


Macy's Fourth of July Fire Works
Photo by Julianne Schaer/NYC & Company

MANN ABOUT TOWN

2022 media kit

MANN
PUBLICATIONS

mannpublications.com




Top of the Rock
Photo by Tom Perry/NYC & Company

Merging the
worlds of fashion,
real estate and
philanthropy,
**Mann About
Town** delivers
cutting edge
lifestyle content
to New York and
beyond.

MAGAZINE AUDIENCE TOTAL
40,000

mission statement



Grand Central Terminal
Photo NYC & Company

Expanding our print magazine's size and reach due to the success of our online content is an unusual commitment in today's digitally-native world. And yet here at Mann Publications, we've done just that.

Mann About Town is a luxury lifestyle magazine driven by a mission, not by a mindset. It is a bold and brave celebration, reclaiming the power magazines have when guided by a passionate team and powerful mission.

While we want everyone to enjoy Mann About Town, we'd like to put a little extra emphasis on our Jewish readers. Anti-Semitism is still (unfortunately) alive in our country, and here at Mann, we feel inclined to use our voice to protect and applaud the Jewish community. We want to spotlight the good that's being done for and by our people in this world full of hate, and be a beaconing lighthouse in what can feel like a foggy future.

With distribution to over 50 events this year and available at New York's hottest spots and elite residences, there's no other magazine that reaches this niche direct-to-consumer audience better than us. Mann About Town saturates over 500 high-end buildings on the likes of Fifth Avenue, Madison Avenue, Park Avenue and Central Park West as well as the

neighborhoods such as the Upper East Side, Soho, Tribeca, Turtle Bay, Lincoln Square and Battery Park City (not to mention on jets, thanks to Wheels Up!)

As a result, we've begun expanding our reach into the Palm Beach and South Florida markets as well as the Beverly Hills and Los Angeles areas.

From everyone here at Mann Publications, thank you for embarking on this journey with us. It's with our pride and pleasure to welcome you aboard.

Best,



JEFFREY MANN, PUBLISHER

mann about town

DEADLINES

Spring:
Mar 26

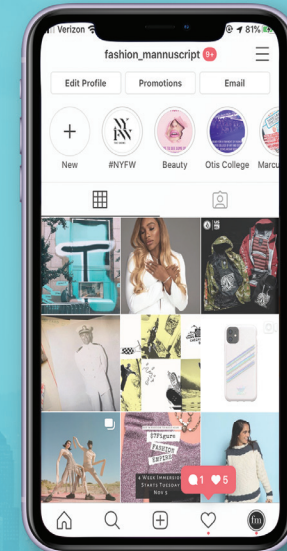
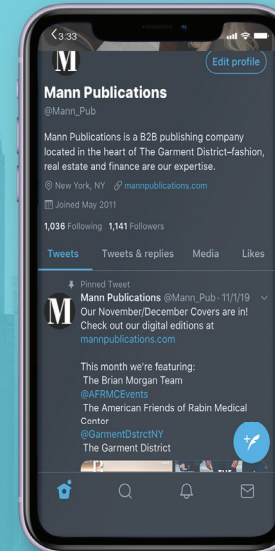
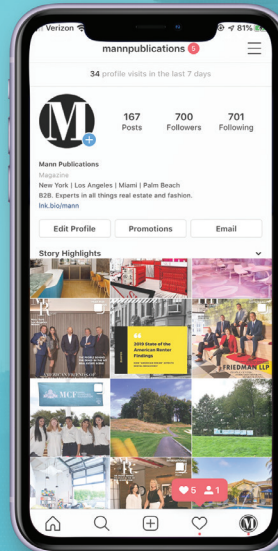
Summer:
June 25

Fall:
Sep 24

Winter 2022:
Nov 15

audience demographics

digital engagement: website & social



*100k MONTHLY WEBSITE VISITORS

GENDER
FEMALE: 50%
MALE: 50%
(I KNOW, RIGHT?!)

AGE
18-24: 14%
25-34: 42%
35-44: 28%
45-65: 16%

LOCATION
NY: 49%
CA: 20%
FL: 17%
OTHER: 14%

CHANNEL
ORGANIC: 50%
DIRECT: 36%
SOCIAL: 11%
OTHER: 5%

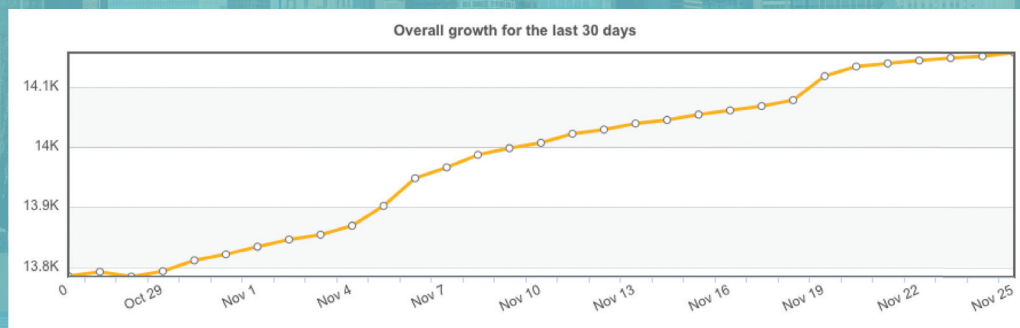
*Based on Google Analytics December 2018 - October 2019

audience demographics

newsletters & email blasts



14,157 WEEKLY READERS*



AVG. OPEN RATE: 38%

AVG. CLICK RATE: 7%

AVG. BOUNCE RATE: .03%

OPEN ON DESKTOP: 56%

ON MOBILE DEVICE: 44%

*Based on Constant Contact last 30 days campaign results

2022 rates & specs

RATES

FRENCH GATE TRI-FOLD PULLOUT COVER
\$18,000

INSIDE FRONT COVER
\$6,000

INSIDE BACK COVER
\$4,500

OUTSIDER BACK COVER
\$6,000

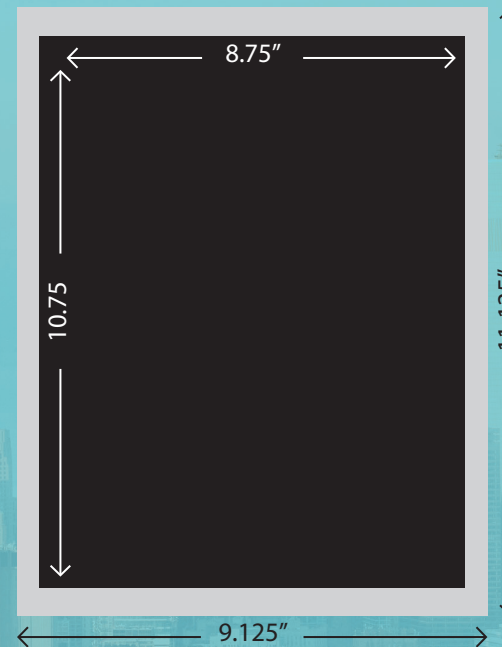
PAGE 1 / 3 / 5 / 7
\$3,500 each

FULL PAGE
\$3,000

SPREAD
\$4,000

Inquire for frequency rates.

SPECS



Trim size: 9"w x 11"h

Must include a 1/8" bleed on all sides

Must include a 1/4" safety zone margin

Submitted as a PDF / CMYK format

Submitted as 300 DPI with imbedded fonts

No visible crop marks and printer marks*

*Crop marks, registration marks and color bars should be off-set outside of the bleed area (.2222 inches).

content delivery platform

Beautiful, Responsive Delivery

The digital edition can be quickly and easily accessed on mobile phones and tablet devices, in addition to desktop and laptop devices as well. The digital edition is also platform independent, readers can access the publication on both Apple and Android devices alike

Advertising Spaces Abound!

Interstitial Ads

A popular advertising feature, interstitial pages slide up in front of the reader, requiring the reader to click through in order to access content and can be assigned to any page within an issue. Interstitials can include video, images, or links to participate in a survey, join an email list, or engage with external website content

In-Line Advertising

Increase reader's click rates by inserting ad tiles line-in with the article content tiles

Launch Pad Pro Advertising Channels

A premiere advertising space, giving readers easy access to external websites

Ad Management Integration

Google Ad Manager/AdButler/Advert-Serve integrations. Over 8 individual ad spaces supported in replica and responsive page views

Incredibly Easy to Search & Share

Social Media Sharing

The digital edition has the ability for readers to share content on all of the major social media channels: Facebook, Twitter, LinkedIn & Instagram

Powerful Search Features

Readers have the ability to search the current issue, the last issue, or a multi-year archive of issues, via an intuitive search menu

Enhanced Article Content

Images, Illustrations & Charts

The articles now contain all of the im-

agery and graphics as seen within the printed pages. Image carousels can also be found within certain articles, presenting the content in a unique and memorable format

Text Stylizations

Text formatting attributes such as: bold, italics, bullet points, superscript & subscript, etc. reflective of the print edition, are part of the enhanced article display

Hyperlinks & Videos

URL's and email address are accessible right within the individual article displays. In addition, individual video content can be embedded within the articles, allowing for a seamless viewing and reading experience

Cutting Edge Technologies

Article Narration

With a single click or tap, readers can instantly listen to the narration of articles using Amazon's new and powerful Polly Neural Text-to-Speech technology

Artificial Intelligence

Content based on a readers viewing behavior. Over time, your readers will have articles served up to them based on their previous reading behavior through the "Personalized" channel located within the Launch Pad Pro menu

SEO Optimized & AMP Infused

The digital edition is Search Engine Optimized by default. The digital edition can also leverage Accelerated Mobile Pages, which makes pages load on mobile devices at much faster speeds than what is typical

digital ads



320 x 50
Responsive Tile



320 x 372
Article Interstitial



320 x 50
Persistent Article Banner



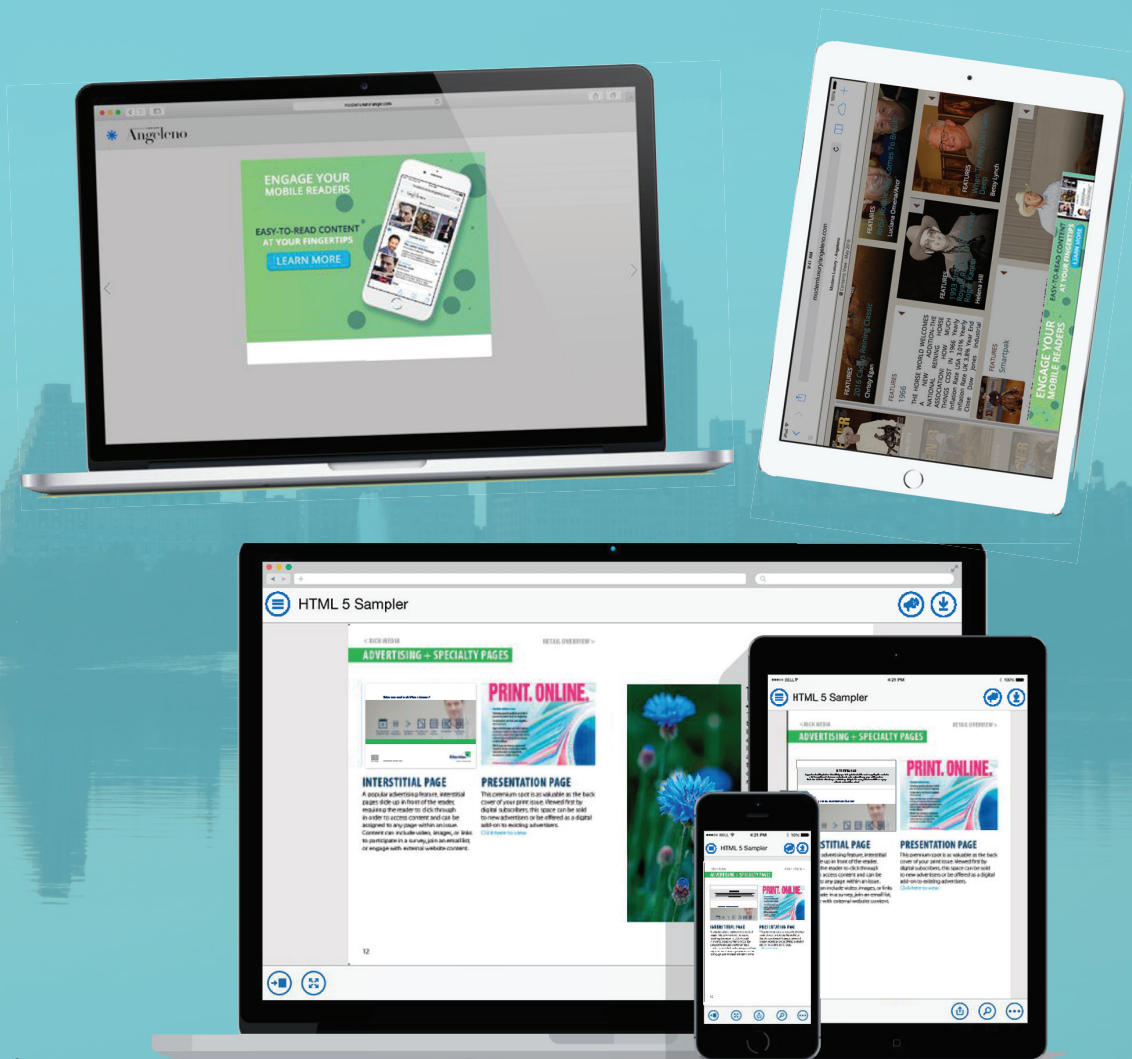
660 x 660
Article Interstitial



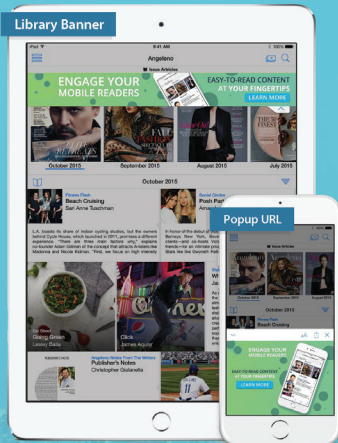
300 x 250
Responsive Tile



728 x 90
Persistent Replica Banner



digital ads: mobile

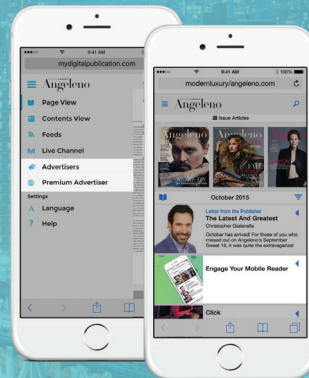


LIBRARY BANNER

located clearly across the top of the issue gallery

POPUP URL

located in our pop up media deck from the bottom of the issue gallery



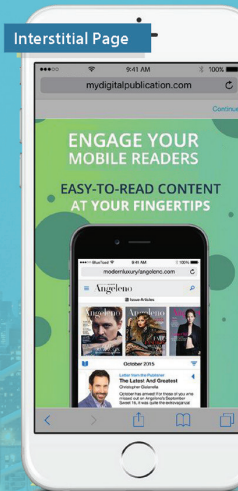
TOOLBAR ADSPACE

The toolbar is the linchpin of the digital edition. It has a single ad space that directs readers outside of our digital publication to any site of your choosing

The Ticker



Interstitial Page



Tall Page



6 Unique Digital Ad Spaces from 3 assets:

- Full page ad
- Advertiser URL link
- Banner ad

THE TICKER

The ticker displays clickable text and/or a small image at the bottom of the issue view and extends to the publication hub (aka the toolbar). It can direct readers to your site, provide supplemental information about your company, or deliver a call to action.

INTERSTITIAL PAGE

Interstitial pages slide up in front of the reader, requiring readers to click through in order to access content. They can be assigned to any page within an issue. It's like when you're watching a YouTube video, and mid-way through there's a brief adv.

TALL PAGE

Tall pages allow advertisers to add additional content below a page without disrupting the existing content pagination. Think of it like a sidebar advertisement that functions as a device to drive user engagement.

RATES PER MONTH

PRESENTATION PAGE

This premium spot is as valuable as the back cover of our print issue.

\$4,000

TOOLBAR ADVERTISING SPACE

\$2,500

THE TICKER

\$1,000

INTERSTITIAL PAGE

\$500

LIBRARY BANNER

\$450

POP-UP URL

\$400

TALL PAGE

\$300

2022 digital rates

LIGHTBOX

The Lightbox is a pop-up window that appears over the digital edition when readers click the specified link. This new feature is designed to keep readers in the digital edition when viewing external website content. You can "Lightbox" the advertisement within the magazine instead of having it "link" like all of the other advertisements. This makes your ad stand out amongst the other 85 advertisements within the magazine.

\$250

IN-LINE

In-line ads provide the perfect opportunity to introduce strategic advertisements with your content.


\$250

NEWSWIRE BANNER AD

Newswire Banner Ads are displayed in the weekly newswires. Ads must be submitted as JPEG, .CIF, or .PNG files, sized 728 pixels wide by 90 pixels high, at 72 dpi. Ads must be sent with a link that the ad should be directed to.

\$300

Inquire for frequency rates.



Empire State Building Observatory
Photo by Julianne Schaer / NYC & Company

Rates are based on average total audited circulation from newswire and print magazines, effective with the magazine dated. Announcement of any change in rates and/or circulation rate base will be made in advance of the magazine's advertising sales close date of the first issue to which such rates and/or circulation rate base will be applicable.

Advertisers may not cancel orders for, or make changes in, advertising after the closing dates of the magazine.

The Publisher is not responsible for errors or omissions in any advertising materials provided by the advertiser or its agency (including errors in key numbers) or for changes made after closing dates. The Publisher may reject or cancel any advertising for any reason at any time. Advertisements simulating a magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.

In consideration of the Publisher's reviewing for acceptance, or acceptance of, any advertising for publication in the magazine, the agency and advertiser agree not to make any promotional or merchandising reference to the magazine in any way without the prior written permission of the Publisher in each instance.

No conditions, printed or otherwise, appearing on contracts, orders, or copy instructions which conflict with, vary, or add to these Terms and Conditions will be binding on the Publisher and to the extent that the Terms and Conditions contained herein are inconsistent with any such conditions, these Terms and Conditions shall govern and supersede any such conditions.

The Publisher has the right to insert the advertising anywhere in the magazine at its discretion, and any condition or contracts, orders or copy instructions involving the placement of advertising

within an issue of the magazine (such as page location, competitive separation, or placement facing editorial copy) will be treated as a positioning request only and cannot be guaranteed. The Publisher will attempt to keep the same running order of advertisements in the print edition, but the Publisher does not make any adjacency guarantees or other promises regarding competitive separation of the positioning of any advertisements in the print edition. The Publisher's inability or failure to comply with any condition shall not relieve the agency or advertiser of the obligation to pay for the advertising.

The Publisher shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue(s) of the magazine because of strikes, work stop pages, accidents, fires, or any circumstances not in control of the Publisher.

Invoices are rendered on the sale date of the magazine. Payments are due within 20 days from the billing date. The Publisher reserves the right to charge interest each month on the unpaid balance at the rate of 1.5%, or at the highest rate of applicable law, determined and compounded daily from the due date until the date paid.

The Publisher further reserves the right to change the payment terms to cash with order at any time. The advertiser and agency are jointly and severally liable for payment of all invoices for advertising by the magazine.

All pricing information shall be the confidential information of the Publisher and neither advertiser nor agency may disclose such information without obtaining the Publisher's prior written consent.

The Publisher reserves the right to modify these Terms and Conditions without prior notice.

Terms & conditions

One World Trade Observatory
Photo by Tagger Yancey IV/NYC & Company

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NATIONAL
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Your Voice in Israel



AIPAC

America's Pro-Israel Lobby



National Jewish
Health®



WORLD JEWISH CONGRESS

NCJ \geq 125

MAKING CHANGE HAPPEN SINCE 1893



UJA Federation
NEW YORK



ISRAEL BOND



AMERICAN FRIENDS OF
THE HEBREW UNIVERSITY

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Media Kit

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