

The Power of IN New York & Where New York

	Monthly Spending	Annual Spending
Reader Activities		
Art Gallery/Museums	\$31,671,857	\$380,062,287
Attractions/Sightseeing/Tour	\$42,398,234	\$508,778,807
Casino	\$62,425,146	\$749,101,752
Comedy Club/Nightclub	\$31,058,251	\$372,699,009
Concert	\$28,174,039	\$338,088,468
Dining	\$234,868,843	\$2,818,426,121
Movie Theater/IMAX	\$15,710,875	\$188,530,500
Spa/Salon	\$29,462,014	\$353,544,173
Sporting Event	\$31,237,315	\$374,847,782
Theater/Performing Arts	\$41,607,941	\$499,295,294
TOTAL	\$549 Million	\$6.6 Billion
Reader Shopping		
Accessories	\$40,390,169	\$484,682,025
Art/Antiques/Collectibles	\$81,077,632	\$972,931,578
Children's Apparel	\$22,457,762	\$269,493,149
Children's Shoes	\$7,312,850	\$87,754,203
Cosmetics/Fragrances/Lotions	\$25,497,420	\$305,969,037
Electronics	\$42,304,225	\$507,650,697
Home Décor	\$26,624,800	\$319,497,602
Fine Jewelry	\$62,164,861	\$745,978,330
Men's Apparel	\$83,023,475	\$996,281,697
Men's Shoes	\$29,387,742	\$352,652,906
Specialty Foods/Beverages	\$83,946,966	\$1,007,363,592
Watches	\$35,371,636	\$424,459,627
Wine/Spirits/Tobacco	\$29,388,869	\$352,666,428
Women's Apparel	\$98,745,006	\$1,184,940,067
Women's Shoes	\$48,938,749	\$587,264,988
TOTAL	\$717 Million	\$8.6 Billion

THE RIGHT READERS. THE RIGHT RESPONSE. THE RIGHT RETURNS.

Source: MRI Study, April 2008

