

METROPOLITAN

Luxury Magazine



Media Kit

NEW YORK CITY

2021

FASHION | LUXURY | PROFILES | FEATURES | SHOPPING | TRAVEL | ART | DESIGN | AUTO | FOOD | HEALTH

ABOUT **METROPOLITAN MAGAZINE**



REDEFINING **LUXURY**

Metropolitan Magazine redefines luxury publications by delivering the latest and most distinctive Manhattan stories into the hands of discerning Upper East Side readers. Celebrities grace the magazine's cover, while its pages detail what's happening in high-end fashion, interior design, real estate, travel and more. That means that our readers are always in the know about what is happening in our exclusive community. This fact is as much of a testament to our smart editorial coverage as it is our alluring advertisements. We reserve our full-page glossy ads for the most elite businesses in the region.

When you advertise with us, your business appears in the only luxury lifestyle magazine dedicated to Manhattan's most discriminating market. The Metropolitan Magazine team takes pride in delivering exclusive local luxury content with national flair.

MANHATTAN DISTRIBUTION

Metropolitan Magazine is distributed in the following locations in the Upper East Side:

East End Avenue
York Avenue
Third Avenue
Lexington Avenue
Park Avenue
Madison Avenue
Fifth Avenue
Central Park South



READER DEMOGRAPHICS

Upper East Side Households

Total households ...	120,969
Family households ...	44,668
Non-family households ...	76,301
Households with children ...	17,740
Households without children ...	103,232
Average people per household ...	1.67

Upper East Side Education Statistics

No high school ...	3,095
Some high school ...	2,724
Some college ...	14,208
Associate degree ...	5,333
Bachelor's degree ...	63,889
Graduate degree ...	62,797

Marital Status in the Upper East Side

Never married ...	62,431
Married ...	74,546
Separated ...	5,487
Widowed ...	2,522
Divorced ...	10,543

Household Income

Median income under 25 ...	\$48,607
Median income 25-44 ...	\$96,061
Median income 45-64 ...	\$127,462
Median income over 65 ...	\$100,320

CIRCULATION

Metropolitan Magazine is printed 11 times per year and has a total readership of 150,000 per issue. The publication is shipped to retail locations in high-wealth markets. Thirty thousand copies are circulated in the Upper East Side in commercial and residential buildings. To access the highest number of luxury readers possible, we deliver to targeted locations frequented by our readership.

RETAIL STORES (46% of issues per month)

Metropolitan reaches customers at the most prestigious locations, including fashion boutiques, jewelers, beauty stores and furniture stores.

SUBSCRIPTIONS AND PRIVATE HOME DELIVERY

(10% of issues per month)

Annual subscriptions are delivered to local high-net worth and high-income individuals.

REAL ESTATE AGENCIES AND ART GALLERIES

(8% of issues per month)

Metropolitan is distributed to select real estate offices throughout the Upper East Side.

FINE RESTAURANTS AND NIGHTCLUBS

(8% of issues per month)

Metropolitan is distributed to select restaurants and nightclubs in our area.

HOTELS, SPAS AND SALONS

(6% of issues per month)

Metropolitan is strategically distributed to the finest salons, day spas and boutique hotels in the area.

CHARITY EVENTS, FASHION SHOWS, PRIVATE EVENTS

(12% of issues per month)

Metropolitan provides direct access to the most exclusive high profile events, including charity galas, fashion shows and high-profile local events.

PRIVATE JETS, LUXURY CHARTERS, AND CAR SERVICE

(10% of issues per month)

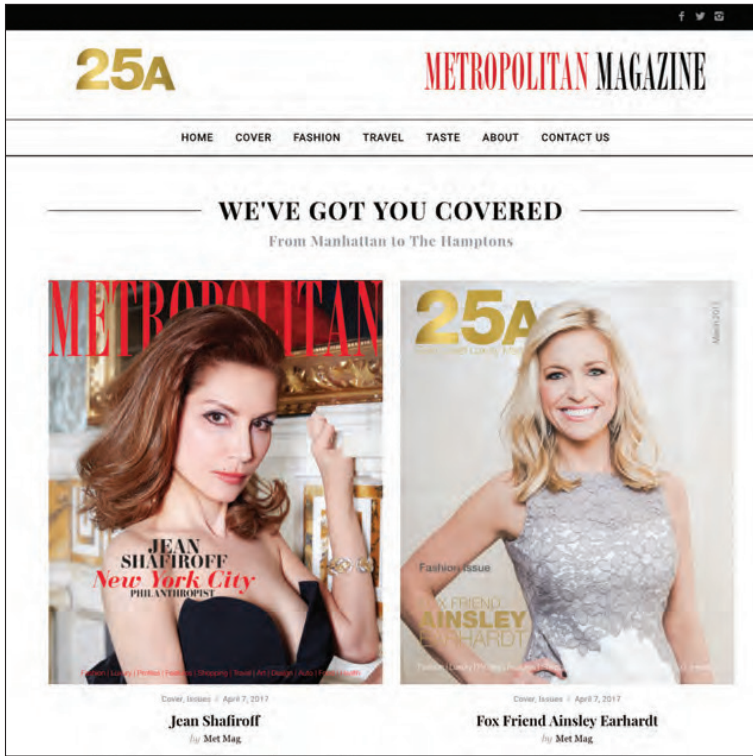
Metropolitan is distributed in private planes, airports, and in the vehicles of the most prominent executive car and limousine services.

METROPOLITAN

Metropolitan takes pride in delivering exclusive local content with a national flair. Our covers feature prominent celebrities. Here are some of our favorites:



METROPOLITAN MAGAZINE ONLINE



Our online platform offers additional fresh, relevant, and interactive content to engage users through our website and social media. Our site is formatted for mobile devices to give the user the optimum online experience. We engage with followers on a daily basis by teasing stories and mentioning all of our advertisers.

Facebook.com/metropolitanmagazine

Twitter.com/metmagazine

Instagram.com/metropolitanmagazine



METROPOLITAN MAGAZINE SPONSORSHIPS

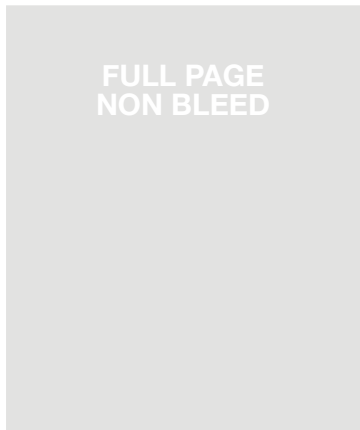
Metropolitan Magazine often hosts cover parties and is involved with a number of high-profile events with businesses, charities and other organizations. Through our extensive network, we offer sponsorship opportunities that can help you connect and grow your business.

Sponsorship opportunities may include:

- Logo on step and repeat
- Logo on invitation
- Signage at event
- Products promoted through gift bags
- Product placement and sampling at event
- Email blast to our exclusive mailing list
- Social media blasts
- Social media ads and coverage
- Event featured in print and online
- Other recognition at event



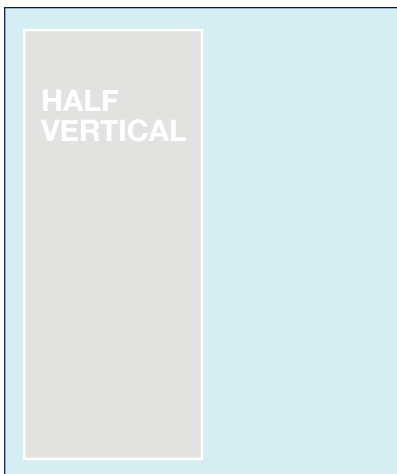
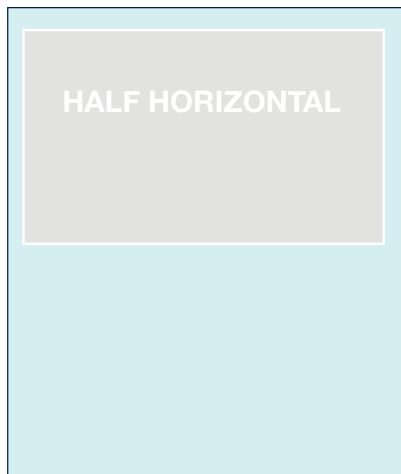
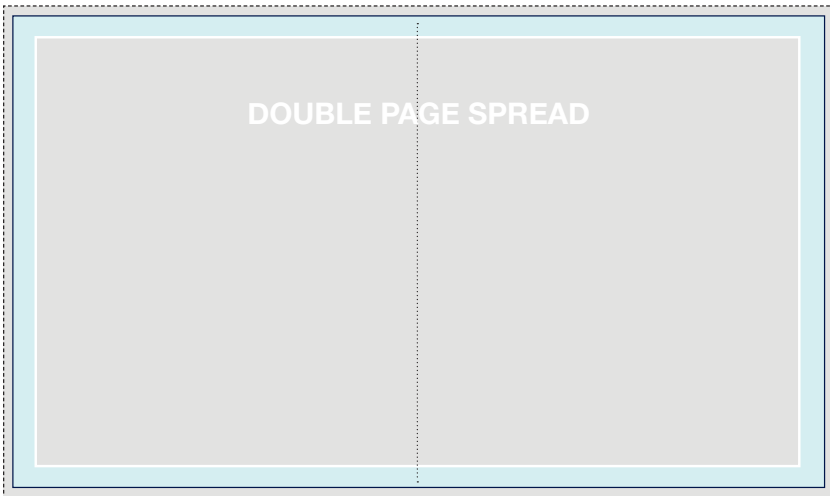
ADVERTISING SPECS



BLEED: 9.25" x 11.125"

TRIM: 9" x 10.875"

TYPE SAFETY: 8.5 x 10.375"



Publication Size

9" x 10.875"

Paper Specs

COVER: 10 pt. matt-coated cover stock

INSIDE: 70 lb. gloss stock

Ad Sizes

DOUBLE PAGE SPREAD

Bleed: 18.25" x 11.125"

Trim: 18" x 10.875"

Type Safety: 17.5" x 10.375"

Gutter: 1/4"

FULL PAGE

Bleed: 9.25 x 11.125"

Trim: 9" x 10.875

Type: 8.5" x 10.375"

FULL PAGE NON BLEED

8.5" x 10.375"

HALF VERTICAL PAGE

4.125" x 10.375"

HALF HORIZONTAL PAGE

8.5" x 5.0625"

Special Instructions

- Printed in four-color (CMYK). Extra charges for spot color apply
- Acceptable file formats for camera-ready ads include PDFx/1-a, TIFF, or EPS. Postscript/open type fonts only.

EDITORIAL CALENDAR 2021

ISSUE	THEME	AD RESERVATION	EDITORIAL	FINAL AD DUE	DELIVERY
October	Fall Fashion	9/6	9/6	9/13	1st wk (10/21)
November	Home Design/Real Estate	10/6	10/6	10/13	1st wk (11/21)
December	Gift Giving/Jewelry	11/6	11/6	11/13	1st wk (12/21)
January	Resort Wear	12/6	12/6	12/13	1st wk Jan.
February	Bridal/Romance	1/6	1/6	1/13	1st wk (2/21)
March	Spring Fashion	2/6	2/6	2/13	1st wk (3/21)
April	Food	3/6	3/6	3/13	1st wk (4/21)
May	Travel	4/6	4/6	4/13	1st wk (5/21)
June	Men's Fashion/Golf	5/6	5/6	5/13	1st wk (6/21)
July	Summer Sizzle	6/6	6/7	6/13	1st wk (7/21)
August	Arts & Education	7/6	7/6	7/13	1st wk (8/21)
September	Fall Harvest	8/6	8/6	8/13	1st wk (9/21)

TERMS & CONDITIONS

Advertiser is agreeing to reserve space in Metropolitan Magazine. All ads must meet specifications as listed in our contract and media kit; the terms are incorporated herein.

Metropolitan Magazine is not responsible for improperly sized or formatted ads submitted by advertisers or advertising agencies whatsoever. Camera-ready ads are due by the pre-established deadlines. Failure to submit the appropriate ad in time will result in a previous ad being run and/or the page being filled with content at *Metropolitan Magazine's* discretion. There are no contingencies or refunds.

All ads are placed on the right side by default. Unless specified, *Metropolitan Magazine* reserves the right to place advertising where it sees fit and reject and/or reposition any advertisement that detracts from the look and feel of the magazine.

Unless otherwise specified and approved in writing, there are NO CANCELLATIONS OR REFUNDS under any circumstances. Advertiser may opt to skip one issue with 60 days written notice provided that *Metropolitan Magazine* can fill the reservation space. The skipped ad will run at end of contract term.

Terminating the contract will result full-rate card rate to be applied to past and future ads. Editorial features will be assigned at midpoint or at the end of the contract term, and at the discretion

of the editor-in-chief unless otherwise specified in writing. Editorial features are treated as such and are subject to the rules and editorial guidelines of *Metropolitan Magazine*, the terms of which are incorporated herein. Reproduction quality is at the advertiser's risk if *Metropolitan Magazine* specifications are not met or if material is received after the closing date, even if on extension. All digital media will be held for 12 months. All media are considered non-returnable.

Metropolitan Magazine reserves the right to reject any by Metropolitan representatives supersede the standard contract terms. If unspecified, standard terms apply.

Advance payment is required for new advertisers. Other terms are available for contract clients. All contracted fees will be honored. If the advertiser breaches this contract or a dispute arises between the parties hereto, *Metropolitan Magazine* shall be entitled to an award of attorney's fees, costs and disbursements from the other party (for underlying action and collection.) Venue shall be in Palm Beach, Florida.

Information in this media kit is subject to change without notice.

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MetMagNY.com
info@metmagny.com



METROPOLITAN

Luxury Magazine

646-930-3007
MetMagNY.com

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