



Introducing the premiere of
"The Fifty Best New York City Restaurants"
A Refined Guide For Those With Epicurean Taste

Contact

William Rosenberg
(212) 988-3642
advertise@thefiftybest.com

Currently established with the success of **"The Fifty Best Toronto Restaurants"**, TheFiftyBest.com is now setting its focus on the food capital of the world. **"The Fifty Best New York City Restaurants"** guidebook will make its debut in November 2004.

In a city that boasts so many great restaurants, it's a challenge to select only fifty as the best. The basis established for nomination, requires that each restaurant must meet certain criteria from the following five categories to qualify:

- 1) To have a proprietor and a chef who have earned a reputation for stability and excellence for at least the past five years.
- 2) Serve consistently outstanding cuisine.
- 3) The staff must be courteous, knowledgeable and consistent.
- 4) The decor must be attractive; the ambience pleasing.
- 5) The wine list must have the breadth and depth to complement the cuisine.

Additional factors considered for evaluation include: Opinions of noted professionals in the wine & food industries, recently published articles of fact, and consumer surveys.

The tasteful guide will present the distinguished list of **"The Fifty Best New York City Restaurants"** for the annual year 2005; including all of the restaurants' addresses and phone numbers, listings of house specialty dishes and photos of Chefs and Proprietors.

Individual interviews with the head chefs and editorial descriptions will be enhanced by professional photography, adding style to the presentations. In addition, the restaurants will be displayed in the highly acclaimed, award-winning website "TheFiftyBest.com", including links to restaurants' websites. Direct access will also enable web users to book reservations or request information instantly, through secure links.

Other restaurant guides may recommend hundreds of arbitrary listings . . . Only this guide offers discriminating gourmands a true selection of New York's most Fifty Best!



Internet Website

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“TheFiftyBest” – A Guide To Fine Dining for Those With Epicurean Taste.

Award-winning interactive luxury guide to restaurants, appealing to those who seek the finer things in life associated with gourmet food, wine and spirits.

The website experience at thefiftybest.com is lavishly presented in a style that's informative, concise, and user friendly. Delivering well-written descriptions of restaurants and related topics of interest, enhanced with high-resolution graphics. Secure, direct links enable users to instantly make reservations or make inquiries.

“TheFiftyBest New York City Restaurants” will make its debut on the web in 2005.

“TheFiftyBest Toronto Restaurants” already has a large following of repeat visitors, and continues to attract new audiences. The steady increase in website traffic is attributed to: local/regional publicity, restaurant linking, and positive word-of-mouth recommendations. Highly desirable demographics include: Affluent Adults 25+, Male and Female, Gourmands, Restaurateurs, Professional/Managerial, & Business Executives with a large number of International Travelers to Toronto. (Web audience is approximately 45% from the U.S., 45% from Canada, and 10% International.)

“TheFiftyBest Toronto Restaurants” can be accessed through featured links from several premium food-related websites (consumer & business). Exposure is further maximized through high-ranking direct link referrals from the internet's top search engines (i.e. Yahoo, Google, Ask Jeeves, MSN, AOL, Teoma, Lycos, etc.). Impressions are projected to increase substantially with the introduction of **“TheFiftyBest New York City Restaurants”** in 2005. All advertisers in the print version of “The Fifty Best New York City Restaurants – 2005 Edition” will also receive bonus banners on the website.

TheFiftyBest presents a less cluttered environment by limiting the number of banners per page, which enhances prominence and provides a more effective vehicle in which to advertise quality brands.



“The Fifty Best New York City Restaurants”
2005 Edition
NY Hotel Distribution List

Contact

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ALGONQUIN	NEW YORK HILTON
AVALON	NEW YORK PALACE
BENJAMIN	PARAMOUNT
BENTLEY	PARKER-MERIDIEN
CARLYLE	PENINSULA NEW YORK
DELMONICO	PIERRE
DRAKE SWISSOTEL	NEW YORK PLAZA
DYLAN	PLAZA ATHENEE
ELYSEE	REGENCY
ESSEX HOUSE	RENAISSANCE NEW YORK
FITZPATRICK	RIHGA ROYAL
GRAND HYATT	RITZ CARLTON CENTRAL PK
HELMSLEY PARK LANE	ROYALTON
HUDSON	SHERATON MANHATTAN
INTER-CONTINENTAL NEW YORK	SHERATON NEW YORK
KIMBERLY	SHERRY-NETHERLAND
LEXINGTON	SHOREHAM
LIBRARY	SOFITEL NEW YORK
LOWELL	SOHO GRAND
MANDARIN ORIENTAL	STANHOPE
MARK	ST. MORITZ
MARRIOTT MARQUIS	ST. REGIS NEW YORK
METROPOLITAN	TRUMP INTERNATIONAL
MICHELANGELO	W TIMES SQUARE
MILLENNIUM	WALDORF=ASTORIA
NEW YORK HELMSLEY	WALES



NEW YORK CITY RESTAURANTS YEAR 2005 ANNUAL ISSUE

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ADVERTISING RATES

15% to recognized agencies providing ad material on disc, if paid within 30 days of date of invoice.

Cancellations must be received in writing prior to the space reservation closing date, for acceptance. Ad material will not be returned, unless requested in writing.

Terms: Net 30 days, invoices are rendered upon publication. Interest will be charged on past due balances at the rate of 1.5% per month.

FOUR COLOR

Full Page \$9,800

B & W

Full Page \$8,200

COVERS

Inside Front Cover \$14,000

Inside Back Cover \$12,000

Back Cover \$48,000

CIRCULATION

total: 60,000

Hotels* 50,000

Restaurants 5,000

Influentials** 5,000

* Concierge-desk distribution (see hotel list)

** Manhattan Concert Club members, &
new subscribers to "Travel Savvy Magazine".



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AD SPECIFICATIONS

Full page size:

(Live) 4-3/4" x 7-3/4"

(Trim) 5-3/4" x 8-1/4"

(Bleed) Add "_" to any side

Keep all live matter 5/16" from trim.

Materials required:

Native Quark files with corresponding fonts and links, TIFF-IT and CEPS CT, LW files with Kodak Color Approved Proof. Digitized ads will be accepted on CD-ROM or DVD. Film negatives will not be accepted.

Printing:

96 pages, 4/4, Perfect Bound

80# coated premium quality text

12 pt. cover with gloss finish

Closing Dates:

Space Close September 15, 2004

Materials Due September 26, 2004

Release Date Mid-November 2004

Shipping Instructions:

Please send all materials to:

Advertrade, Inc.

Production Department

401 East 74th Street, 8th Floor

New York, NY 10021