



Founded in 1976, AVENUE is a must-read among the city's most discerning, stylish and savvy audiences. As Manhattan's oldest society magazine, and one of the first in the United States, the publication has exclusive access to Manhattan's elite in a way that is distinct from other magazines. By celebrating the blend of affluence and influence, AVENUE offers a unique, behind-the-scenes perspective on the people and lifestyles in the wealthiest zip codes in the wealthiest country in the world.

AVENUE salutes the world we live in: a meritocracy where the point of entry is open to anyone who has met with success. We relish New York's fabulous style and glamour, and we are in awe of the accomplishments and intelligence of the city's most inspiring residents. This passion is reflected with elegance in AVENUE's pages every month. Now in its fourth decade, the magazine continues to prosper, and the result is an upbeat, positive friend's take on a society we love to cover.


## Through the Years

AVENUE was there when ...

### '70s

Ralph Lauren starts to market men's and women's fragrances.

1976



"He has just formed a company with Warner Communications, Inc., to market and sell men's and women's fragrances, a multi-million-dollar effort aimed at chasing giant Revlon and Estée Lauder."  
—David Breul on Ralph Lauren

"The Le Cirque crowd is not exactly low-life, either. Some of their friends, as they put it, are the Seven Smiths, the Arthur Schlesingers, Peter Lawford, the Peter Dinkins, Princess Grace, Gregory Peck, Frank Sinatra, Charlotte Colbert, Anthony Quinn, James Dean, John Wayne, John Ford, David Nicolas, David Rockefeller, Regine, Theodora Kiel, and Elin Woodward. Not bad for a little neighborhood establishment."  
—David Breul on the newly opened Le Cirque

PHOTO: GUY AROCH/AGF

### '80s

Donald Trump, still at the tender age of 38, is responsible for a whirlwind of construction not seen since the days of Bill Zeckendorf.

25 1985

DONALD TRUMP



At the still-tender age of thirty-eight, New York's most flamboyant developer seems to have had it all said about him as he goes about building one glamorous tower after another—the Grand Hyatt Hotel, Trump Tower, Trump Plaza—in a whirlwind of construction not seen since the days of Bill Zeckendorf, Sr. With the year not quite half over, Trump shows no signs of slowing down, either. He has bought the 150-acre Pennsylvania Railroad yard site overlooking the Hudson River between 59th and 70th streets, and, with his left hand, the St. Moritz Hotel.

PHOTOGRAPH BY BILL BECKER

With business reaching \$20 million a year, Liane Marullo, president of Marullo, Inc. of New York, wears every body to set just how marketable her company's image of elegance and luxury is. Her mother, chairman Marsha Phillips (right), still tops in the Park Avenue sales by now every morning.

THE PRICE OF FREEMAN

East 50's  
One of New York's finest buildings with only two apartments per floor offers this very special furnished apartment and kitchen appliances and beautiful marble floors. Spacious renovated entry, gallery, suite, 21x25 living room and adjacent 21x13 formal dining room. Master bedroom is 21x13 with separate dressing room, second bathroom is 10x11, shower and dual marble baths, immediate access to washer/dryer, built-in pantry and adjoining maid's room. A delight to architect in, must be seen to be appreciated. Offered at \$849,000.

PHOTO: GUY AROCH/AGF



### '90s

Mary Hilliard, Bill Blass, Pat Buckley and Oscar de la Renta: From left, photographer, designer, late socialite and charitable fundraiser, designer.

### '00s

European Vogue Editor at Large Hamish Bowles traces the evolution of personal style.

## An Englishman in New York

Hamish Bowles eats, breathes and dreams fashion, costume history and design—and somehow has the energy to pursue it all. His latest project is curating a must-see exhibition on the Spanish designer Balenciaga at the Queen Sofia Spanish Institute. Vogue's dapper, globe-trotting European editor at large recently talked to journalist and friend Jeffrey Podolsky about the genesis of his own style aesthetic, what it's really like in the front row and what he still hopes to accomplish.

photographed by JONATHAN BECKER  
styled by CRICKET BURNS

Grooming by DIANA NORDSTADLER for YVES SAINT LAURENT at THE CAREVE  
Photographed on location at the QUEEN SOFIA SPANISH INSTITUTE

More and throughout: Sarah Slesser; outfit: fashion from the BALenciaga; Queen Sofia Institute at the Queen Sofia Spanish Institute; hair: the Hair Club; shoes: Liguori; socks by Calzedonia; watch by Piaget; antique ring and necklace from Royal Collection of London, UK

PHOTO: JONATHAN BECKER/AGF



## What's Inside



## ANNUALLY ...

With **THE INFLUENCERS**, AVENUE brings you the New Yorkers everyone needs to know: the intriguing, powerful, creative people who have their finger on the pulse of the city.

Every December, AVENUE looks back at the **MOST TALKED ABOUT** people and stories of the year.

### The Best Dressed

New York's 39 most stylish women

Style: you're either born with it or you aren't. Good taste can't be taught, or bought. In Manhattan, socialites in expensive borrowed designer frocks may crowd the red carpet at every charity event, but the women who stand out aren't poster girls for the latest fad. Rather, they're trailblazers who start trends by just being themselves. It doesn't matter if they're 25 or 65; the chic gene is just part of certain women's DNA. Whittling down our list of most stylish New York women was no easy task. But the names in this year's round-up wowed us not only with a standout dress, but with their originality, distinctive personality and of course personal fabric factories' worth of the most fashionable fashions we've ever seen.

AVENUE picks the 39 **BEST-DRESSED** women of the year.

### THE INFLUENCERS

New York's Everyone Needs to Know

Waris Ahluwalia: CHIC SIKH  
André Balazs: THE NIGHTLIFE GURU  
Michael Bloomberg: BILIONAIRE MAYOR  
Dephne Guinness: FASHION FIN-UP  
Graydon Carter: CONSUMMATE A-LISTER

## MONTHLY ...



**on the avenue** Party pictures that provide an inside peek at the most glamorous and exclusive gatherings and galas.

**chronicles** Debbie Bancroft goes in search of the best parties, people and events.

**pyts** Luigi Tadini goes out on the town with Manhattan's "pretty young things."

**cricket's crush** What luxe items AVENUE Creative Director, Cricket Burns is crushing on.

**old new york** Gorgeous historic photos of the city help tell the story of its most stunning architectural triumphs.

**world according to . . .** Our back-page column asks New York notables Avenue's version of the Proust Questionnaire.



We Make—And Break—The News

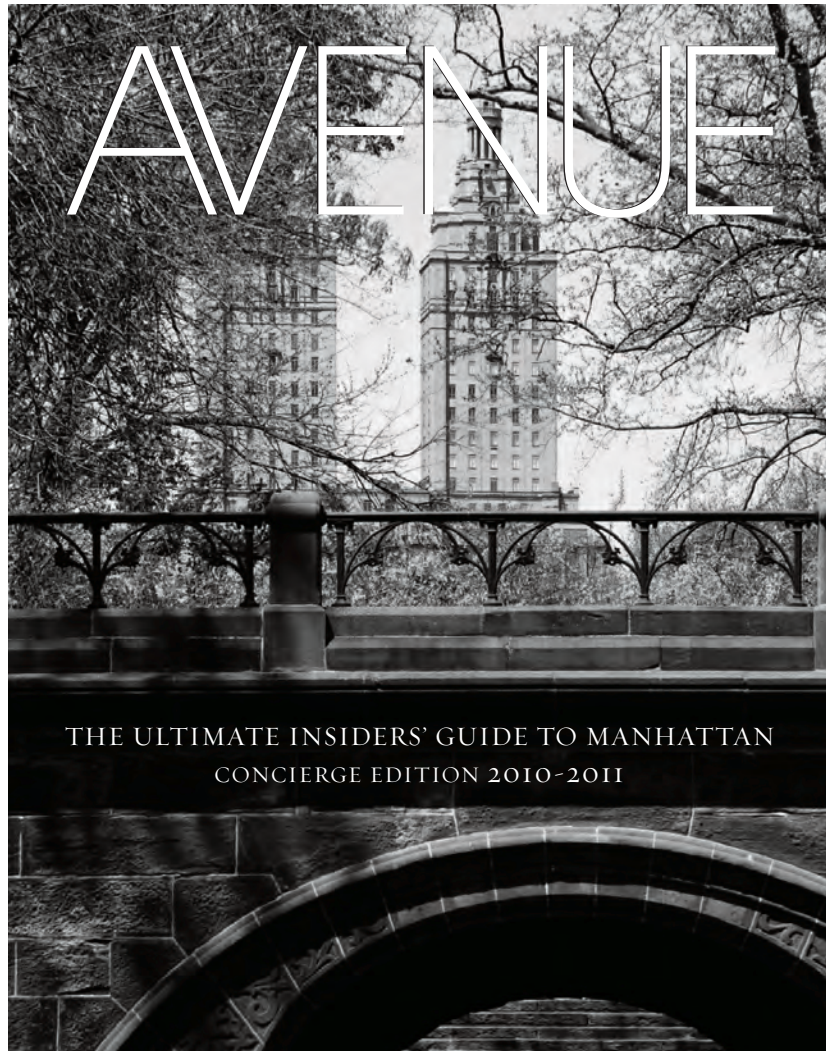
# AVENUEinsider.com

**W**ant an inside all-access golden key to New York's A-List? The AVENUEinsider is your hourly V.I.P. ticket to not only the city's chicest charity balls, star-packed movie premieres and behind the iron-clad velvet ropes of The Boom Boom Room, but also the juicy gossip, style scoops and an ever-growing, enormous data base of who's who is Manhattan's power elite from real estate kingpins to fashion power houses to beautiful socialites? Who is up and who is down? Check our ever-changing "A-List" to see who made the top ten - and check often because the list, the the city itself, changes by the milli-second. And subscribe to our popular tri-weekly e-blasts and guess who the "Chic of the Week" is or who said what at last night's party. Get in on the action - The AVENUEinsider is your ticket to living like an A-Lister.

## Content Includes

- Parties
- Things We Love
- Editor's Choice
- Style
- A-List
- Our Crowd

## Insider's Guide to Manhattan



ISSUE DATE: December 2012-2013

RATES: \$12,000/page

CLOSING: September 1, 2012

For the past four years, AVENUE has published the hard bound Concierge book, designed for sophisticated visitors who call Manhattan their second home. This exclusive insider's guide is distributed in the city's most upscale hotels and clubs.

A product of Manhattan's oldest and most renowned society magazine, AVENUE Concierge offers a very different perspective from standard hotel room publications. It looks at the very best the city has to offer, as told by its most prominent residents, i.e. true-blue New Yorkers.

### Unique Content Includes

- How our renowned socialites spend a perfect day in their neighborhood.
- Where Manhattan's star-worthy chefs eat on their day off.
- The Concierge survey, offering tidbits on everything from where to get your dog groomed to where to get your Manolos fixed.
- A society calendar of events; a comprehensive list of galas and openings.
- How cultural figures spend their leisure time and a list of museums and galleries.
- A complete guide of upscale shopping.

## In The News

June 21, 2011

### The New Power Gays: NYC's Top 50

45. Peter Davis, editor-in-chief, Avenue

The journeyman society writer landed, early this year, in the editor's chair at Avenue, the old-money social rag that jostles with Quest for upper-class supremacy. Mr. Davis parties frequently among New York's WASPIest—thank that Mortimer brood (he's Topper's half-brother) for allowing entrée to an out gay man on Park Avenue!



Thursday, March 24, 2011

### 'Swelllegant

Avenue magazine celebrated its first issue under new editor in chief **Peter Davis** last week with a party at Jimmy, the rooftop lounge in the James Hotel. Cover stars **Chris Benz** and **Mickey Sumner** – daughter of **Sting** and **Trudie Styler** – were on hand, along with **Michael Bastian**, **Ally Hilfiger** and **Hannah Bronfman**. A slew of uptown and downtown girls who made the issue's best-dressed list, such as **Jenna Lyons**, **Julie Macklowe**, **Mary Alice Stephenson**, **Eugenia Gonzalez** and **Genevieve Jones** air-kissed through the crowd. Benz talked up his recent collaborations with **Alejandro Ingelmo** in shoes and **Patricia Underwood** in hats and said he was focused on building his department store business at Saks Fifth Avenue. "Chris and Mickey personify the new direction of the magazine, which is cool, chic and, most of all, fun," said Davis of his youthful first cover for Avenue, which is distributed to high-income zip codes in Manhattan.

Thursday, May 26, 2011

### Image-conscious

**HEIDI Klum** (above) donned a glittering creation by **Vivienne Westwood** for the opening of an exhibition by British photographer **Rankin** at Milk Studios, which includes a provocative shot of Klum. She told us, "I love hanging with Rankin, especially wearing nothing but chocolate. You will have to see the exhibit to know what I'm talking about." Rankin is a town for his project photographing real and quirky New Yorkers. Others musing over his work, which also includes an iconic image of a topless **Kate Moss** included **Nur Khan**, **Sante D'Orazio**, **Meredith Ostrom**, Avenue's **Peter Davis**, **China Chow**, **Alexandria Hilfiger** and **Richard Chai**.



Friday, May 13, 2011

### Lunch Bag

The shopping-in-the-same-of-charity set stopped by Cipriani 42nd Street Thursday for the Madison Square Boys & Girls Club's annual Purses & Pursesalities Luncheon. Before sitting, guests used smartphones to bid silently on wares from **Hermes**, **Badgley Mischka**, **Tory Burch**, **Louis Vuitton** and others. (Staffers were on hand to guide the less than tech savvy.) Following the bidding, guests sat for a lunch which honored the charitable efforts of **Asprey**, Avenue Magazine's **Julie Dannenberg** and designer **Eric Javits**, some of whose bags were up for auction. "Usually everything sells out pretty much," Javits said before lunch. "The girls can get bargains and they love it."



January 3, 2011

### Peter Davis Named Editor of Avenue

**Peter Davis**, the former features editor of The Daily, has been tapped as the editor for Avenue, the monthly print publication and newly launched website. He succeeds **Julie Dannenberg** and **Janet Allon**.



## In The News

December 22, 2010

### A Trip Down Hipster Avenue

Avenue Magazine is taking a turn for the trendy. A source tells us the society mag just did a "super-secret" photo shoot for its January cover with hipster billionaire **Hannah Bronfman**, heir to the Seagram's liquor fortune and aunt to M.I.A.'s son Ikhyd.

Rising fashion photographer **Morgan Miller** shot Bronfman in the restaurant she backs at the Hotel Griffou. According to our tipster, "security was engaged to keep out prying eyes, even the restaurant's staff." Bronfman, a Bard girl who sculpts and dates Asher Roth, gave editor **Peter Davis** a "no-holds-barred interview about growing up a Bronfman, getting kicked out of Spence and having M.I.A. as part of her family."




Friday, July 22, 2011

### Bell of the Ball

**Byrdie Bell** isn't having the conventional college experience. The soon-to-be NYU sophomore recently completed an indie film called "Grand Street," and a short film with **Nathaniel Brown** and **Luke Worrall** called "Blinders" that is making the festival rounds this summer. On Monday, Avenue magazine hosted a dinner and soiree for Bell, who appears on its July cover, on the terrace of the Gramercy Park Hotel. There to celebrate the budding actress were Charlotte Ronson, "Miami Ink" star **Ami James**, **Peggy Siegel**, **Ali Wise**, **Eugenia Gonzalez**, talent manager **Jason Weinberg**, model agent **Scott Lipps** and Avenue editor in chief **Peter Davis**.

Bell is spending the summer in the city in order to make the rounds of auditions. "Other than that, I'm just getting ready to hit the books again in September," said Bell, who is leaning toward a history and religion major.

Tuesday, July 12, 2011

### Fashion Scoops

**DOWN AND OUT - AND ABOUT:** Real Housewife of New York **Sonja Morgan** isn't letting her well-publicized financial woes keep her off the Hamptons party circuit. The bankrupt, blonde divorcee hit the Empire State Pride Agenda tea dance benefit, the Parrish Art Museum gala and Love Heals at Luna Farm, all on Saturday. "At the end of the day, you have your friends, your family and your fashion," said Morgan of her televised money meltdown. "I brought this dress at Intermix and it was half off, with another 40 percent off, so basically it was free."

Also at the Coney Island-themed Love Heals - which raised more than \$300,000 for the Alison Gertz Foundation for AIDS Education - was fellow "housewife" **Cindy Barshop**, **Russell Simmons**, **Chris** and **Cristina Cuomo**, designer **Miguelina Gambaccini**, Cinema Society's **Andrew Saffir** and hosts **Mary Alice Stephenson**, **Peter Davis** and **Hilary Rhoda**, who brought along boyfriend **Sean Avery** of the New York Rangers.

"I got asked out by a 24-year-old. I told him my son could use an older brother", said a bemused Stephenson, who's juggling a slew of fashion projects. On her plate currently: an E reality show that will begin tailing her next month; a style ambassador gig for the new Amazon shopping site Myhabit.com; a fashion project for **Guy Oseary's** Rockpaperphoto.com, which sells fine art photography online, and consulting on the upcoming launch of a women's fashion line from **Ariana Rockefeller**.



## AVENUE Readers are Highly Educated, Affluent Leaders

### INCOME

<b>Average Household Income</b>	<b>\$1,700,000</b>
Gotham (estimated)	\$250,000
Town & Country	\$120,368
Quest	\$407,000
New York Times (Sunday)	\$105,893
<b>Avg. Value of Total Net Worth</b>	<b>\$14,700,000</b>
<b>Avg. Value of Investment Portfolio</b>	<b>\$8,100,000</b>
<b>Avg. Value of '05 Charitable Donations</b>	<b>\$85,100</b>

### READER INFORMATION

Male/Female (%):	37/63
Age: 25-49	45%

### READER INVOLVEMENT

Read 3 to 4 of the last 4 issues	77%
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### EDUCATION

Graduated college or more	92%
Postgraduate study	53%

### REAL ESTATE VALUE

<b>Average current market value:</b>	
All real estate holdings	\$8,200,000
Avg. value of primary residence	\$3,900,000
Homeowners with a net worth over \$5 million	95%
Own additional real estate	76%
Own summer/vacation property	46%
Multiple homeowners with real estate in Florida	24%

### EXPENDITURES

Watches/fine jewelry/precious stones	\$96,900
Watches	\$31,600
Fine jewelry	\$63,200

### SHOPPING

Shop on Madison Avenue	92%
Shoppers with net worth over \$5million	94%
Shop on Fifth Avenue	92%
Shoppers with net worth over \$5million	94%

### HOME DÉCOR (PAST 12 MONTHS)

Redecorate	53%
Redecorators with net worth over \$5million	54%
Artwork and Collectibles	\$125,600
Purchasers with net worth over \$5million	78%
Antiques and Furniture/Furnishings	\$78,900
Purchasers with net worth over \$5 million	64%
Original Paintings/Drawings	\$79,600

### WOMEN'S APPAREL

\$80,600

Purchasers with a net worth over \$5million	72%
Shoes	\$25,000
Sportswear	\$21,600
Designer/Couturier	\$45,500
Haute Couture	\$56,700
Purchasers with net worth over \$5million	75%

### MEN'S APPAREL

\$23,100

Purchasers with a net worth over \$5 million	67%
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### TRAVEL (LAST THREE YEARS)

Made foreign trips	92%
Travelers with net worth over \$5 million	96%
Avg. number of foreign trips	9
Avg. spent on trips	\$47,100
Europe	86%
Travelers with net worth over \$5million	91%
Bermuda/Caribbean	47%
Travelers with net worth over \$5million	67%
Canada	25%
Travelers with net worth over \$5million	25%
Have been a passenger on a private aircraft	53%

Source: AVENUE Subscriber Study conducted by Monroe Mendelsohn Research, released 2007

## AVENUE Delivers

Each month, 36,000 issues of AVENUE magazine are delivered directly to the most luxe segment of New York City.

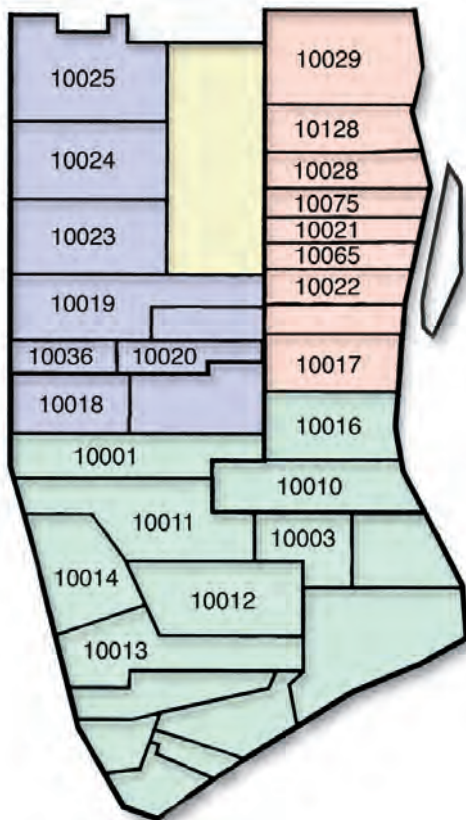
**F**or more than 35 years, AVENUE has been a "must read" at the most exclusive buildings along Park Avenue, Madison Avenue, Fifth Avenue, Beekman Place, Sutton Place, Central Park West and Central Park South. Our monthly circulation of 36,000 goes to Manhattan's most affluent neighborhoods, as well as to other choice locations, including New York's leading hotels and clubs. AVENUE magazine prides itself on the highly controlled and strategic nature of our distribution.

Since 2004, AVENUE's circulation has been audited by the Audit Bureau of Circulations, the leading verification company for consumer magazines. This audit provides ultimate transparency for our advertising clients.



## AVENUE Dominates in Key Manhattan Zip Codes

### MANHATTAN DISTRIBUTION



#### UPPER EAST SIDE

29,345

10017: 1,288	10029: 501
10021: 6,019	10065: 6,156
10022: 4,174	10075: 2,568
10028: 4,752	10128: 3,887

#### UPPER WEST SIDE

3,548

10018: 35	10024: 590
10019: 1,663	10025: 283
10023: 867	10036: 110

#### DOWNTOWN

1,207

10001: 40	10011: 225
10003: 515	10013: 30
10010: 81	10014: 36
10012: 34	10016: 246

#### OUTSIDE OF MANHATTAN

846

### DISTRIBUTION PLAN

#### ■ RESIDENTIAL 28,534

#### ■ NYC LUXURY HOTELS, SELECT RESTAURANTS AND CLUBS 2,324

THE FOUR SEASONS HOTEL NY  
 INTER-CONTINENTAL: THE BARCLAY  
 THE KITANO NEW YORK  
 THE LOWELL  
 MAYFAIR NEW YORK  
 THE MILLENNIUM PLAZA HOTEL  
 NEW YORK REGENCY  
 SHERRY NETHERLAND  
 SURREY  
 THE PENINSULA

THE PIERRE  
 HOTEL PLAZA ATHENE  
 THE ROYALTON  
 THE ST. REGIS  
 TRUMP INTERNATIONAL  
 THE WALDORF TOWERS  
 THE FOUR SEASONS  
 MICHAEL'S NEW YORK  
 THE UNIVERSITY CLUB  
 THE YALE CLUB

#### ■ REAL ESTATE BROKERAGE FIRMS 828 AND LEADING FINANCIAL INSTITUTIONS

#### ■ AVENUE VIP LIST AND SUBSCRIPTIONS 1,351

Mailed directly to the city's most important people: leaders in business, fashion, art, real estate, philanthropy, entertainment and media.

#### ■ SEASONAL DISTRIBUTION: PALM BEACH - DECEMBER/JANUARY HAMPTONS - JUNE/JULY/AUGUST

Includes distribution of 1,000 copies to high-end hotels and spas in the region.



## The Luxurious Lifestyle

### FASHION

Brooks Brothers  
Chanel  
Christian Dior  
Dennis Basso  
Domenico Vacca  
Douglas Hannant  
Eric Javits  
Gucci  
J Crew  
Krizia  
LAI  
Louis Vuitton  
LVMH  
Max Mara  
Pologeorgis  
Qiviuk  
Reed Krakoff  
Rosie Pope Maternity  
Tom & Linda Platt

### INTERIOR DESIGN

A & D Building  
ABC Carpet  
Baccarat  
Bernardaud  
Bonhams  
California Closets  
Christopher Coleman Design  
Elgot Kitchen and Bath  
Eric Colher Design  
Godwin Inc.  
Jennifer Post Design  
Lenox  
Madeline Weinrib Atelier  
Manhattan Cabinetry  
Newel  
The Renovated Home  
Richard Mishaan  
Scully & Scully  
Silver Lining Interiors

### FINANCIAL

Bank of New York  
Bessemer Trust  
Inter Audi Bank  
Northern Trust Wealth Management  
U.S. Trust, Bank of America Private  
Wealth Management  
Wachovia Wealth Management

### JEWELRY

Aaron Basha  
Asprey  
Bergeron, Ltd.  
Bulgari  
Camilla Dietz  
Cartier  
Damiani USA  
David Webb  
David Yurman  
De Beers  
Fred Leighton  
Graff  
Ivanka Diamonds  
JJ Marco  
Kwiat  
Leviev  
Mauboussin  
Maurice Fine Jewelry  
Niwaka  
Piaget  
Reinstein Ross  
Roberto Coin  
Seaman Schepps  
Tiffany  
Van Cleef & Arpels  
Yael Sonia

### REAL ESTATE

Brown Harris Stevens  
Brown Harris Stevens SELECT  
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Corcoran Sunshine Marketing Group  
Extell  
Halstead  
Prudential Douglas Elliman  
The Related Companies  
Saunders Real Estate  
Solo Management  
Sotheby's Realty  
Stribling  
Warburg

### MISC.

FAO Schwarz

## What's Ahead 2012

ISSUE	EDITORIAL	SPECIAL SECTIONS
<b>JANUARY</b>	<ul style="list-style-type: none"> <li>• Palm Beach A-List</li> </ul>	<ul style="list-style-type: none"> <li>• Financial Roundtable</li> <li>• A-List Properties and Brokers</li> <li>• Real Estate Yearbook</li> </ul>
<b>FEBRUARY</b>	<ul style="list-style-type: none"> <li>• 24 Hour Guide to New York</li> </ul>	<ul style="list-style-type: none"> <li>• NY Elite</li> <li>• Statement Pieces</li> </ul>
<b>MARCH</b>	<ul style="list-style-type: none"> <li>• Fashion</li> <li>• AVENUE Best-Dressed</li> </ul>	<ul style="list-style-type: none"> <li>• The Stylish Women of Real Estate</li> <li>• AVENUE Elite Plastic Surgeons and Dermatologists</li> <li>• Fashionable Addresses</li> </ul>
<b>APRIL</b>	<ul style="list-style-type: none"> <li>• Hollywood New York Access</li> <li>• Oscars Coverage</li> <li>• Real Estate Issue</li> </ul>	<ul style="list-style-type: none"> <li>• Real Estate Royalty</li> <li>• Bicoastal Living</li> <li>• A-List Real Estate</li> </ul>
<b>MAY</b>	<ul style="list-style-type: none"> <li>• Art Issue</li> </ul>	<ul style="list-style-type: none"> <li>• Modern Design</li> <li>• Contemporary Art</li> <li>• Distinguished Designers</li> </ul>
<b>JUNE</b>	<ul style="list-style-type: none"> <li>• Hamptons Issue</li> <li>• Hamptons A-List</li> </ul>	<ul style="list-style-type: none"> <li>• Hamptons A-List Properties</li> <li>• Best of the Hamptons</li> </ul>
<b>JULY</b>	<ul style="list-style-type: none"> <li>• Hamptons Classic</li> </ul>	<ul style="list-style-type: none"> <li>• Classic Hamptons Real Estate</li> </ul>
<b>AUGUST</b>	<ul style="list-style-type: none"> <li>• Gentlemen's Issue</li> </ul>	<ul style="list-style-type: none"> <li>• Legal Elite</li> <li>• Gentlemen of Real Estate</li> </ul>
<b>SEPTEMBER</b>	<ul style="list-style-type: none"> <li>• Fashion</li> </ul>	<ul style="list-style-type: none"> <li>• Fashionable Brokers</li> </ul>
<b>OCTOBER</b>	<ul style="list-style-type: none"> <li>• AVENUE's A-List</li> </ul>	<ul style="list-style-type: none"> <li>• Influential Women</li> <li>• Madison Avenue BID</li> </ul>
<b>CONCIERGE</b>	<ul style="list-style-type: none"> <li>• Concierge Picks</li> <li>• From the Experts NY's Finest Restaurant and Chefs</li> </ul>	
<b>NOVEMBER</b>	<ul style="list-style-type: none"> <li>• Interior Design</li> </ul>	<ul style="list-style-type: none"> <li>• AVENUE Décor</li> <li>• Real Estate/Interior Design</li> <li>• Patriotic Jewelry</li> </ul>
<b>DECEMBER</b>	<ul style="list-style-type: none"> <li>• The Year's Most-Talked About Stories</li> </ul>	<ul style="list-style-type: none"> <li>• Florida Real Estate</li> <li>• Gift Guide</li> <li>• Real Estate Yearbook</li> </ul>

## Deadlines 2012

	ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DELIVERY
1	<b>JANUARY</b>	DECEMBER 12	DECEMBER 13	JANUARY 6
2	<b>FEBRUARY</b>	JANUARY 6	JANUARY 13	FEBRUARY 3
3	<b>MARCH</b>	FEBRUARY 3	FEBRUARY 10	MARCH 2
4	<b>APRIL</b>	MARCH 9	MARCH 16	APRIL 6
5	<b>MAY</b>	APRIL 6	APRIL 13	MAY 4
6	<b>JUNE</b>	MAY 4	MAY 11	JUNE 1
7	<b>JULY</b>	JUNE 8	JUNE 15	JULY 6
8	<b>AUGUST</b>	JULY 6	JULY 13	AUGUST 3
9	<b>SEPTEMBER</b>	AUGUST 9	AUGUST 16	SEPTEMBER 7
10	<b>OCTOBER</b>	SEPTEMBER 7	SEPTEMBER 14	OCTOBER 5
11	<b>NOVEMBER</b>	OCTOBER 5	OCTOBER 12	NOVEMBER 2
12	<b>DECEMBER</b>	OCTOBER 31	NOVEMBER 7	NOVEMBER 30

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Suburban Real Estate

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Travel

Food & Wine

Art & Antiques

Finance

Beauty

Interior Design

Private Aviation

South Florida

Other

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Frequency:  1x     3x     6x     9x     12x

Other: \_\_\_\_\_

2012 Issues:  Jan     Feb     Mar     Apr     May     Jun     Jul     Aug     Sep     Conc     Oct     Nov     Dec

Space: \_\_\_\_\_

Space Cost (per page): \$ \_\_\_\_\_ (Gross/Net)

Positioning Request: \_\_\_\_\_

Total Cost: \$ \_\_\_\_\_ (Gross/Net)

Concierge Cost (per page): \$ \_\_\_\_\_ (Gross/Net)

### MANHATTAN MEDIA TERMS AND CONDITIONS OF SALE

1. This Insertion Order constitutes an agreement between Avenue Media LLC (Avenue) and its advertiser, either directly or through its advertising agency hereinafter collectively referred to as "Advertiser," both of whom shall be considered jointly and severally liable for payment and compliance with all conditions of the agreement. As the advertising contracted for herein will be consolidated with other advertisements to facilitate production and publication, cancellation is not allowed.

2. Advertisers shall supply advertising materials to Avenue pursuant to Avenue's current and prevailing mechanical specification requirements. If the required production materials are not supplied by Advertiser, then Advertiser will be charged for Avenue creating the necessary material(s).

3. Advance payment for advertisements is required of all Advertisers until credit has been established. If credit has been established Advertiser agrees to pay Avenue at the "per insertion" rate set forth above within ten (10) days of the receipt of Avenue's invoice with tearsheet(s).

4. Advertiser agrees to pay Avenue for service charges equal to 1 1/2% of the outstanding balance per month on all balances outstanding in excess of thirty (30) days.

5. Avenue is responsible for errors up to the cost of the ad in advertising credit. Advertiser agrees that unless it makes written objection to the billing amount set forth in Avenue's invoices or if there is an error in the ad within thirty (30) days of invoice date, the amount due shall be deemed correct in all respects. Avenue does not assume liability for omissions, or in the event of an error, for any claim to exceed the cost to the advertiser of the actual space occupied by the advertisement or section thereof in which the error occurs.

6. Advertiser represents and warrants that its advertisement will not contain any matter that is obscene or libelous, or violates the rights of any third party including any person's right of privacy or constitutes copyright infringement, or is otherwise contrary to law. Advertiser agrees to hold Avenue harmless from all liabilities, claims, losses or damages of every kind arising out of any advertisement submitted to Avenue, by or on behalf of the Advertiser. Advertiser agrees, at his or her own expense, to defend to final judgement any and all suits, actions, etc., and satisfy all orders, judgements, etc. against Avenue resulting from publication of any advertisement submitted to Avenue by or on behalf of the Advertiser.

7. Multiple insertion advertisers are granted a discounted rate per insertion as quoted above. Should Advertiser not fulfill above advertising schedule or fail to pay bills as per agreement, it is agreed that the Advertiser shall pay for the number of insertions actually published at the current open rate (the one-time, non-discounted rate) per insertion. Any changes to schedule must be in writing and received by AVENUE 10 days prior to ad close date of contracted issue. Failure to give proper notice will result in liability for cost of space reserved.

8. In the event the Advertiser breaches the terms of this agreement or if there is a default in payment necessitating the utilization of an attorney and/or a collection firm, the Advertiser agrees to pay all legal/collection fees - 35% surcharge in addition to the open rate charged per insertion, plus any applicable service charges.

9. The undersigned is duly authorized to enter into this agreement and personally guarantees performance of this agreement.

10. Avenue shall have the right to omit advertising, to limit the amount of advertising in any issue under this contract or order, to designate the proper classification of all advertising and the rate applicable thereto, to reject any advertising copy, to cancel any advertising contract or order at any time for reasons satisfactory to the management and to lighten or change type, borders and cuts without penalty to either party. Avenue does not guarantee placement of advertisement on any particular page or portion of the publication unless otherwise specified in the agreement.

11. Neither Avenue, nor its printer(s) shall be responsible for delays in publication, delivery or distribution due to strikes, lockouts, embargoes, labor problems, fuel or power shortages, fire, floods, accidents, civil disturbances, war, acts of god, or other causes beyond their reasonable control.

12. No additional terms or conditions pertaining to this agreement will be recognized by Avenue except those endorsed herein in writing and authenticated by the signature of both parties.

13. In the event of any dispute arising out of this agreement both parties hereby consent to the jurisdiction of the courts of the State of New York or by arbitration (upon the sole discretion of Avenue), before the American Arbitration Association of New York. Any award of the arbitrator shall be final and binding, and the parties hereby consent to the jurisdiction of the courts of the State of New York for the purpose of entry and enforcement of any judgment which may arise out of any decision of the American Arbitration Association regarding this matter.

Advertiser/Agency

Authorized Name: \_\_\_\_\_

Title: \_\_\_\_\_

Manhattan Media Representative: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_