Deron Williams turned down an offer to join his hometown Dallas Mavericks in 2012, choosing to stay with the Brooklyn Nets. Did he make the right choice? Williams shared his thoughts on New York with Resident Magazine and doesn’t seem too thrilled with The Big Apple.

“I’m not going to lie. I don’t really feel so much like a New Yorker,” Williams said.
RESIDENT Magazine is creating a compelling paradigm for local media – combining print, digital and events seamlessly into a package that is appealing to both reader and advertiser alike.

RESIDENT MAGAZINE REBRANDED
We have made a concerted effort in rebranding and bringing our readers the best that New York has to offer. Whether it’s exclusive interviews with fascinating New York personalities, reviews of top dining destinations, travel coverage that inspires and educates, fashion-forward spreads, seasonal offerings, trends and updates in real estate and interior design – we’ve got you covered! In addition, you will see well-known New Yorkers contributing pieces on topics that are important to them, which helps to generate buzz for our clients. From Melissa Lee, Patrick McMullan, George Wayne, Trish Regan and many others – there will be articles and photos on everything a New Yorker needs to know.

IN PRINT
With more than 26 years under our belt, Resident Magazine is as insightful and engaging as it has always been and with our continual press exposure, we’ve been realizing unprecedented growth. This, coupled with an integrative approach, allows us to deliver Manhattan regional visibility, exposure, awareness and excellent ROI our client’s expect from a successful New York media company.

DIGITAL
As a newly redesigned destination, resident.com is the portal for in-the-know New Yorkers. Updated with content from both the print edition and with original articles just for the site, we receive over 30,000 unique visitors a month. We easily beat our competition in terms of volume of web traffic and demographically – consistently receiving comments and accolades from individuals at the top of their fields.

EVENTS
We have distinguished ourselves as the vendor of choice for those that are looking for an upscale party or event for their organization or product. From doctors to apparel boutiques and everything in between, Resident Magazine can bring you well-heeled, culturally savvy New Yorkers that have both the desire and the means to purchase the products or service you have to offer. We’ve cultivated our list of attendees through our readership, connections with publicists and events of our own and we are sure we can deliver an occasion that goes above and beyond your expectations.

resident.com
WHAT NEW YORK LUMINARIES ARE SAYING ABOUT RESIDENT MAGAZINE

TRISH REGAN
Anchor and Editor-at-Large at Bloomberg Television; Emmy-Nominated Journalist

It was amazing to me how many people saw the magazine. The entire month on the cover, everywhere I went, people told me how much they loved seeing the article. Resident clearly resonates with the NY community.

Thank you Resident Magazine for making me a part of such a terrific New York publication... What great reaction from people when I was your cover story focusing on my campaign for more ‘positive news’ on TV. I appreciate all your efforts for good editorial content... Congratulations Resident for really making a difference!

JILL RAPPAPORT
Award-Winning Animal Advocate & Correspondent at NBC’s The Today Show and Nightly News

My experience with Resident was absolutely awesome. First of all, the pictures were incredible; the story truly captured the essence of my mission: saving animals. Christopher and the whole staff are so professional, warm, friendly, and a joy to work with. I wish I could be on every cover. How about it?

Resident has a fresh, young look with a great eye toward a luxurious lifestyle. As a world traveler and writer of internationally-based novels, I often find interesting locations and new ideas in the magazine. Resident has just the right amount of sophistication and sass.

JUDY KATZ
Owner of Renowned New York-based Publicity Firm, Katz PR

Here at Katz PR, we have had the privilege of working with Resident Magazine for the past two years. Several of our star clients such as Joan & Melissa Rivers, Bernadette Peters, Victoria Clark and Judy Kuhn have been featured on the cover. Christopher Pape has consistently showcased each of them in the most positive and respected light. We look forward to working with Resident Magazine for many years to come.

ERNIE ANASTOS
Legendary Fox 5 News Anchor; Winner of 31 Emmy Awards

Kitty Pilgrim
Former CNN Anchor & Best-Selling Author

resident.com
Resident reaches its readers in a variety of ways. In addition to our website, resident.com, which reaches 100,000 readers every month, our print distribution includes 1,200 residential doorman buildings throughout Manhattan, hotels, health clubs, as well as doctor’s offices and concierge services. Additionally, we received over 1 million reads on the digital version of the magazine during 2014.

Placement in high-end residences and business, as well as, high-traffic areas such as Grand Central, Union Square and Madison Avenue, ensures that our advertisers reach not only a large number of readers, but those with the means to make purchases expected from a luxury magazine readvership.

Having now reached multiple generations of New Yorkers, while staying on top of the city’s changing neighborhoods and demographics, we offer the opportunity to get into the hands of New Yorkers now and in the future, and as technology and trends shift and advance, we will continue to be a strong and recognized presence in the city.

resident.com
GENDER
Male – 42%
Female – 58%

OCCUPATION
Executive/ Upper Management/ Professionals – 65%
CEO, President, Owner – 35%

HOUSEHOLD INCOME
Median Household Income – $695,000+

MARITAL STATUS
Single – 21%
Married – 79%

PETS
Readers who own pets - 53%

LUXURY LIFESTYLES
Golf – 75%
Tennis – 44%
Country Club Memberships – 45%
Skiing – 49%
Readers reporting gym memberships – 60%

LUXURY PURCHASES
Shoes – 95%
Fragrances – 98%
Designer Clothing – 90%
Electronics - 89%
Jewelry – 86%
Cosmetics – 85%

MEDIAN AGE
Median age – 42

REAL ESTATE
Owns home/condo/co-op – 76%
Owns vacation property – 55%

AUTOMOTIVE OWNERSHIP
Owns car – 60%

SHOPPING VENUES
Specialty Boutiques – 87%
Department Stores – 85%

TRAVEL
Stays in luxury accommodations – 85%
International Trips per year – 4 times a year
Weekend getaways – 10 times a year

DINING OUT
1-2 times per week – 95%
3 or more times per week – 78%

FAMILY LIFE
Readers with children that have attended camp – 96%
Readers whose children attend private schools – 56%

EDUCATION
Readers with a college degree – 87%
Readers having post-graduate degrees – 37%

ENTERTAINMENT
Music/Concert Performances – 52%
Live Theatre Performances – 70%
Museums – 63%
Sporting Events - 41%

SPIRITS AND ALCOHOL
Readers who drink/purchase wine – 78%
Readers who drink/purchase distilled spirits – 64%

*Study conducted in 2014 by Arthur L. Carter Journalism Institute at New York University
Capitalizing on our ever growing capacity to throw and host events, we have now integrated this component into our packages. We bring together affluent, culturally savvy New Yorkers who have the desire and means to purchase products and services that our clients offer.
CAMERA READY ART
AD FORMAT
High Quality Print Adobe PDF (preferred format)
TIFF or Hi-Resolution JPEG (actual size mentioned above @300dpi)
All ads to be designed by us will require High-Res images of content and logos
LINE SCREEN
Optimal Output – 133 lpi Maximum Output – 150 lpi
ADS MAY BE SUBMITTED BY
E-MAIL – E-mail all art to your sales rep. and to duke@resident.com
FTP – For files over 7MB, please contact your sales rep. for FTP information.

resdent.com
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# RESIDENT

## Editorial Calendar

### JANUARY
**The New Year’s Issue**
- New York in the New Year
- Best of New Dining Spots
- Around the Town
- Gala Doings
- City Circuit (Events Page)
- Ann Lawlor’s Beauty Page
- Getting Your Child Ready for Summer Camp
- Manhattan Real Estate News
- All the Interior Design That’s Fit to Print

### FEBRUARY
**The Valentine’s Issue**
- Dining on Valentine’s Day
- The Best Romantic Destinations
- How To Surprise Your Love?
- Perfumes Of The Season
- Hair Trends That Rock
- Around the Town
- Gala Doings
- City Circuit (Events Page)
- Ann Lawlor’s Beauty Page
- Manhattan Real Estate News

### MARCH
**The Fashion Issue**
- A Guide to Fashion Week
- Fashion Trends
- What To Wear Where?
- Spring Arts
- Theater Reviews
- Around the Town
- Gala Doings
- City Circuit (Events Page)
- Ann Lawlor’s Beauty Page
- Manhattan Real Estate News

### APRIL
**The Real Estate Issue**
- On Trend Real Estate News
- Manhattan Real Estate News
- Great Vacation Home
- Interior Design Tips For The Busy New Yorker
- New Restaurant Openings
- Around the Town
- Gala Doings
- City Circuit (Events Page)
- Ann Lawlor’s Beauty Page

### MAY
**The Philanthropy Issue**
- Charitable Causes In The City
- Women Who Make A Difference
- Top 10 NYC Foundation
- New Museum Openings
- Chelsea Galleries
- Around the Town
- Gala Doings
- City Circuit (Events Page)
- Ann Lawlor’s Beauty Page
- Manhattan Real Estate News

### JUNE
**The New York Issue**
- Best Food
- Best Shopping
- Best Entertainment
- Best Rooftop Lounges
- Best Schools
- Best Fashion Trends
- Best Travel Ideas
- Around the Town
- Gala Doings
- City Circuit (Events Page)
- Ann Lawlor’s Beauty Page
- Manhattan Real Estate News

### JULY
**The Summer Issue**
- Day Trips for All Ages
- Best Beaches
- Escape the Heat!
- Hamptons in the Summer
- Around the Town
- Gala Doings
- City Circuit (Events Page)
- Ann Lawlor’s Beauty Page
- Manhattan Real Estate News

### AUGUST
**The Wellness Issue**
- Our Summer Fitness Guide
- Tips For Eating Healthfully
- Lose Weight The Right Way
- Around the Town
- Gala Doings
- City Circuit (Events Page)
- Ann Lawlor’s Beauty Page
- Manhattan Real Estate News

### SEPTEMBER
**The Fall Fashion Issue**
- A Roundup Of Fashion Week
- Fashion Trends
- Dressing For The Winter
- Fashionable Restaurant
- Around the Town
- Gala Doings
- City Circuit (Events Page)
- Ann Lawlor’s Beauty Page
- Manhattan Real Estate News

### OCTOBER
**The Travel Issue**
- The Season’s Hottest Travel Trends
- New York’s Hotel Gems
- Family-Friendly Farms
- Around the Town
- Gala Doings
- City Circuit (Events Page)
- Ann Lawlor’s Beauty Page
- Manhattan Real Estate News

### NOVEMBER
**The Fall Real Estate Issue**
- Real Estate From Around The Country
- Special Apartments For The Special Use
- Designing Your Perfect Sanctuary
- Around the Town
- Gala Doings
- City Circuit (Events Page)
- Ann Lawlor’s Beauty Page
- Manhattan Real Estate News

### DECEMBER
**The Holiday Issue**
- Winter Fun for the Kids
- A How-to-Guide on Celebrating
- Gifts for Everyone on the List
- Top Doctors of New York
- Interfaith Celebrations
- Around the Town
- Gala Doings
- City Circuit (Events Page)
- Ann Lawlor’s Beauty Page
- Manhattan Real Estate News

resident.com
## Advertising Rates

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