

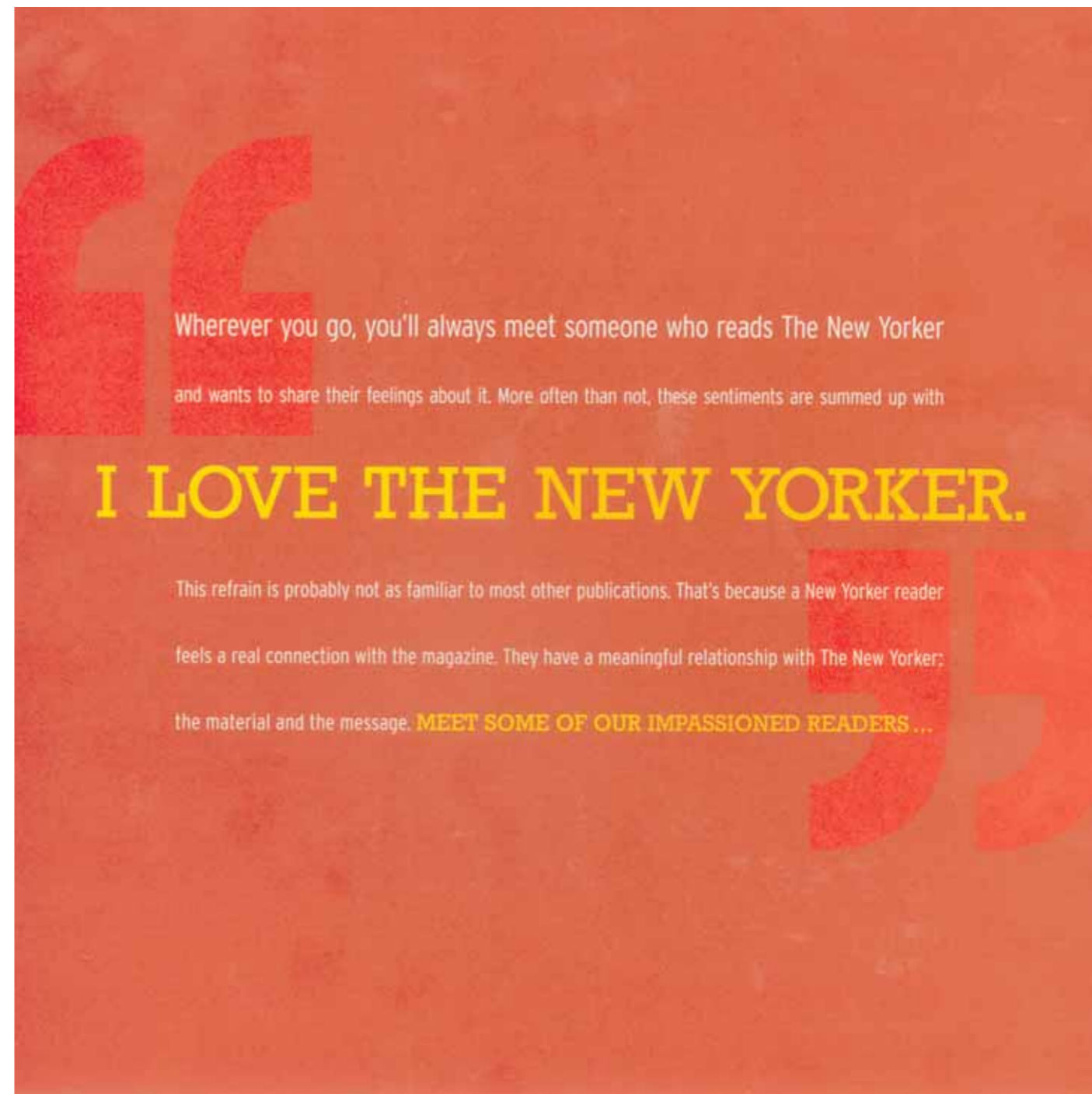
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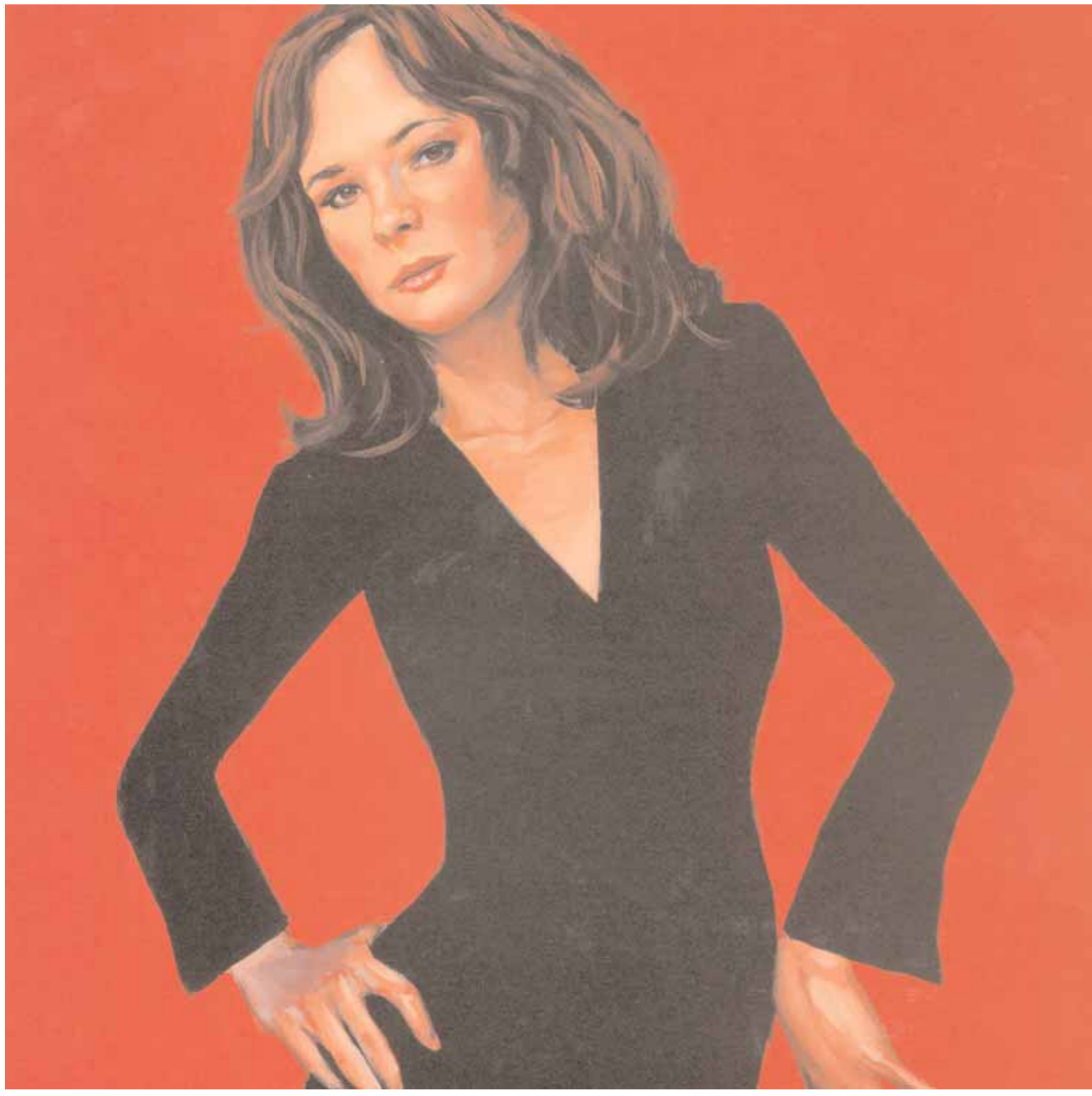
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Wherever you go, you'll always meet someone who reads The New Yorker
and wants to share their feelings about it. More often than not, these sentiments are summed up with

I LOVE THE NEW YORKER.

This refrain is probably not as familiar to most other publications. That's because a New Yorker reader
feels a real connection with the magazine. They have a meaningful relationship with The New Yorker:
the material and the message. **MEET SOME OF OUR IMPASSIONED READERS ...**



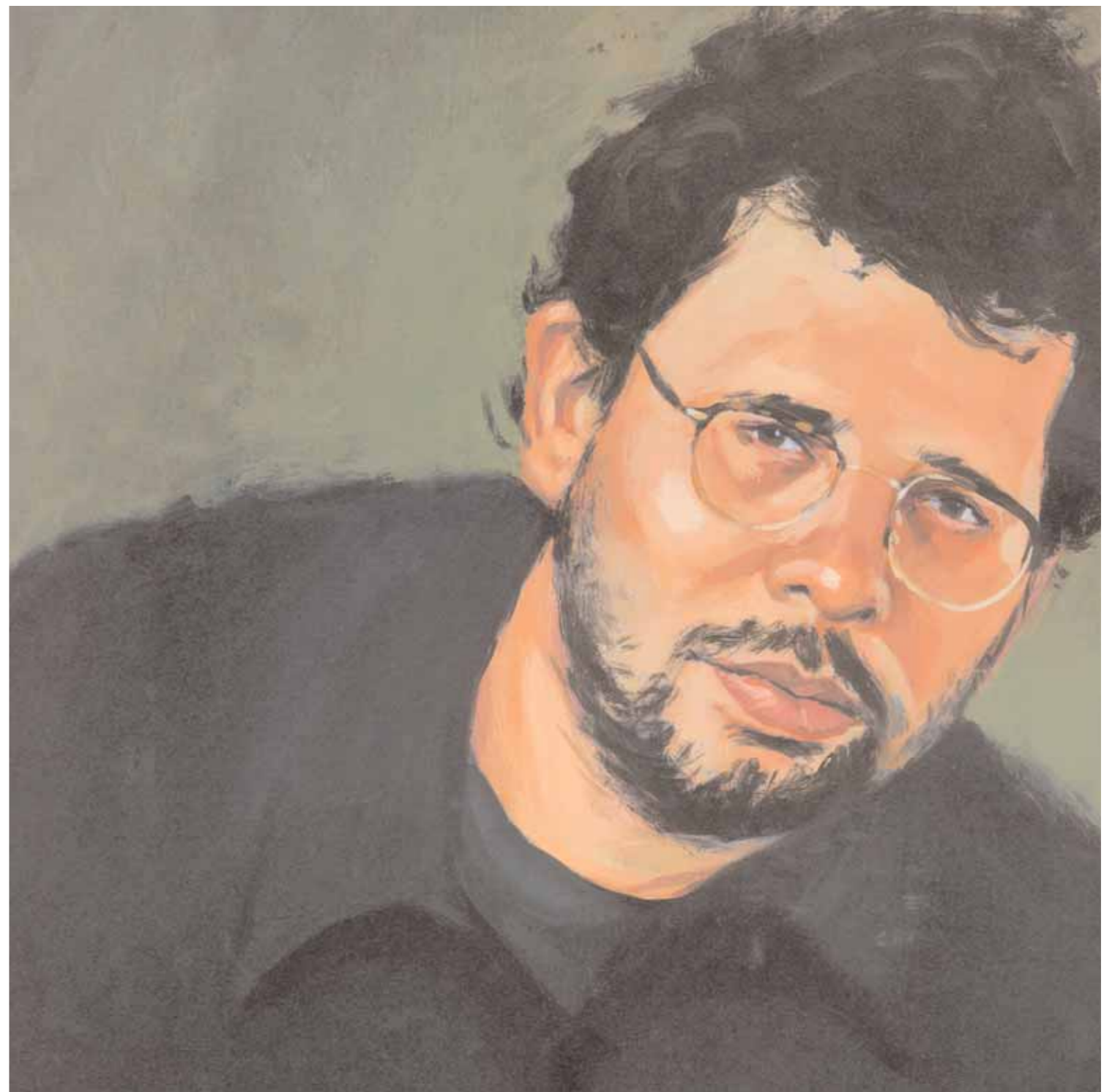
© Parker Posey, 1999

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use it as my personal marker

of what's good and what's cultural and what I should be doing with my life.

—Neil LaBute, *Writer/Director*





the

BRILLIANCE OF THE NEW YORKER

*is that it has walked that fine line between
being readable, interesting, and exciting but not being trite or dumbed down.*

—Steven Ralther, Managing Principal of Quadrangle Group

“

THE NEW YORKER

straight or gay

LEFT OR RIGHT.

IS NOT NEARLY AS INTERESTING.

”

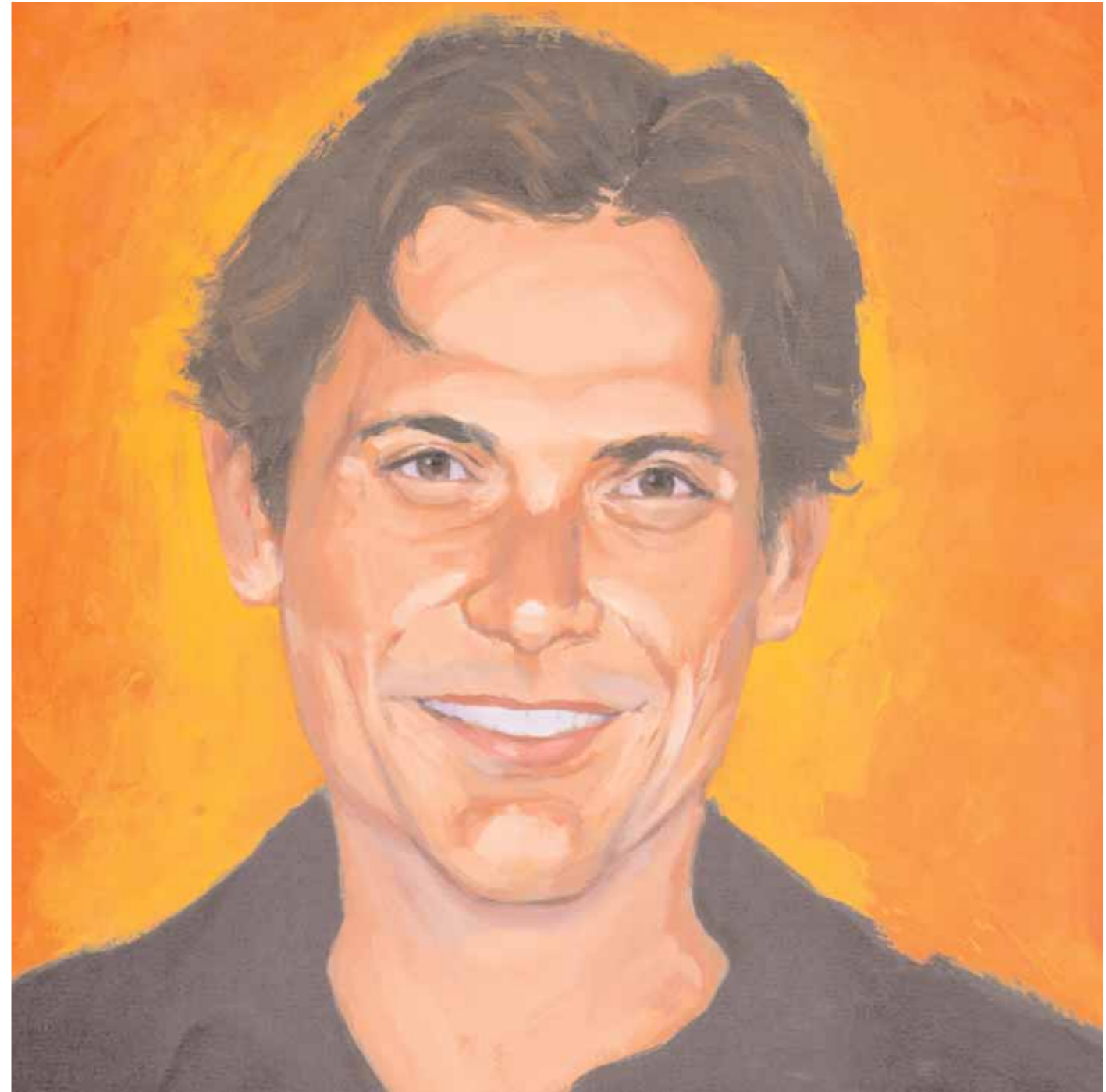


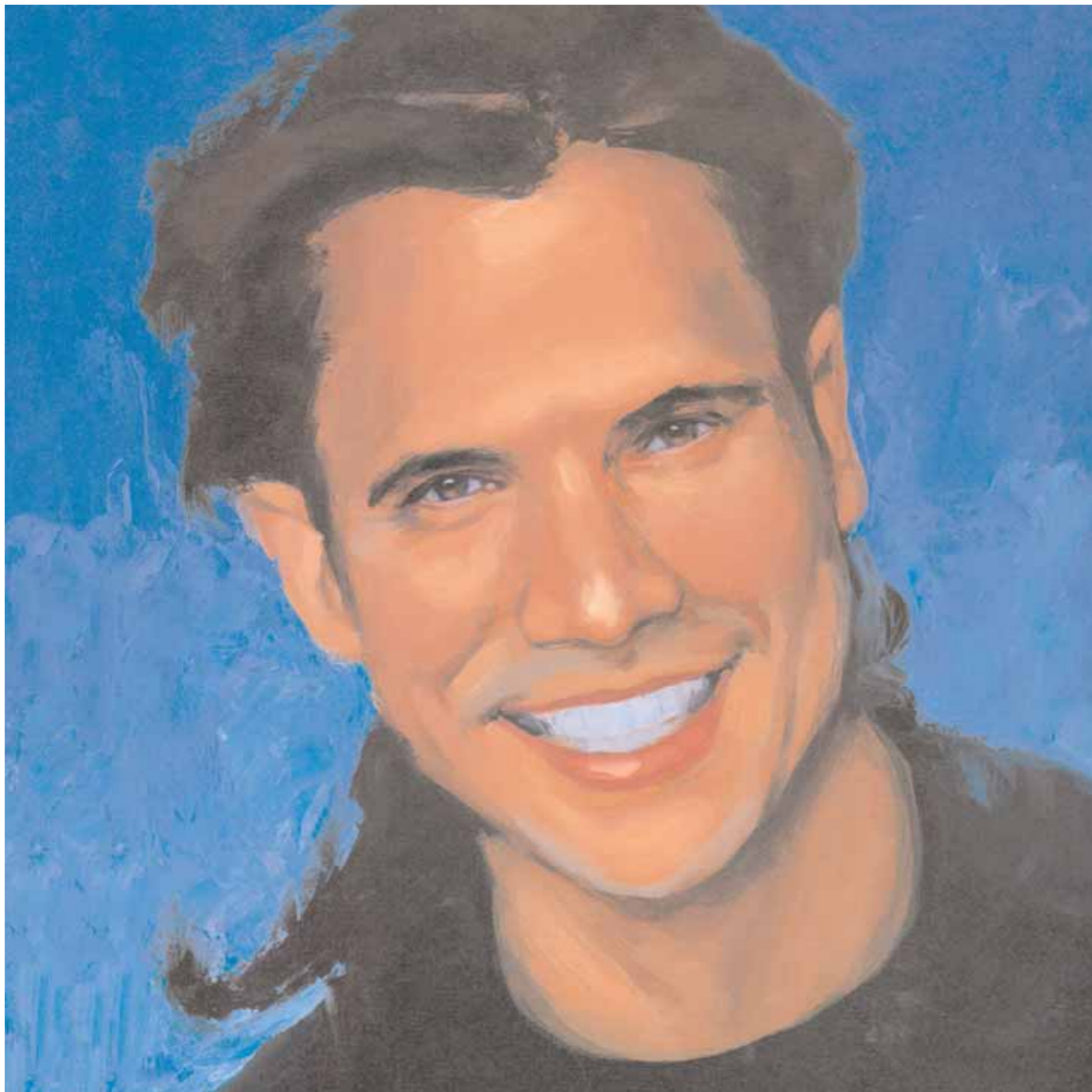


IT'S AN IDIOSYNCRATIC MAGAZINE.
YOU NEVER KNOW WHAT YOU'RE GOING TO READ IN IT...
AND THERE REALLY AREN'T ANY LIKE THAT ANYMORE.

I am in constant appreciation of The New Yorker's insistence that art and craft are meant to be discussed, analyzed and artfully contextualized with enough space to embrace and encourage complexity. New York is a place where the city insists you take every bit of it in or shut it out: my kind of New Yorker breathes it in, celebrates it.

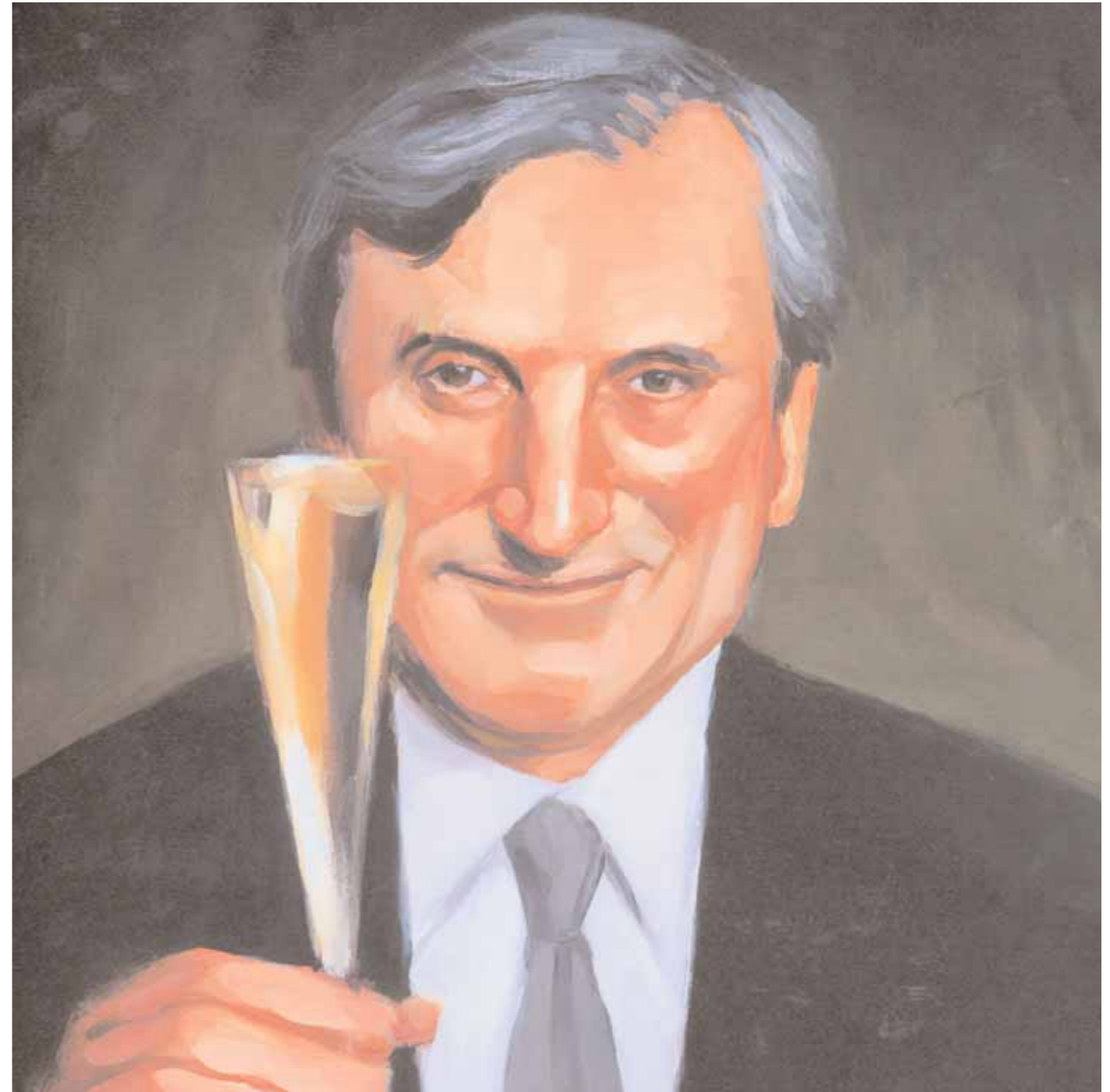
—Billy Crudup, *Actor*





In a world of information abundance, good filters rule.
That's why I love **THE NEW YORKER**. It consistently distills the cacophony
of contemporary life down to the essential stories.

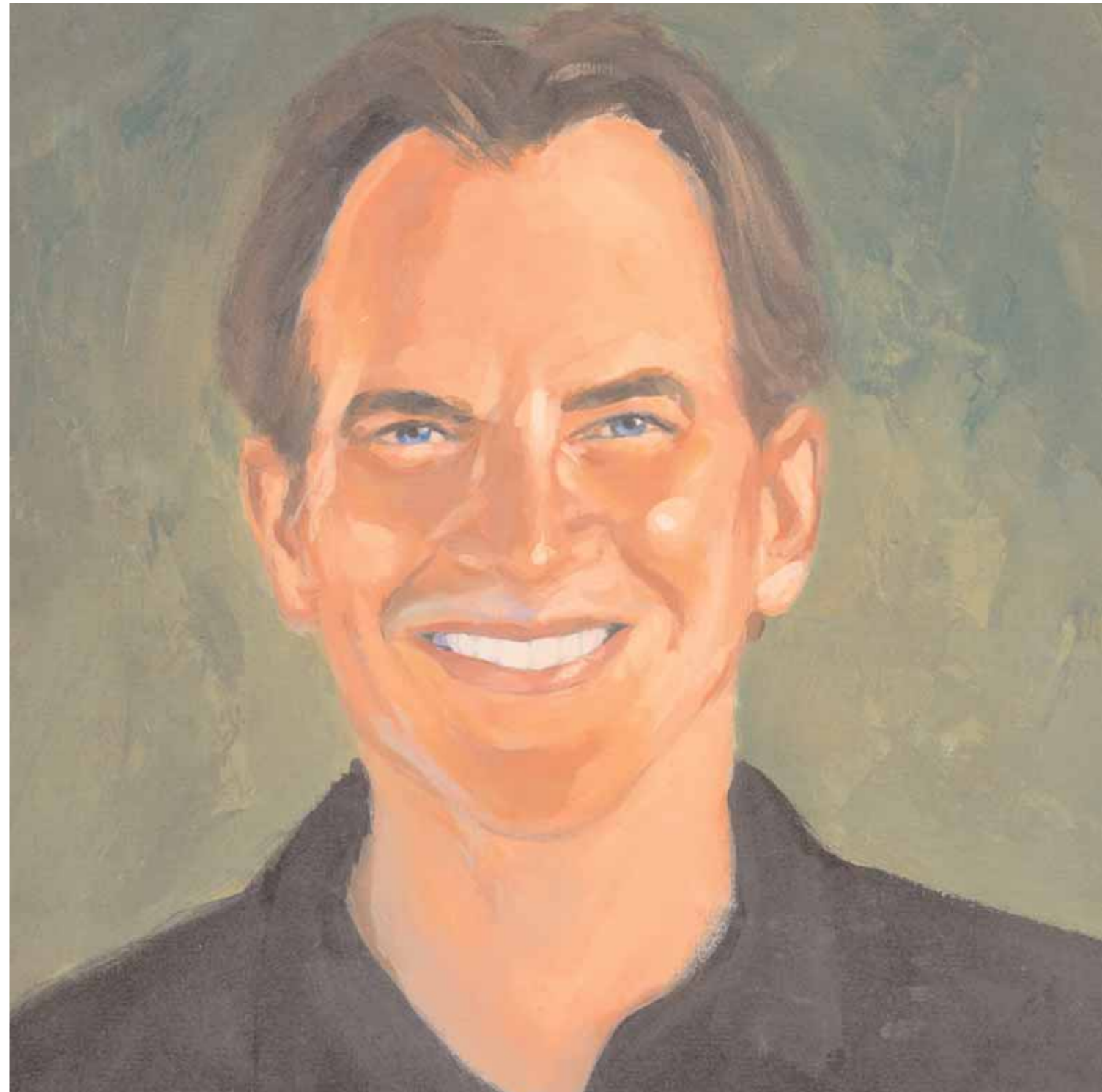
If you want to
make a splash in
this world you have to
read The New Yorker.
It's that simple.
The New Yorker is
the cat's meow and
everyone who has
a brain knows it.

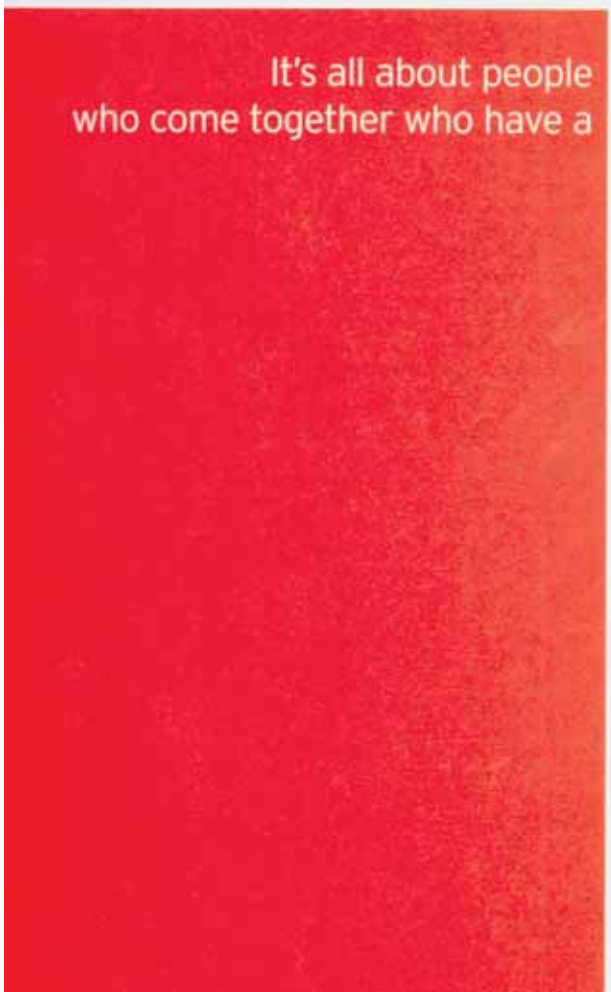
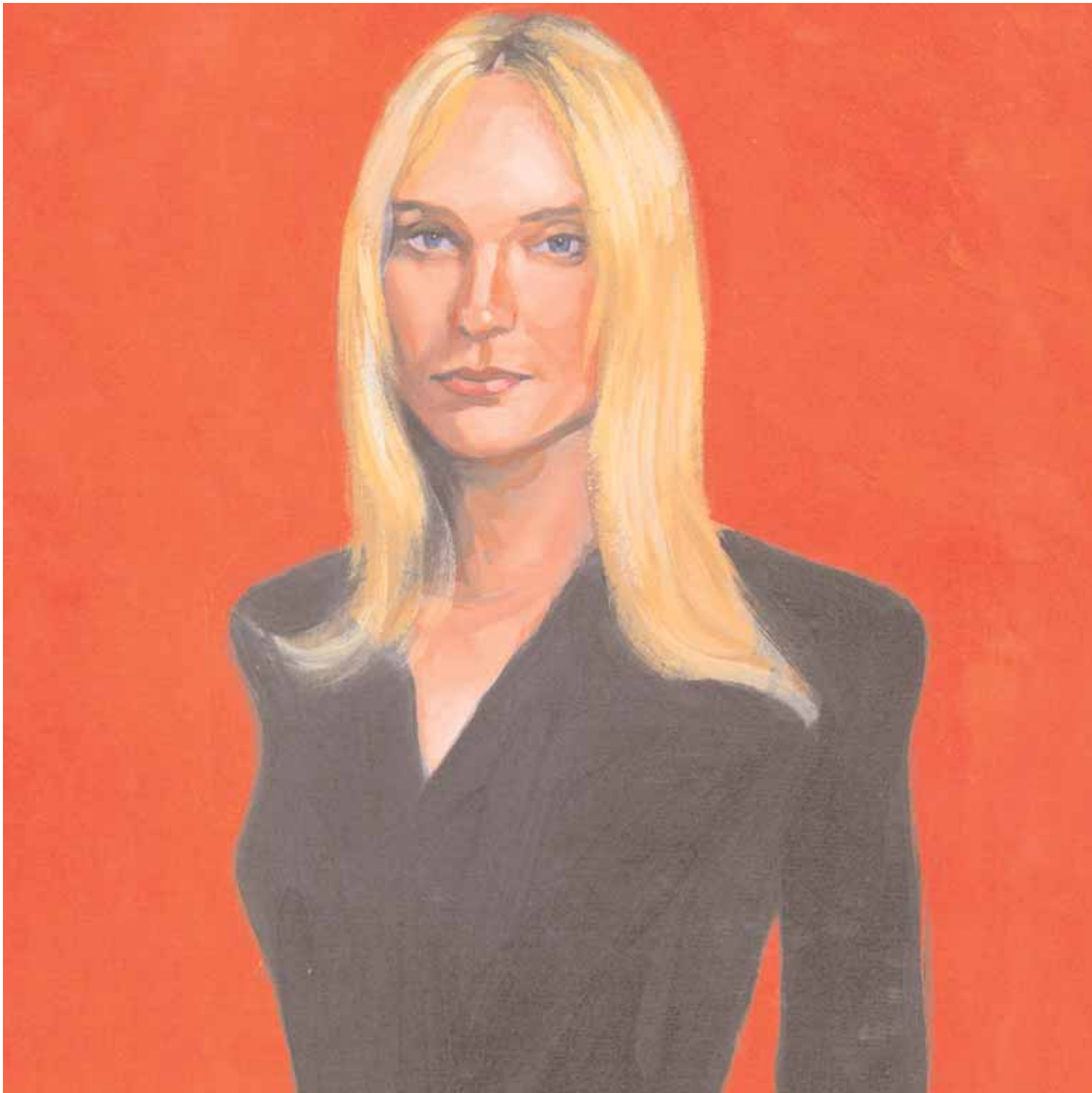




No other magazine better embodies the concept of “must-read” than The New Yorker. Whether it’s high-brow cultural criticism or fun cocktail party chatter [did you see the cartoon in this week’s New Yorker?] it’s downright indispensable. Oh, and a good friend swears it’s the easiest magazine to read on the elliptical machine.

It's more than a magazine,
it is the **word** *on New York culture and beyond.*





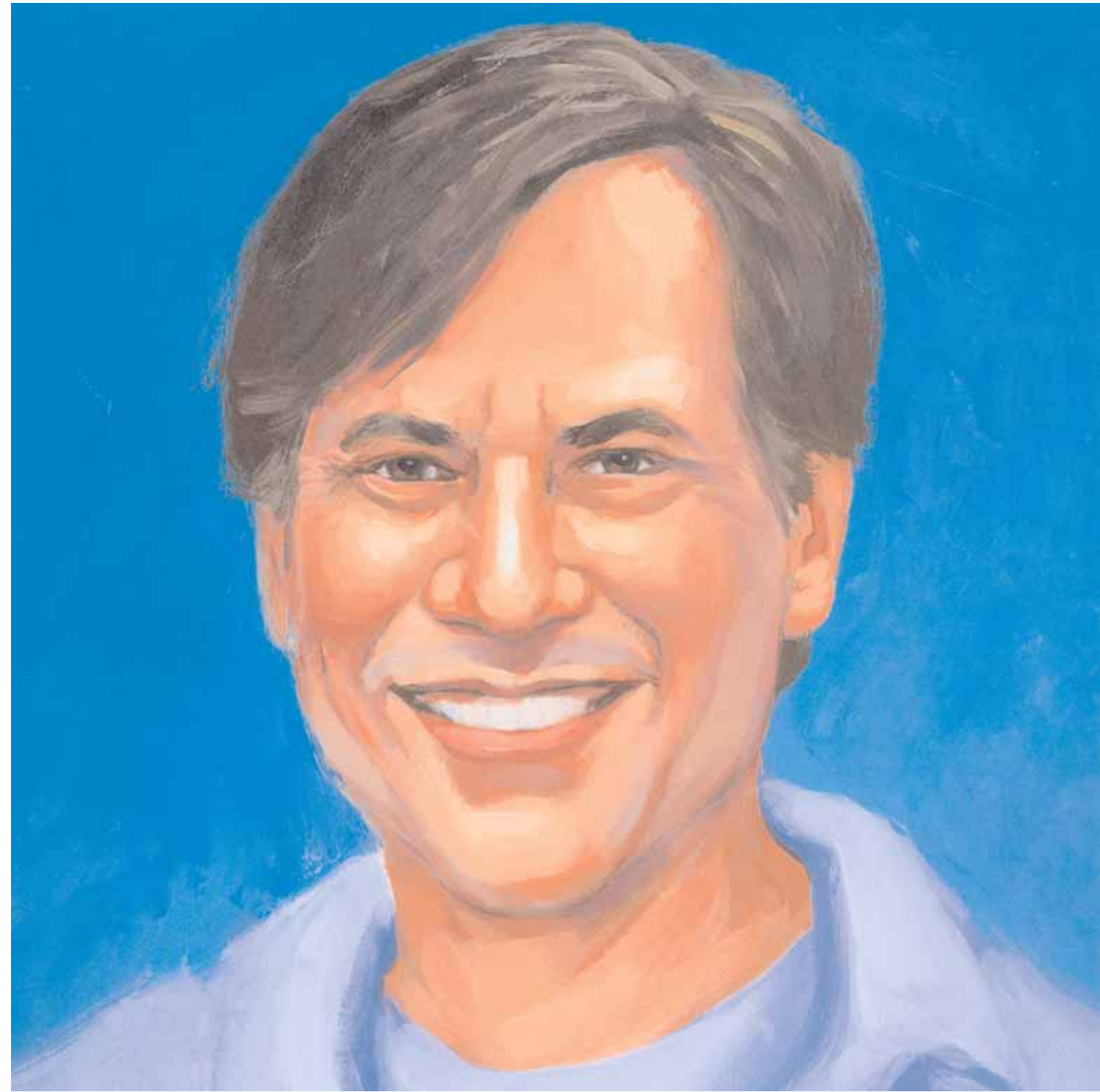
It's all about people
who come together who have a

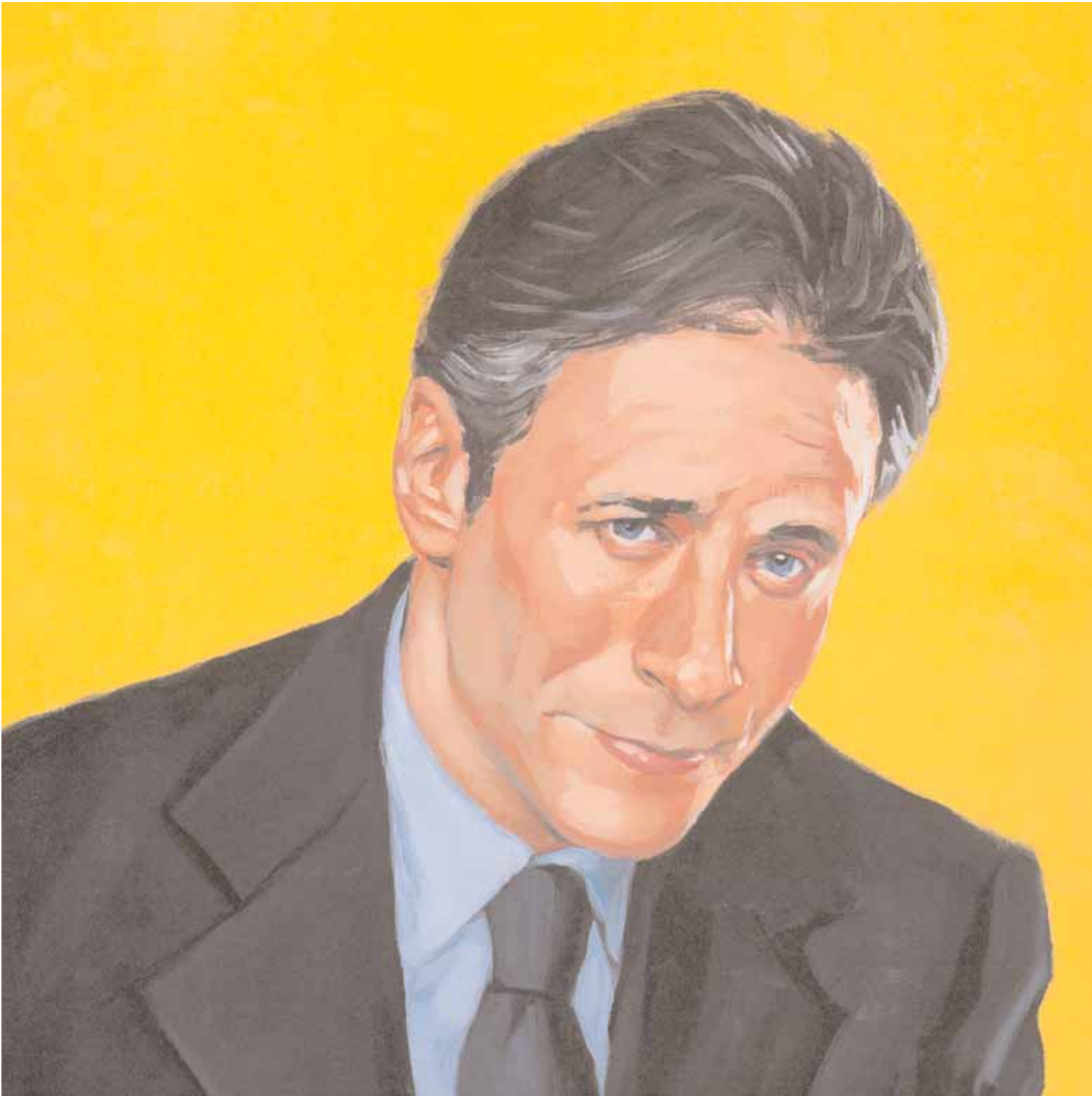


LOVE OF LANGUAGE.



STAND WITH THOSE WHO SAY **THE NEW YORKER** IS THE GREATEST MAGAZINE EVER.





I READ IT FOR THE **sexy** PICTORIALS.

—Jon Stewart, *Comedian*



A LOVEMARK

A Lovemark is a brand that has moved from a place in the market to the heart of a culture.

A Lovemark engenders respect for performance, and

INSPIRES LOYALTY BEYOND REASON.

IT CAN BE ANYTHING—a person, a country, a car, an organization.

Lovemarks create long-term emotional connections with customers.

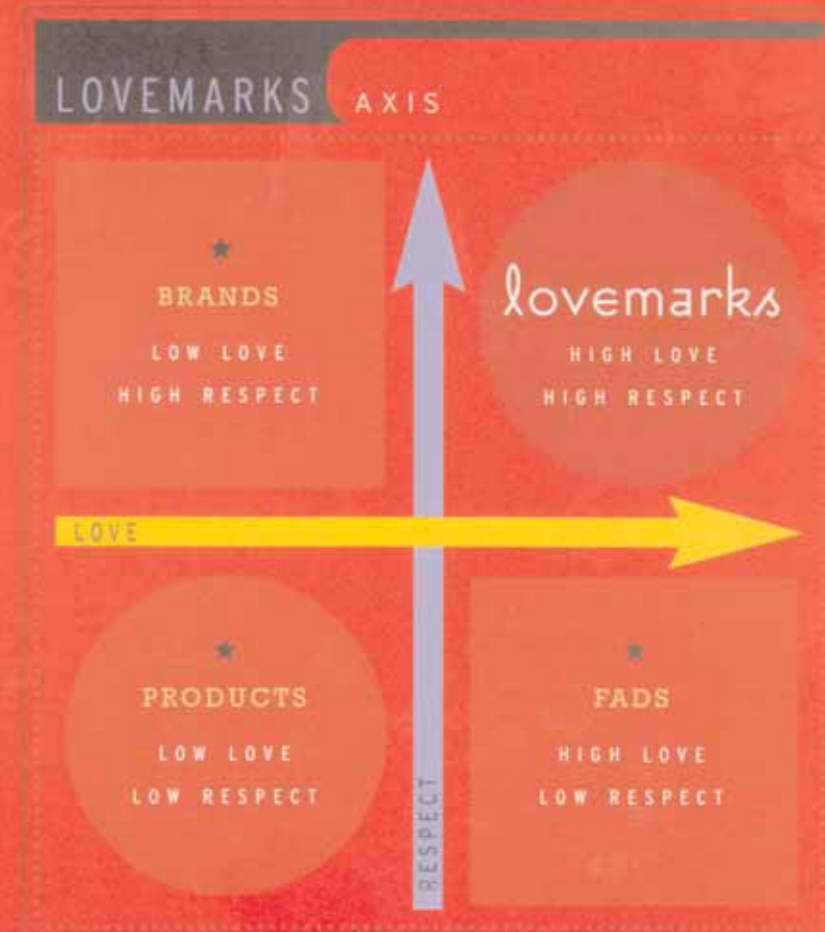
In business, we can't ignore the power of love.

KEVIN ROBERTS, CEO, SAATCHI & SAATCHI

A successful brand generates feelings of either love or respect. With love comes loyalty, with respect comes integrity. But something powerful takes place when love and respect converge.

A brand that is loved and respected ideally positions itself in both the hearts and minds of consumers. The New Yorker is a primary example of this phenomenon. Its distinctive sensibility inspires the unwavering adoration of readers who renew the magazine at unprecedented rates. With its unmatched excellence in journalism, The New Yorker functions as an official arbiter of what's new and what's true.

Advertisers in The New Yorker benefit from this aura of affection. Research shows that New Yorker readers view advertisers in The New Yorker as more credible and of higher quality simply by virtue of their appearance in the magazine.



STRONGER THAN EVER, THE NEW YORKER'S CIRCULATION CONTINUES TO REACH NEW HEIGHTS YEAR AFTER YEAR.

Vibrant and growing newsstand sales shows strong reader **"wantedness"**

Annual **rate base increases** push onward and upward—proving reliable vitality in a declining marketplace

An industry high renewal rate demonstrates the **unmatched loyalty** of readers

Defying the laws of Economics 101: Newsstand and subscription **prices continue to rise and so does demand**

And along with this influx of new and renewing readership comes advances in all key demographics including: **median age (down) affluence (up), education (up) and professional status (up).**

Unprecedented circulation growth hasn't diluted the value of The New Yorker's audience. Revenue and ad page growth has made The New Yorker the best performing established title at Condé Nast.

"Circulation is the lifeblood of the publishing business—evidence that consumers are going out of their way to pore over a magazine's pages."

Wall Street Journal, 8.6.03

THE NEW YORKER