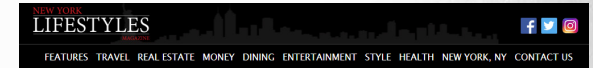
- All ads are accepted in HIGH QUALITY PDF format, as well as 300 dpi JPEG/PNG/TIFF.
- All embedded items in ad must be 300 dpi before exporting the PDF file for publication.
- Ads that do not meet the proper formatting for bleed will be floated within the longest parameter of safety area, and will print with white border.
- All logos and text should be 1/4" toward center from trim line.
- No print marks are required, but if you choose, please set them outside the print area. A \$15 surcharge will apply for ads that leave printer marks within the bleed area.
- All files must be converted to CMYK, no SPOT or RGB colors will be allowed. A \$15 surcharge will apply for ads that do not follow this rule.

← Offset crop marks outside the bleed area.

WEB

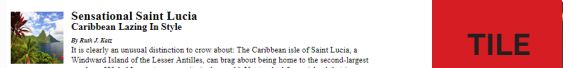
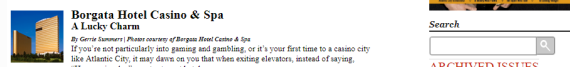
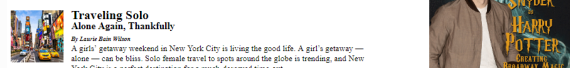
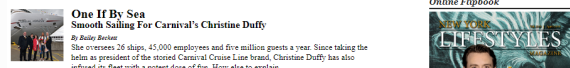
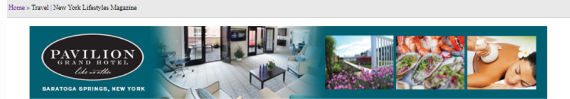
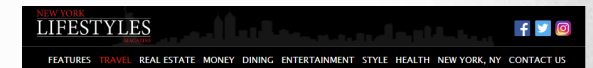
BANNER

W 990PX * H 140PX
72 dpi



TILE

W 240PX * H 170PX
72 dpi



ARCHIVED ISSUES



ADVERTISING RATE CARD:

PRINT

AD SIZE	1X	3X	6X	12X
Full Page	\$3000	\$2750	\$2500	\$2000
1/2 Page	\$1750	\$1500	\$1400	\$1200
1/3 Page	\$1250	\$1100	\$1000	\$850

PREMIUM POSITIONS 1X

Back	\$5000
Inside Front	\$4000
Inside Back	\$4000
2 Page Spread <small>(Inside Front Cover + Pg. 1)</small>	\$6000

WEB

BANNER

Homepage

1X-6X 7X-12X

\$400 \$300

Category Page

1X-6X 7X-12X

\$300 \$250

TILE

1X-6X 7X-12X

\$200 \$150

EMAIL MARKETING:

CAMPAIGN SAMPLES:


Pet LIFESTYLES MAGAZINE

Me: Super cute, really fun, comfortable with silence. You: Not looking for a long-term commitment.

FOSTER A HOMELESS PET FOR JUST TWO TO FOUR WEEKS AND MAKE A LIFESAVING DIFFERENCE.

To sign up or to learn more about fostering:
ny.bestfriends.org/foster

SAVE THEM ALL




For more information on Pet Lifestyles Magazine or inquiries on advertising please contact Bill Mason at 646-259-2651 or at billmason@bestfriends.org

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NEW YORK LIFESTYLES MAGAZINE

WORK. WORK. WORK. WORK. WORK. WORK. STAY. STAY. STAY. STAY. STAY. STAY. EAT. EAT. EAT. EAT. EAT. EAT. ENGAGE. ENGAGE. ENGAGE. ENGAGE. ENGAGE. ENGAGE. REFRESH. REFRESH. REFRESH. REFRESH. REFRESH. REFRESH.



THE HOUSE GREENWICH
 Hotel | Restaurant | Bar | Coffee Bar

1114 East Putnam Avenue | Greenwich, Connecticut 06870
 203.688.6980 | TheHouseGreenwich.com

For more information on New York Lifestyles Magazine or inquiries on advertising please contact
 Bill Mason at 646-259-2651 or at billmason@bestfriends.org

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NEW YORK LIFESTYLES MAGAZINE

TREAT YOURSELF TO GOOD HEALTH!

Our Goal is to provide the consumer with the freshest Extra Virgin Olive Oil in the world. At Saratoga Olive Oil Co., we follow the olive crush in the northern and southern hemispheres to provide the consumer with the most recently produced and healthiest oils available anywhere.

Come Explore our Tasting Gallery right on Broadway in downtown Saratoga! Our knowledgeable staff will guide you through our gallery of delicious and healthy Extra Virgin Olive Oils and Balsamic Vinegars.

We carry top sellers like Tuscan Herb, Garlic, Basil, Fig, and Blood Orange! Our products make the perfect gift and can add new flavor to your favorite recipe!

Did you know? Himalayan Pink Sea Salt is renowned for its nutritional and health properties such as eliminating toxins, balancing electrolytes and increasing circulation. Shop our full collection of natural sea salts in-store and online!

www.SaratogaOliveOil.com
Saratoga Olive Oil Co.
 544 Broadway
 Saratoga Springs, NY
 1-844-404-IVY-OIL
 Burlington, N.Y. Lake Placid, NY

The *best* olive oil is...
 ...the *freshest* olive oil!

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Want to change how you receive these emails? You can update your preferences or unsubscribe from this list.

Send your own dedicated email creative to our double opt-in list of consumer and trade subscribers. You can either provide the creative or our state of the art team of design specialists can produce and program your own one of a kind email creative for you.

Our email offers an ideal opportunity for advertisers who want to specifically reach a highly targeted New York audience with no wasted circulation.

Included with your package you will receive a proof of performance 10 days business days after your initial launch date. Besides our already extremely competitive price points, we are waiving all creative design charges for a limited time. So be sure to reserve your dedicated email blast today.

10,000 emails - \$325 | 30,000 emails - \$675 | 60,000 emails - \$975

SPECS: W 8.375" | H 10.875" with the link to landing page

All email marketing materials need to be exported at exactly 72dpi.

DISTRIBUTION:



WHERE TO FIND US:

New York Lifestyles Magazine is targeted at upscale NYC residents, working professionals commuting to NYC as well as business and leisure travelers. We deliver right to their doorsteps. We have become a traditional staple in our residence's home for years. NYLM is hand-delivered to some of the finest residences, hotels, spas, restaurants, and medical offices in all of New York. Our presence is seen and felt at some of the highest traffic areas in the world such as Grand Central and Penn Station.



RESIDENTIAL DOORMAN BUILDINGS
HOTELS RETAIL LOCATIONS
REAL ESTATE BROKERAGE FIRMS

DOCTORS/HOSPITALS

SALONS/SPAS HEALTH CLUBS



STREETBOXES/AMBASSADORS

