

AVENUE Celebrates Thirty Five Years

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.



September 2009



June 2009



March 2009



May 2009



October 2009



September 2008

HOW MADISON AVENUE REACHES PARK AVENUE

AVENUE

Three Decades Inside Manhattan's Most Affluent Society

AVENUE'S 35th Anniversary



February 2007

It's been **thirty five years** since the launch of *AVENUE* magazine, and this September we are celebrating. In our three decades of covering Manhattan Society on the Upper East Side, we have watched the city go through waves of ups and downs and yet we have always found a reason to celebrate it.

For *AVENUE*, it has always been the people in our community who have inspired us. We have profiled them, covered their parties, visited their homes, traveled with them to far-off destinations and featured their charities.

Please join us in our celebration by being a part of our **September 2010 Anniversary Issue**. This will be a must-save for every household on the Upper East Side, as we compile an oral history of our three decades.



November 2009



May 2008



February 2009



November 2007



October 2008



December 2009



March 2007



December 2008



August 2008



April 2009

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Through the Years

AVENUE WAS THERE WHEN... 1970's

1976



1976: Ralph Lauren starts to market men's and women's fragrances.

"We have just formed a company with Watson 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 Johnson on Ralph Lauren

"The Le Cirque crowd is not exactly low-life, either. Some of the friends, as they put it, are the Steven Smiths, the Arthur Schlesingers, Peter Lawford, the Peter Duchins, Princess Grace, Gregory Peck, Frank Sinatra, Christopher Gilbert, Anthony Quinn, Jerome Glenn, John West, Peter Onorato, Brian Nizaro, David Rockefeller, Regine, Theodore Kael, and Ebe Woodward. Not bad for a little neighborhood establishment."
—David Breil on the newly opened Le Cirque

1977



1977: Rupert Murdoch takes control of the *New York Post*, *New York* magazine and the *Village Voice*.

By taking control of three major local publications—the *New York Post*, *New York* magazine and the *Village Voice*—all in just a few weeks, Rupert Murdoch has become probably the most powerful foreigner to hit New York since World War II.

—Donald Marlowe on *New York* magazine

1979: Baby Boomers Boom. "Jann S. Wenner is—like many of his original *Rolling Stones* readers—in the throws of transition from funky subculture to mainstream money, glamour and power"
—William G. Sheperd.

1975 1976 1977 1978 **1979** 1980

A BOOMER BLOOMS:
"Jann S. Wenner is—like many of his original *Rolling Stone* readers—in the throes of transition from funky subculture to mainstream money, glamour, and power."
—Willers G. Sheperd, Jr. in *AVENUE*

STYLEMAKERS: "Bill Blass stands at the pinnacle of U.S. fashion, but his position is not unchallenged. There are Geoffrey Beene and Oscar de la Renta, for instance, and among the younger designers there is Halston."
—William G. Sheperd, Jr. in *AVENUE*



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AVENUE WAS THERE WHEN... 1980's

1988:
 "I help develop new products,
 I speak to the press,
 I'm involved in marketing.
 I've always done this."
 —Evelyn Lauder

The Zagat Survey becomes the most popular and reliable lowdown on the city's dining scene

25 **1988**
 EVELYN LAUDER

"No one person can negotiate with stores, expand a business worldwide, and supervise manufacturing," says the wife of Leonard Lauder, the man who has been running Estée Lauder, Inc. "I'm not looking for personal credit and I never have, but I've been here since 1980 and I've worked in almost every area. I help develop new products, I speak to the press, I'm involved in marketing. I've always done this. It's just that people are now noticing me, not that I'm doing anything differently."
 Photograph by Barbara Johns



Started in 1979 by *The New York Times* as a reader review, *Zagat* has found a niche among a select few: the *Zagat Survey* has become, with many on course of promotion or apprehension, up-to-date and reliable lowdown on the area published. Photograph by George Lange



The Surf Club becomes prepster brothers **Toby and Angus Beavers'** East 91st Street mecca for the blond post-collegiate crowd.

• CLUB WITH THE CEO: The completion of Philip Johnson and John Burgee's "Chippendale" expansion for AT&T brings new life to the building of design.

• LEARNED TO SWIM: Ingeborg Berg's *East 91st Street* is a new addition to the neighborhood.

• UNDERGROUND: The Sun and Moon restaurant is still in... since the building's original construction which has also attracted the local post-collegiate crowd.

Photograph by CHRIS GALLAGHER
 Toby Beavers' profile in *THE NEW YORK TIMES* is the first of many for the club.



1984:
 The Surf Club becomes prepster brothers Toby and Angus Beavers' East 91st Street mecca for the blond post-collegiate crowd.

1980 1981 1982 1983 **1984** 1985

73 **IN THE AIR** John and Susan Gutfreund provoke the ire of their neighbors by hoisting a 22-foot Douglas fir up the side of the **River House** to their apartment.

IN THE AIR Cesar Pelli completes his MoMA renovation.

• IN THE AIR: Thomas Caputo and Ellen Hellman

PHOTOGRAPH BY CHRIS GALLAGHER

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 69th and 70th streets, and, with his left hand, the St. Moritz Hotel.

Photograph by Bill Stewart



With business reaching \$20 million a year, **Lynn Mendelsohn**, president of **Martha, Inc.** of New York, wears very badly as she just has made her company's image of elegance and luxury in **Her mother, chairman Martha Phillips** (right), still appears in the **Park Avenue** when by now every morning.

THE PRICE OF PRIDE

East 50's
 One of New York's finest buildings with only two apartments per floor offers this very special featured on-up. South and North exposures and spectacular skyline views. Approximate estimated every gallery includes 21x13 living room and adjacent 21x11 formal dining room. Master bedrooms in 21x11 with separate dressing room, second hot tub in 19x11. Bath and one-half marble bath, immaculate kitchen with marble street, marble entry and adjoining master's room. A delight in attention to, must be seen to be appreciated. Offered at \$24,900,000.

PHOTOGRAPH BY CHRIS GALLAGHER

1985: Donald Trump, still at the tender age of 38, is responsible for a whirlwind of construction not seen since the days of Bill Zeckendorf.

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AVENUE WAS THERE WHEN...

1990's



1993: Vera Wang: Designer with daughter Cecilia.

1994: Mary Hilliard, Bill Blass, Pat Buckley and Oscar de la Renta: From left, photographer, designer, late socialite and charitable fundraiser, designer.



1996: Hamish Bowles: Vogue's European editor at large.



1995: Evelyn Lauder: Beauty executive and breast cancer fundraiser.



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2009: Tinsley Mortimer tells AVENUE the truth behind the rumors.



2009: Iran's empress in exile gives AVENUE an exclusive interview.

THE VIEW FROM THE TOP

She began her illustrious career in a time when women never imagined a seat at the anchor's desk. A time when interviews with kings, queens, foreign dignitaries, heads of state and movie stars would never be entrusted to the finer sex. A time when a woman's name would never headline a serious news or interview show for a major network. But that was a time before Barbara Walters took on the industry.

She was the pioneer for women in front of the camera in the field of broadcast journalism and she never thought twice about why she couldn't or shouldn't do something. She forged the path on which every woman in the business after her would follow. Famous for her personal and intimate interview style, Barbara has brought everyone from Princess Grace to Jimmy Stewart to President and Mrs. Barack Obama into our living rooms and into our hearts. She's dined with John Travolta, made Jane Fonda cry and flirted with Clint Eastwood. And today Barbara Walters is as famous as any of the "gals" as they say in the business, on the list of the best interviews.

As a woman whose her blockbuster nonfiction Audibles has gone into paperback, her daytime TV talk show The View is No. 1 and continuing to lead women and share our opinions that she may be leaving ABC to join, Barbara sits down with her dear friend, columnist **Liz Smith**, to talk.

Barbara Walters has always been the most intense and successful woman I know: the one who has gathered in her long distinguished career department—perhaps the most important—what we could call Barbara Walters' "Ketchikan." Frances Conroy, who's married to the actor, says she's the most powerful woman in the business. And now, having won a traveling memoir, Walters, which is about to come out in paperback, she is still going strong. Sit and see in the library of her PBS drama program, which is full of beautiful objects she has gathered in her long distinguished career.

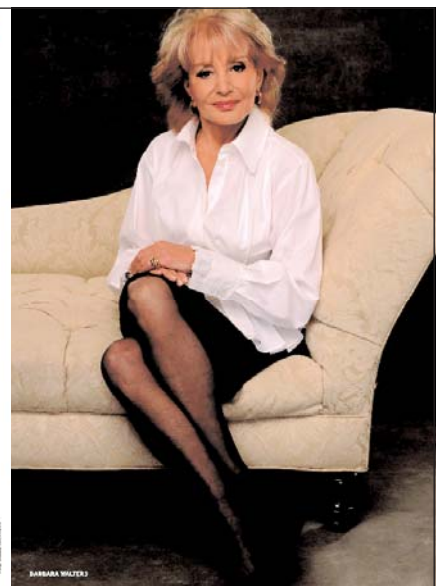
Her impression of Walters is that she isn't one of those people who's working what to be when she grows up, but she is definitely still in the game. Perhaps when all is said and done, she is the player of players. As we talk, we address the subject of her possible retirement from the ABC News division, plus her ongoing enthusiasm for her talk show. The View: Will she or won't she? I can't see her not to return, but Barbara will march to her own drum.

Liz Smith With Barbara, are women of a certain age expected to retire while Jane does?

Barbara Walters: I think you're expected to retire, no Jane does.

photography: DONNA SPINER/ABC ■ hair: BRYANT REIFFERS ■ makeup: LORI KAHN

2009: Barbara Walters shares the secrets to her success.



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Contents



chronicles

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

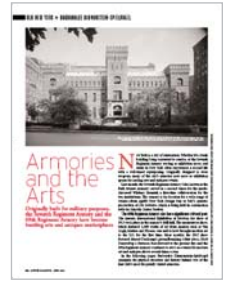
on the avenue

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



old new york

Barbaralee Diamonstein-Spielvogel looks at some of New York's architectural landmarks and the fascinating people who called them home. The column is often complemented by gorgeous historic photography.



in conversation with . . .

Casual and fascinating chats with prominent leaders, thinkers and bon vivants such as Tina Brown and Bob Colacello, among others.



arts calendar

What's on view or on-sale at galleries, auction houses and museums throughout the city.

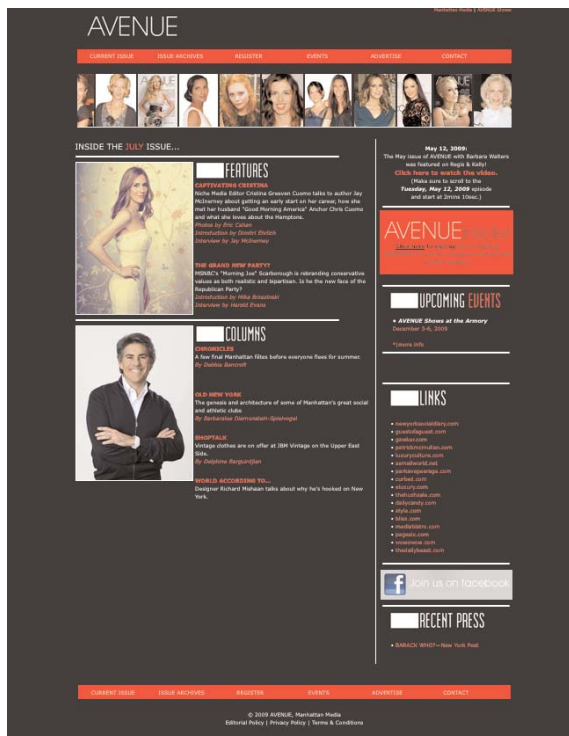
world according to . . .

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



On The Web

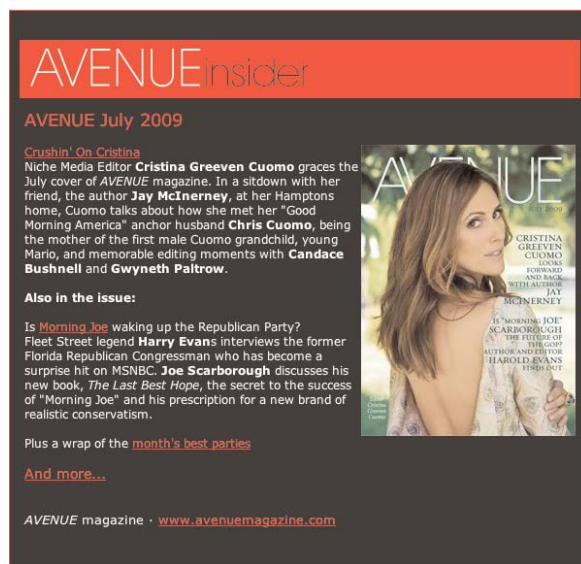
avenuemag.com



AVENUE readers now have direct access to current and recent issues at www.avenuemag.com. Our new website links readers to the digital edition of AVENUE, as well as highlights on upcoming events.

AVENUE Insider

The AVENUE Insider provides our stylish and savvy readers with direct access to the month's most talked about people, parties and trends. Highlighting popular stories from the digital edition of AVENUE magazine, this monthly email reaches an exclusive selection of the city's most affluent audiences.



Readership and Circulation

Each month, the AVENUE Insider is sent out to thousands of addresses from VIP list, which includes socialites and trendsetters, as well as the city's top brokers and most influential leaders in the fashion industry.

AVENUE

Three Decades Inside Manhattan's Most Affluent Society

Insider's Guide to Manhattan

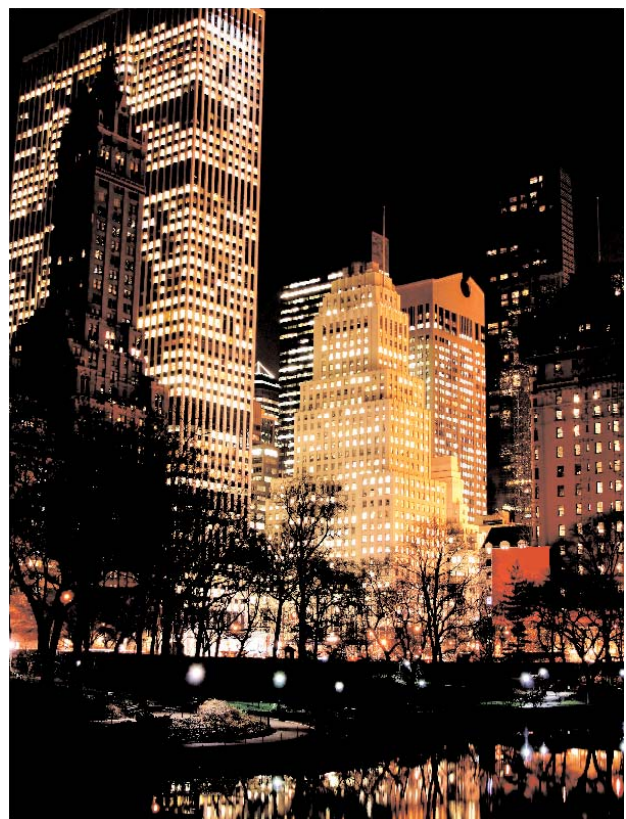
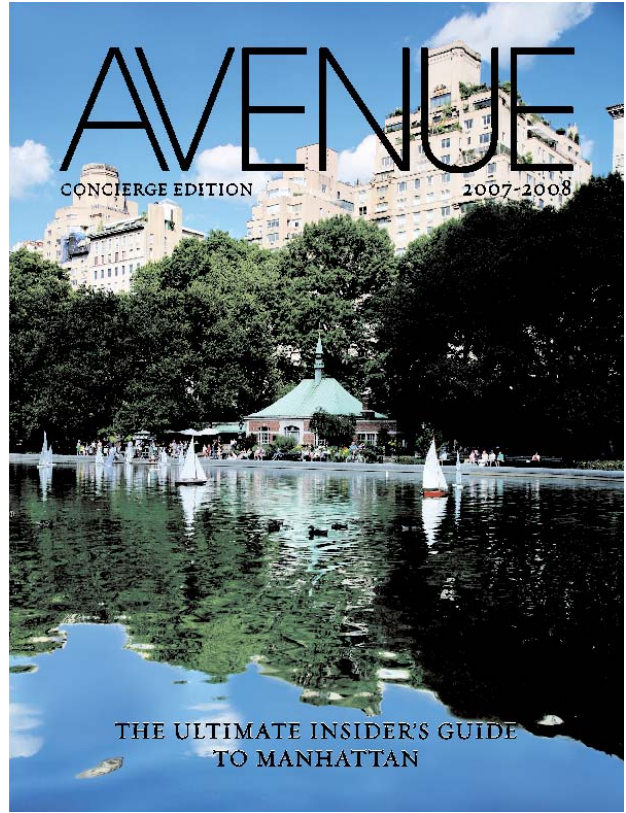
For the past three years, *AVENUE* has published the hard bound Concierge book, designed for sophisticated visitors who call Manhattan their second home. This exclusive insider's guide is distributed in the city's most upscale hotels and clubs.

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 most 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, including a comprehensive list of galas and openings.
- How our leading cultural figures spend their leisure time and a comprehensive list of museums and galleries.
- A complete guide of upscale shopping.

Today, the Concierge edition of *AVENUE* magazine has become a must-read for guests and a must-have for the concierges. Our 34 years of access and information provide the most affluent visitors with unmatched editorial.



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Letters to the Editor

I love AVENUE. Everybody's talking about the Martin Saar cover story in June—well, they're talking about it to me because I wrote the introduction.

—**Bob Colacello, *Vanity Fair* writer**

When I first arrived in New York, I was so lonely. I had so little money. I had no contacts, no friends of friends—everyone seemed so sophisticated, so glamorous. How was I ever to meet anyone? In retrospect, I see now it was a very short time until I made friends, and some of my new friends lived in lovely apartments with doormen on the Upper East Side. I remember wondering to myself, Why is there this stack of magazines, so luxurious and tantalizing, in the lobby? The magazines were AVENUE, and about this whole other world/planet. Looking back, I do wonder if Andy Warhol's *Interview*—copies of which he carried everywhere—were given away freely in restaurants and left in lobbies due to the influence of AVENUE.

—**Tama Janowitz, author of *They is Us***

AVENUE magazine reminds me of my old community in California. We had a similar publication called *Diablo* magazine, which I'm sure is still in circulation. It covered all the local social activities so you could see what your friends were doing. What I want to say is that AVENUE makes me feel at home.

—**Ellie Johnson, vice president and brokerage manager of Sotheby's International Realty**

I think I finally knew I had “made it” as a New Yorker when AVENUE magazine, the quintessential guide to New York City that I have been reading and waiting for monthly since as long as I can remember, asked me what I love about our beautiful, exciting city!

—**Liz Lange, founder of Liz Lange Maternity**

AVENUE magazine is the best kind of voyeurism, telling us who matters, where they're going, what they're seeing, reading and buying. It's an easy, entertaining read in a world where things are usually complicated—a nice break from insurance policies and investment portfolios. If your picture isn't in AVENUE, you're certain to feel you missed out on something.

—**Georgette Mosbacher, C.E.O. of Borghese**

I think AVENUE magazine brings color, vibrancy, life and diverse interests to all of us. It keeps us posted about our friends and colleagues in New York. I see it as one of the great and exciting magazines of this city and of any city.

—**Dr. Herbert Pardes, president and C.E.O. of New York-Presbyterian Hospital**

AVENUE is a representation of so many things I love about New York City.

—**Rachel Roy, designer**

Right after I started my business, the AVENUE girls visited me. They were invited to all the best parties, and they went to so many of them. When we gave our first party to celebrate our expansion, they came and I thought, “Now I have arrived—the girls showed up.”

—**Elizabeth Stribling, president of Stribling & Associates**

It's been interesting to watch AVENUE expand into more than just a “society” give-away. The Q&A interviews with some of the best and the brightest in New York are impressive and much more informative than a profile. These days, I'm more interested in what the subject has to say, rather than a journalist putting his or her spin on things.

—**Annette Tapert, author of *The Power of Style***

AVENUE magazine is the quintessential publication of New York with the inside information that New Yorkers want to know. AVENUE has become an incredibly important resource for the real estate industry because it has continued to focus on our market and key industry players.

—**Hall F. Willkie, president of Brown Harris Stevens**

AVENUE magazine is a publication that keeps you tapped into what's going on right around us, and celebrates those individuals who are either philanthropic or innovative or just unique in their own way.

—**Stephanie Winston Wolkoff, freelance creative consultant**

AVENUE

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AVENUE BUZZ



May 27, 2005

Diamonds and Ahi at Damiani



Santiago Gonzales, in Dior Homme
Tinsley Mortimer, in Zac Posen
and Damiani jewels,
and Elizabeth Loomis,
in Alberta Ferretti

No **Gwyneth**, but plenty of blonde ambition.

That was the scene last night at the members-only club Fizz, where **AVENUE magazine** and the jewelry house of Damiani—who created the wedding bands for **Brad Pitt and Jennifer Aniston**—threw a dinner and dance party (translation: bling) that was cohosted by the

And while a sprinkling of guests, including **John Barrett, Tiffany Dubin** (who graces the magazine's June cover), **Adelina Wong Ettelson**, and **Alvin Valley**, were secretly keeping their fingers crossed in the hopes



Jackie Astier,
in Sophia Kokosalaki and
J.Mondel, Nazanin Brnccs,
and Caroline Berthet, in Chanel
and Tulch

that La Gwyneth, current face of Damiani, would make a surprise appearance, the blonde locks that were in attendance—namely **Elizabeth Loomis, Natalie Leeds, Caroline Berthet, Serena Boardman, Jackie Astier, Dabney Mercer**, Mortimer, Gross, and **Alex Kramer**—sufficed to make up for the MIA actress . . .

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January 13, 2000

“JIMMY Carter tried to impose an alcohol ban at his inauguration, which totally backfired because people got bombed beforehand” - Reagan biographer Bob Colacello in **Avenue** magazine . . . “I’M 41, and I’ll go to the bathroom and glimpse myself in the mirror, and I’m like: What happened?” - Philip Seymour Hoffman to London’s Observer . . . “SANTA Claus was good to everybody this year. He gave the black folks Obama and he gave the white folks O.J.” - Paul Mooney at Carolines on Broadway.



October 6, 2002

New Lineup By Richard Johnson

AVENUE magazine is relaunching under new management. The 28-year-old society glossy recently purchased by **Tom Allon** and Manhattan Media has installed **Pamela Gross**, former society editor of Talk, as editorial director. **Julie Dannenberg**, former publisher of Manhattan File and Quest, is the new publisher. Columnist **Toby** (“How to Lose Friends and Alienate People”) **Young** will write a monthly “Letter from London.” Other writers include: **Mary Robbins**, **Annette Tapert**, The Post’s **Braden Keil**, and PAGE SIX’s own **Paula Froelich**.



December 9, 2008

Clearing With the Air with Mike

FIRST Deputy Mayor Patti Harris, who plans to run Michael Bloomberg’s foundation when Hizzoner leaves office, says she has only one regret. “In retrospect, I might have been a little more clear when I told the mayor that I would serve with him until the end of the administration,” she tells this month’s Avenue maga zine.

March 14, 2006

by Cindy Adams

I see Mr. P. Ditty made the **Avenue List of 100 New Yorkers**. I don’t see any ink-stained wretches on the list except for Dominick Dunne, and he is, after all, a true social phenomenon.



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March 14, 2006

by Liz Smith

PEGGY SIEGAL is the famous movie press agent and a fixture of New York life. Now she appears in two guises in the coming *April issue of Avenue magazine*. Peggy is both a fashion plate, describing the various outfits she wore over the Academy Awards weekend in L.A., and she is a reporter, covering the many parties she attended over that tempestuous time. (Photographs accompanying this diary are excellent and in a class by themselves.)



March 14, 2006

by Cindy Adams

My thanks . . . **Isaac Mizrahi for his Avenue Q&A**, and Cosmo editor John Searles, Harper's Bazaar publisher Valerie Salembier for spotlighting "Living a Dog's Life" in their current issues.

January 22, 2007 VERBATIM

Shareholder activist **Carl Icahn**, interviewed in the January issue of **AVENUE**, a magazine covering New York's social Establishment:

"I have my anti-Darwinian metaphor: The CEO is the fraternity brother type who is great to have a drink with. He's a survivor and maybe not all that smart, but he works his way up the ladder in the corporation. And if you're a survivor you never have someone beneath you who's smarter than you. So you eventually work your way to CEO. You have someone a little dumber than you underneath, and eventually we'll have morons running everything . . . which we're getting close to."



January 8, 2007

Legendary stockholder activist **Carl Icahn** learned the hard way it doesn't pay to cut costs when it comes to aviation. In a rare interview with AVENUE magazine's Editorial Director **Pamela Gross**, the billionaire was asked about the time he invited his friend **Leon Black** and his wife, **Deborah**, to fly with him on his leased jet, and Icahn berated Black for buying a jet for \$23 million, instead of leasing for a fraction of the cost. "And while I'm saying this, I hear a pop. I'm not kidding you. I look out the window, and it's like in the war movies. There's smoke coming out of the engine . . . I close the drapes. Deborah says, 'What's that?' And I say, 'Nothing. Nothing.' . . . I run into the cockpit, and the guys are yelling, 'Mayday! Mayday!' Leon asks if anything is wrong, and I say, 'Noting, nothing, Leon.' And I'm praying. We landed the thing in Philadelphia . . . and Leon still talks about it."

July 28, 2009

There are, of course, advantages to having a magazine that is written by the very people it covers. Earlier this year, when Tinsley and Topper Mortimer were rumored to be splitting up, every New York publication immediately requested a Tinsley profile. The only magazine that got it was **Avenue**.

THE NEW YORK OBSERVER



AVENUE

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AVENUE Readers are Highly Educated, Affluent Leaders

INCOME

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

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

Average current market value:	
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 \$5million	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

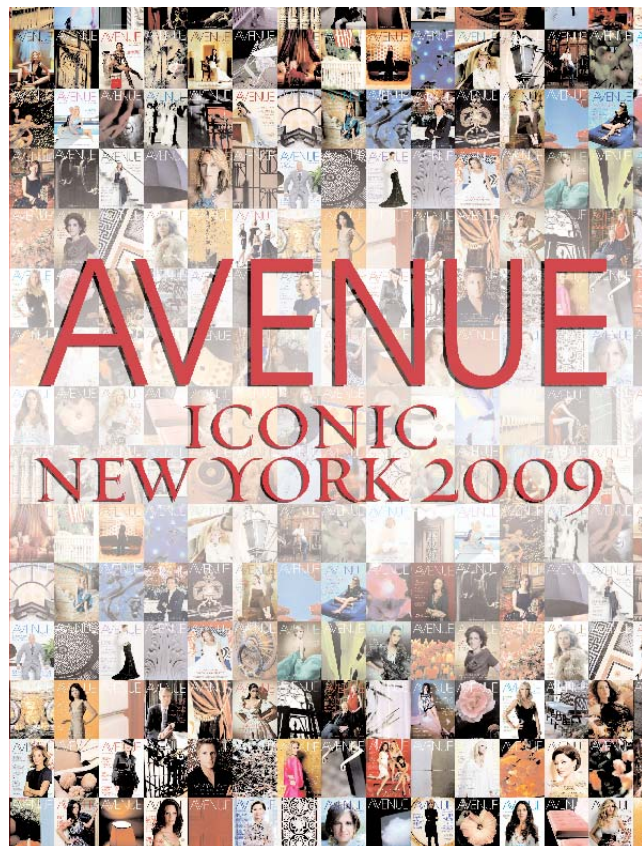
Three Decades Inside Manhattan's Most Affluent Society

AVENUE Delivers

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

For more than 30 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.



HOW MADISON AVENUE REACHES PARK AVENUE



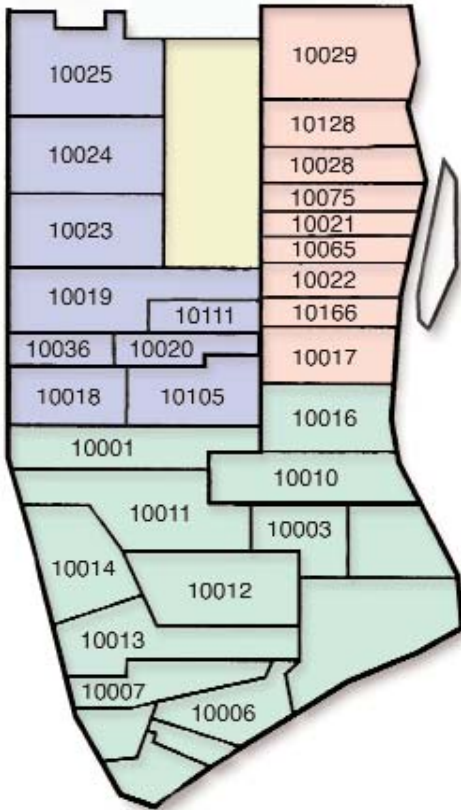
Audit Bureau of Circulations

AVENUE

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AVENUE Dominates in Key Manhattan Zip Codes

MANHATTAN DISTRIBUTION



UPPER EAST SIDE	28,127
10017: 1,867	10028: 3,830
10021: 12,500	10029: 380
10022: 5,010	10128: 4,540
UPPER WEST SIDE	2,000
10019: 840	10024: 480
10023: 560	10025: 120
DOWNTOWN	670
10003: 560	10016: 50
10010: 60	
AVG. OUTSIDE OF MANHATTAN	736

DISTRIBUTION PLAN

- **RESIDENTIAL** **30,797**
 - **NYC LUXURY HOTELS, SELECT RESTAURANTS AND CLUBS** **2,320**
- | | |
|--|---|
| 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 ATHENEE
THE ROYALTON
THE ST. REGIS
TRUMP INTERNATIONAL
THE WALDORF TOWERS

THE FOUR SEASONS
MICHAEL'S NEW YORK
THE UNIVERSITY CLUB
THE YALE CLUB |
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- **REAL ESTATE BROKERAGE FIRMS AND LEADING FINANCIAL INSTITUTIONS** **1,000**
- **AVENUE VIP LIST AND SUBSCRIPTIONS** **1,147**
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Includes distribution of 1,000 copies to high-end hotels and spas in the region.



AVENUE

Three Decades Inside Manhattan's Most Affluent Society

HOW MADISON AVENUE REACHES PARK AVENUE

The Luxurious Lifestyle

FASHION

Brooks Brothers
Chanel
Dennis Basso
Domenico Vacca
Eric Javits
Gucci
J Crew
Krizia
LAI
Max Mara/Marina Renaldi
Pologeorgis
Qiviuk
Rosie Pope Maternity
Tom & Linda Platt

INTERIOR DESIGN

ABC Carpet
California Closets
Christopher Coleman Design
Darren Henault Design
Elgot Kitchen and Bath
Eric Colher Design
Godwin Inc.
Jennifer Post Design
Madeline Weinrib Atelier
Manhattan Cabinetry
The Renovated Home
Richard Mishaan
Scully & Scully
Silver Lining Interiors

FINANCIAL

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

JEWELRY

Aaron Basha
Asprey
Bulgari
Cartier
Damiani USA
David Yurman
Fred Leighton
Graff
Ivanka Diamonds
JJ Marco
Jack Vartanian
Jeri Cohen
Kaufman de Suisse
Kwiat
Leviev
Mauboussin
Maurice Fine Jewelry
Niwaka
Piaget
R.S. Durant Jewelers
Reinstein Ross
Roberto Coin
Seaman Schepps
Yael Sonia

REAL ESTATE

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

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What's Ahead

ISSUE	EDITORIAL	SPECIAL SECTIONS
JANUARY	<ul style="list-style-type: none"> • Palm Beach A-List 	<ul style="list-style-type: none"> • Palm Beach Real Estate • New Year's Resolution • Financial Roundtable 2010 Preview • Palm Beach Decor
FEBRUARY	<ul style="list-style-type: none"> • Mens Fashion 	<ul style="list-style-type: none"> • Mens Fashion Must Haves • 2010 Real Estate Report
MARCH	<ul style="list-style-type: none"> • Fashion • AVENUE Best-Dressed 	<ul style="list-style-type: none"> • Spring into Fashion (jewelry and clothing) • Fashionable Addresses
APRIL	<ul style="list-style-type: none"> • Business Issue 	<ul style="list-style-type: none"> • Hamptons Rentals • Modern Design • Real Estate Yearbook
MAY	<ul style="list-style-type: none"> • Hamptons A-List • Oscars Coverage • Real Estate Issue 	<ul style="list-style-type: none"> • AVENUE Decor • Hamptons A-List Real Estate
JUNE	<ul style="list-style-type: none"> • Art Issue 	<ul style="list-style-type: none"> • A Change of Scenery: Real Estate Outside New York • Financial Roundtable
JULY	<ul style="list-style-type: none"> • Hamptons Issue 	<ul style="list-style-type: none"> • Hamptons Decor • Hamptons Service Section
AUGUST	<ul style="list-style-type: none"> • Iconic New York 	<ul style="list-style-type: none"> • Iconic Brokers • Iconic Buildings • Iconic Businesses
SEPTEMBER	<ul style="list-style-type: none"> • 25th Anniversary Issue 	<ul style="list-style-type: none"> • Kitchen and Bath Decor • State of the Market (Real Estate) • Fashionable Addresses
OCTOBER	<ul style="list-style-type: none"> • AVENUE's New York A-List • Financial Roundtable 	<ul style="list-style-type: none"> • A-List Brokers, Buildings and Businesses
CONCIERGE	<ul style="list-style-type: none"> • Concierge Picks • From the Experts NY's Finest Restaurant and Chefs 	<ul style="list-style-type: none"> • My Perfect Day in New York City
NOVEMBER	<ul style="list-style-type: none"> • AVENUE's Little Black Book of Elite Doctors 	<ul style="list-style-type: none"> • Medical Services • AVENUE Decor • Luxury Living Real Estate
DECEMBER	<ul style="list-style-type: none"> • The Year's Most-Talked About Stories 	<ul style="list-style-type: none"> • The Most-Talked About Real Estate Projects, Brokers and Businesses

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Deadlines

	ISSUE	BOOKING DEADLINE	MATERIAL DEADLINE	DELIVERY
1	JANUARY	DECEMBER 11	DECEMBER 18	JANUARY 8
2	FEBRUARY	JANUARY 8	JANUARY 15	FEBRUARY 5
3	MARCH	FEBRUARY 5	FEBRUARY 12	MARCH 5
4	APRIL	MARCH 5	MARCH 12	APRIL 2
5	MAY	APRIL 2	APRIL 9	APRIL 30
6	JUNE	MAY 7	MAY 14	JUNE 4
7	JULY	JUNE 11	JUNE 18	JULY 9
8	AUGUST	JULY 9	JULY 16	AUGUST 6
9	SEPTEMBER	AUGUST 13	AUGUST 20	SEPTEMBER 10
10	OCTOBER	SEPTEMBER 10	SEPTEMBER 17	OCTOBER 8
11	NOVEMBER	OCTOBER 8	OCTOBER 15	NOVEMBER 5
12	DECEMBER	NOVEMBER 5	NOVEMBER 12	DECEMBER 3

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