



# NEWSrelease

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## **NEW YORK FAMILY APPLY FOR ABC MAGAZINE MEMBERSHIP**

New York, NY (November 2006) ~ *New York Family*, published by Manhattan Media, 63 West 38<sup>th</sup> Street, Suite 206, New York, NY, has applied for membership in the Audit Bureau of Circulations (ABC).

Founded in 2001, with publications ranging in age from a year old to 66 years old, Manhattan Media is the premier publisher of community media in Manhattan, New York. Manhattan Media's publications inform its readers about education, politics, real estate and civic issues in their community.

"Our application for membership in the Audit Bureau of Circulations demonstrates our commitment to validating our circulation to our advertisers," said Tom Allon, President/CEO. "It also demonstrates the difference between *New York Family* and the numerous other parenting publications that are not audited."

Michael J. Lavery, ABC's president and managing director, said, "Today's media marketplace is more competitive than ever before. In addition, advertisers are demanding increased accountability from the media they use. Publishers need every marketing edge to meet these challenges. We are pleased *New York Family* recognizes that ABC will assist in achieving the objectives of both publishers and advertisers. We welcome their application for membership."

With over 4,000 members, ABC is in its 92<sup>nd</sup> year as the first and largest circulation-auditing organization in the world, maintaining the world's foremost electronic database of audited-circulation information and a growing array of verified readership, subscribership and online activity data. ABC offers reports and services in a variety of flexible formats, including print, spreadsheet, CD-ROM and online at <http://www.accessabc.com>.

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