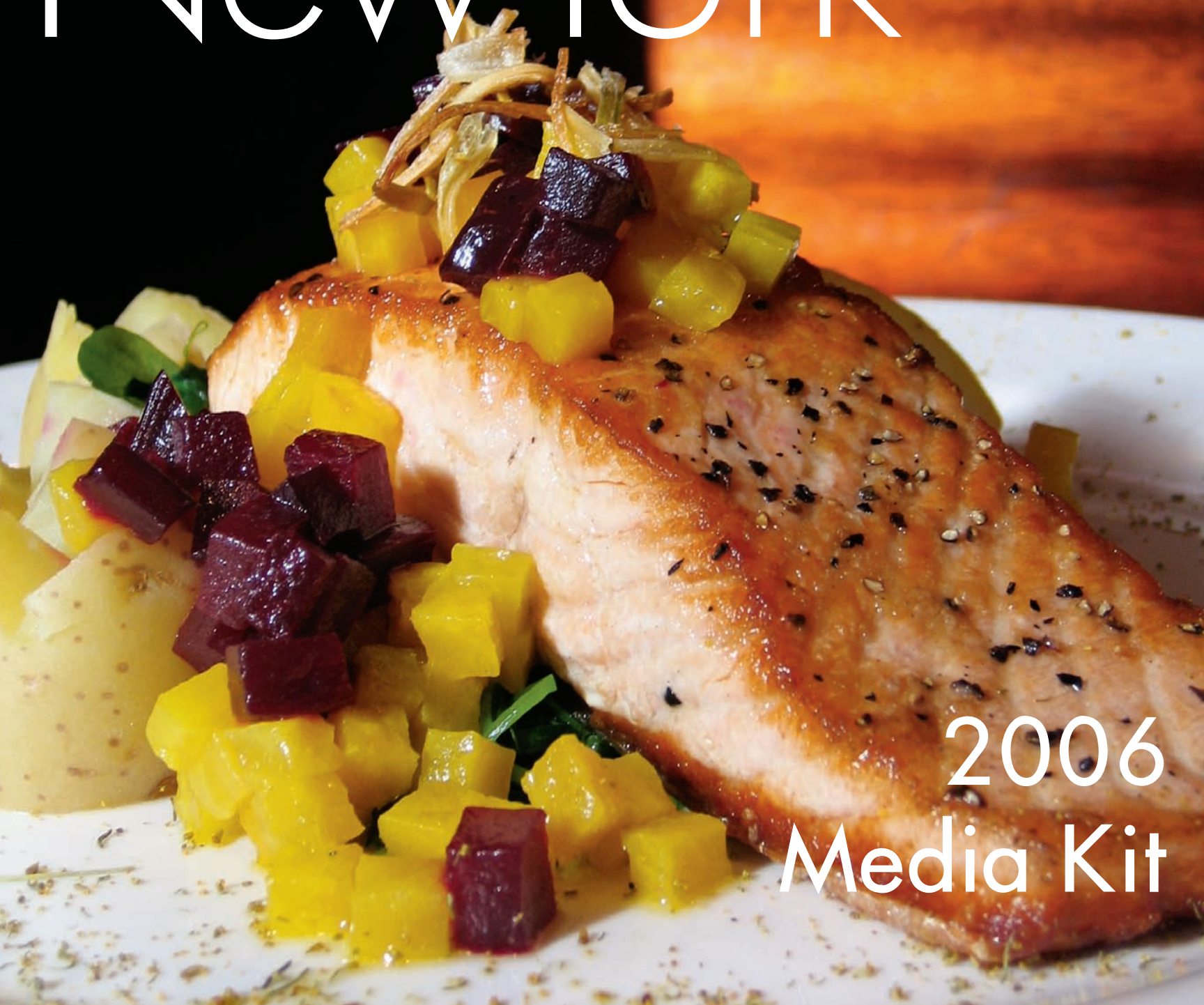


Tasting New York



2006
Media Kit



The Mission

Tasting New York is all about bringing the different flavors and stories New York has to offer into our readers kitchen. We venture through the streets of NYC getting renowned chefs and wine experts to reveal their expertise. In every issue we present these ideas to enhance our readers kitchen experience at home.

Each issue is filled with delicious recipes, insightful articles, interviews and cooking techniques that makes you get in the kitchen and start cooking!

Our Readers



Our reader is an active, well educated consumer. Their average age range is 27-53 years, 73% female 27% male. Consisting of the stay-at-home parents creating new ideas to cook for the family. The busy business person looking for quick and easy recipes to get in and out of the kitchen. The romantic trying to impress that special someone in their life, to the everyday person who just loves to cook. The average income is between \$35,000 to \$120,000 and other interests include exercising, traveling and enjoying the dining experience.



Content

Our content ranges from informative articles about New York's finest chefs and wine experts, bringing their ideas and concepts into our readers kitchen while presenting recipes in a way for those who might never cooked before. "City Sector Spotlight" features a different part of NYC in each issue. Explaining the deep history while venturing into modern day. Tasting New York's own chef Michael Schnupp will be talking cooking techniques, how to learn them and incorporating them into your kitchen repertoire. Other departments include "Kids in the Kitchen", "In Season" and "Sunday Brunch" plus our insight to the seasonal and holiday themes.

Tasting New York's plans include partnering with Amazon and cooking.com. Entering into influential cooking and woman's portals. Pay per click advertising and direct email blasts that will reach nearly 10,000 internet subscribers. We are also in talks for entering Barnes & Noble bookstores in selected areas of NYC to expand our in-store strategic positioning and heavy media placement tactics.



Marketing & Promotion

Target Audience

Subscription Base

We presently have 2 versions of the magazine available for purchasing (printed and digital).

Printed Base: 733 subscribers

Digital Base: 2487 subscribers

Age Demographic: 27-53

Female 73% / Male 27%

Professional / Managerial 41%

Median HHI: \$35,000 to \$120,000

Graduated College 82.5%

Home Owners 38%

Rent Homes 62%

Married 34% / Single 66%

Our Rates (prices are per issue)

Ad Type	1x	2x	3x
Full Page	\$250	\$210	\$175
1/2 Page	\$135	\$100	\$90

Inside Front Cover \$400

Inside Back Cover \$300

Back Cover \$300

In addition to your ad, you will be featured each month in our newsletter that goes out to 3200 subscribers for the duration of the issue or advertisement request.

All artwork must meet our specs prior to approval.

For information please contact Peter Fois at:
917.538.7961 or pfois@tastingny.com

Tasting New York is printed quarterly.



In Closing

Tasting New York offers a unique opportunity to attain interest in understanding more about the cooking world around them. Tasting New York's unique content will not only set apart the magazine from any other cooking magazine but its look will raise the design expectations of cooking magazines. Advertising in Tasting New York lets our readers know that the featured advertisers' product information is not only invaluable but a "must have" while caring where the readers hard-earned money goes. We hope to see you on the menu at Tasting New York!