

# ROW NYC NEWS

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## Fox Greenberg Public Relations

Row NYC PRESS KIT OUTREACH UPDATE



Total Placements: 24

Total Impressions: 23,400,765

Total Placements YTD: 24

YTD Placements: Consumer / Trade: 88% / 12%

The Creators Project.  
Online article and  
Facebook post  
featuring Yorgo  
Alexopoulos light  
installation at Row  
NYC.

**HOTELCHATTER.COM (ONLINE AUDIENCE: 30,435; AD VALUE: \$608.70)**

Online article featuring the launch of Row NYC, Feb 26<sup>th</sup>, 2014. [Click to View](#)

**INFINITELEGROOM.COM (ONLINE AUDIENCE: 71,852; AD VALUE N/A)**

Online article featuring the launch of Row NYC, February 26, 2014. [Click to View](#)

**THEKNOT.COM (ONLINE AUDIENCE: 1,435,668; AD VALUE N/A)**

Online article featuring the launch of Row NYC, ran in March, 2014. [Click to View](#)

**TRAVELWEEKLY.COM (ONLINE AUDIENCE: 81,942; AD VALUE N/A)**

Online article featuring the launch of Row NYC, ran in March 2014. [Click to View](#)

**COMMERCIAL OBSERVER (IMPRESSIONS: 180,936; AD VALUE: \$264,894.73)**

Print article featuring the launch of Row NYC, published March 1<sup>st</sup>, 2014.

**COMMERCIALOBSERVER.COM (ONLINE AUDIENCE: 147,342; AD VALUE: \$5,156.97)**

Online article featuring the launch of Row NYC, March 6<sup>th</sup>, 2014. [Click to View](#)

**NEW YORK POST (IMPRESSIONS: 1,061,700; AD VALUE: \$791,107.20)**

Print article about Row NYC and the new ad campaign featuring Lizzy Jagger, published on March 9<sup>th</sup>, 2014.

**NEW YORK POST.COM (ONLINE AUDIENCE: 3,321,432; AD VALUE: \$88,612.26)**

Online article featuring the Lizzy Jagger campaign, March 9<sup>th</sup>, 2014. [Click to View](#)

**TRAVELNEWSDEAL.COM (ONLINE AUDIENCE: 23,087; AD VALUE N/A)**

Online article featuring the launch of Row NYC, March 10<sup>th</sup>, 2014. [Click to View](#)

## Lizzy Jagger struts in new hotel ad campaign

By Julia Enrie-Lavine

March 9, 2014 | 5:54am



NY Post. Online and Print article featuring Row NYC Lizzy Jagger Ad Campaign.

**“All hail District M and Row NYC - it’s so nice to have happening hot spots in Times Square once more!”**

**-FINANCE FOODIE**

**TRAVEL.AOL.COM**

**(ONLINE AUDIENCE: 247,043; AD VALUE: \$64.74)**

Online article featuring the launch of Row NYC, March 10<sup>th</sup>, 2014.

[Click to View](#)

**JETSETTIMES.COM (ONLINE AUDIENCE: N/A)**

FGPR arranged an article featuring the launch of Row NYC, March 10<sup>th</sup>, 2014. [Click to View](#)

**BESTGAYNEWYORK.COM**

**(ONLINE AUDIENCE: 2,552; AD VALUE N/A)**

Online article featuring the launch of Row NYC, March 11<sup>th</sup>, 2014. [Click to View](#)

**HOTEL BUSINESS DESIGN (ONLINE AUDIENCE: N/A)**

Online article featuring the launch of Row NYC, March 11<sup>th</sup>, 2014. [Click to View](#)

**NYCGO.COM (ONLINE AUDIENCE: 258,398; AD VALUE N/A)**

A post featuring the launch of Row NYC, March 11<sup>th</sup>, 2014.

[Click to View](#)

**TRAVELDAILYMEDIA.COM (ONLINE AUDIENCE: N/A)**

Online article featuring the launch of Row NYC, March 11<sup>th</sup>, 2014. [Click to View](#)

**THE CREATORS PROJECT (ONLINE AUDIENCE: 217, 016; AD VALUE: \$540.32)**

Online Article and Facebook post featuring Yorgo Alexopoulous light installation at Row NYC, March 12<sup>th</sup>, 2014. [Click to View](#)

**IDOLMAG.CO.UK (ONLINE AUDIENCE: N/A)**

Online article featuring the launch of Row NYC, March 13<sup>th</sup>, 2014. [Click to View](#)

**THESOULREPUBLIC.COM (ONLINE AUDIENCE: N/A)**

Online article featuring the launch of ROW NYC, March 17, 2014. [Click to View](#)

**CPP.COM (ONLINE AUDIENCE: 39,488; AD VALUE N/A)**

Online article featuring the launch of Row NYC, March 19, 2014. [Click to View](#)

**CURBED.COM (ONLINE AUDIENCE: 483,19; AD VALUE: \$2,145.96)**

Row NYC featured in Curbed's Hotels Week 2014 coverage, March 25<sup>th</sup>, 2014. [Click to View](#)

**ULTRAMARTRAVEL.COM (ONLINE AUDIENCE: N/A)**

Online article featuring the launch of Row NYC, March 27, 2014. [Click to View](#)

**FINANCEFOODIE.COM (ONLINE AUDIENCE: 10,052, AD VALUE N/A)**

Online article featuring Row NYC and District M, March 28, 2014. [Click to View](#)

**HOTELNEWSNOW.COM (ONLINE AUDIENCE: 21,701, AD VALUE N/A)**

Online article featuring the artful design of Row NYC, March 31<sup>st</sup>, 2014. [Click to View](#)

**WORLEYGIG.COM (ONLINE AUDIENCE: 6,800, AD VALUE N/A)**

Online article featuring Row NYC and District M, April 2, 2014. [Click to View](#)

**AHOTELLIFE.COM**

Ben Pundole toured the hotel on March 14<sup>th</sup>.

**Architects Newspaper**

Online feature, publish date TBD.

**Architectural Record**

Online feature, publish date TBD.

**ELLEDécor.com**

Sarah Bray visited Row NYC on March 26<sup>th</sup> and has submitted interview questions for Lizzy Jagger about what her “Must Have’s” travel items are while staying at Row NYC. Publish date TBD.

**Harper's Bazaar**

Charlotte Cowles is writing a feature the Ron Galella digital gallery on HarpersBazaar.com which is slated to run on Monday April 7<sup>th</sup>, 2014.

**HOTEL NEWS NOW**

Launch of Row NYC upcoming article, publish date TBD.

**NEWYORK.COM**

Writers visited District M on March 6<sup>th</sup>.

**Out Magazine**

Out Magazine had two photo shoots at Row NYC on March 11<sup>th</sup> and 28<sup>th</sup>. Shots will appear in summer issues. Editorial feature slated for summer.

**STYLECASTER.COM**

Online article scheduled for April 20<sup>th</sup>.

**Travel International**

Justin Sachs has scheduled an overnight stay on May 28<sup>th</sup>, 2014

**TRAVEL AND LEISURE**

Editor is currently working on story ideas.

**VERANDA**

Article featuring Yorgo Installation, Ron Galella Gallery, Guest Corridors and Rooms is in progress.

**YAHOO TRAVEL**

Review of editor’s recent stay will be published in upcoming month.

**ALLNY.COM**

**ARCHITECTURAL BUSINESS**

**AVENUE**

**BIZTRAVELERS CHOICE**

**BLOOMBERG PURSUITS**

**BRIDAL GUIDE**

**BUSINESS TRAVEL NEWS**

**CHARLESTON GAZETTE**

**DETAILS**

**Elite Magazine**

**Every Day with Rachael Ray**

**EXTRA**

**FREELANCER – NORA ZELEVANSKY**

**FREELANCER – BROOKE SHOWELL**

**HB DESIGN**

**HOTELS**

**LATITUDES**

**LA TRAVEL MAGAZINE**

**MARIE CLAIRE**

**MEN'S JOURNAL**

**NEWSDAY**

**NEW YORK POST**

**SCENE**

**SKY MAGAZINE**

**TIME OUT NEW YORK**

**W MAGAZINE**

**WHERE NY / IN NEW YORK**



## AMGW Public Relations

### Row NYC PRESS KIT OUTREACH UPDATE



Total Placements: 19

Total Impressions: 43,564,352

Total Placements YTD: 19

YTD Placements: Consumer / Trade: 63.15% / 36.84%

Turismo Style. Online article featuring launch of Row NYC.

**NEO – Online – March 12, 2014****Mexico****UMV: 839,727, Ad Value \$4,456**[Click to View](#)**About NEO**

The most important business magazine in Mexico from a Marketing perspective.

**Masaryk Tv – Online – March 12, 2014****Mexico****UMV: 33,099, Ad Value \$4,240**[Click to View](#)**About Masaryk Tv**

Luxury, lifestyle and socialite website.

**Hot News Traveller – Online – March 12, 2014****Argentina****UMV: 74,421, Ad Value \$5,300**[Click to View](#)**About Hot News Traveller**

Provides daily news of the tourist and entrepreneur sector, featuring business dining, hotel information and locations, entertainment, tourism and all areas related to the travel industry. The publication was established in August 1997.



Zoom en línea. Online Article featuring launch of Row NYC.

**Zoom en línea – Online – March 13, 2014****Colombia, Panama, Argentina****UMV: 475,849, Ad Value \$6,632**[Click to View](#)**About Zoom en línea**

It is an informative site that covers topics of current interest, economy, science and technology, consumer, special news, World, also has a section of English, strange things and offers in your page a section of links on diverse themes.

**TurismoStyle – Online – March 17, 2014****Mexico****UMV: 8,513,051, Ad Value \$3,700**[Click to View](#)**About TurismoStyle**

TurismoStyle is a monthly magazine specializing in tourism and lifestyle, with a distribution in the port of Acapulco on lodging.

**Luhho – Online – March 18, 2014****Peru****UMV: 1,102,661, Ad Value \$7,963**[Click to View](#)**About Luhho**

Leader in world luxury lifestyle, travel, technology, entertainment and luxury bands magazine in the market in Latin America.

**Generación – Online – March 18, 2014****Peru****UMV: 50,095, Ad Value \$3,085**[Click to View](#)**About Generación**

A platform for interactive communication to your service is from Peru and had a national coverage.

**JC Magazine – Online – March 18, 2014****Peru****UMV: 513,433, Ad Value \$4,377**[Click to View](#)**About JC Magazine**

JC Magazine is a website founded by Jim Cave. Join and enjoy the latest news on technology, art, games, science, photography, cinema, cars, gastronomy, business, sports, and much more.

**Serperuano – Online – March 18, 2014****Peru****UMV: 399,980, Ad Value \$3,200**[Click to View](#)**About Serperuano**

Peruvian news website.

**Zelo – Online – March 18, 2014****Brazil****UMV: 252,047, Ad Value \$6,478**[Click to View](#)**About Zelo**

The digital version of the magazine translates web editorial and publication aesthetic care. The news and videos from home Zelo are integrated with the main social networks like Twitter and Facebook. The address also has a space dedicated to the TV, with content developed by the site itself, and a session on blogs signed by the partners of Zeal. The topics are on the decor, fashion, food, beauty, health, architecture, art, cars, society, travel, the decor and the behavior. Interviews with personalities that stand out, and the chronic tests in also part of its editorial concept. The target audience of Zeal consists of persons of both sexes, located between the ages of 60 and 25 years.

**Día31 – Online – March 19, 2014****Peru****UMV: N/A**[Click to View](#)**About Día 31**

Independent newspaper with thematic on Culture, sports, gastronomy, international news, tourism, opinion, fashion, etc.

**Zafari – Online – March 19, 2014****Chile****UMV: 2,823,219, Ad Value \$4,785**[Click to View](#)**About Zafari**

Printed Magazine (and digital) focused on giving to know places and trends of Santiago, Free distribution in shops of the Drugstore of Providence, Boulevard of Parque Arauco, Lastarria neighborhood, Fine Arts, Neighborhood Italy, among others. In addition to various faculties of design and communication of the city.



**Agencia Press Noticias – Online – March 19, 2014****Peru****UMV: 5,038,348, Ad Value \$3,098**[Click to View](#)**About Agencia Press Noticias**

Press news agency was created to deliver information in real time. To do this, they have a staff of professionals, both in Peru and abroad that lets you collect and process the news through our own sources, whose objectives are framed in the impartiality, plurality and independence of the information, transmitted through the various media that make up their conventions, to their subscribers and to society in general in Latin America, the Caribbean and Europe information with quality, timeliness, truthfulness and variety, for which the sailors will keep them informed of the events that are recorded daily throughout the world.

**Con Nuestro Perú – Online – March 20, 2014****Peru****UMV: 568,364, Ad Value \$3,077**[Click to View](#)**About Con Nuestro Perú**

It is an informative site that covers topics of current interest, economy, science and technology, consumer, special news, World, also has a section of English, strange things and offers in your page a section of links on diverse themes.

**Agencia Orbita - Online - March 24, 2014****Peru****UMV: 982,804, Ad Value \$2,850**[Click to View](#)**About Agencia Orbita**

News Agency that discusses topical issues, business, entertainment, life and styles, technology, etc

**Hotelier News - Online - March 26, 2014****Brazil****UMV: 39,601, Ad Value \$4,985**[Click to View](#)**About Hotelier News**

The news site hotel focuses mainly on the production of information and the provision of services to hotel market completely. Hotels believe that tourism is the most important changes, after all, either by plane, bus or car, the real tourist always ends in a host resource, regardless of whether or not to use an agency or tour operator. Bet to improve the national hotel and the continuous training of all professionals, transforming segment of the hospitality, tourism, and consequently a current its sustainable development.

**Notitur - Online - March 26, 2014****Mexico****UMV: 21,447,323, Ad Value \$5,650**[Click to View](#)**About Notitur**

It is a website devoted to be the tourist window within Latin America, where you can find news about destinations, transportation, hospitality, technology, etc. to your time jumps links on online courses that you can always take in the area of tourism.

**Revista Hoteis - Online - March 26, 2014****Brazil****UMV: 14,595, Ad Value \$5,102**[Click to View](#)**About Revista Hoteis**

The hotels magazine is recognized by professionals who work in the catering trade as the best and most complete in publications of the market at the same time provides the facts and most recent events on catering, it is also read reference for all industry professionals also have effective solutions and with a great cost to reveal the professional firm of high power of decision and purchase.

**Vitrine Turismo - Online - March 26, 2014****Brazil****UMV: 395,235, Ad Value \$5,088**[Click to View](#)**About Vitrine Turismo**

Site on the main themes of the Tourism Sector. News on destinations, cruises, accommodation, food, travel. Its mission is to become the reference guide in tourist line. A professional guide for the market in search of development.

**GQ Brazil**

Following end of April stay

**Esquire Spain**

Following end of April stay

**Yahoo! Mexico**

Following end of April stay

**Mundo Fashion Magazine, Mexico**

Anticipated to run in April

**Revista do Correio Brazil**

Anticipated to run in April

**Jet Set (Nicaragua)**

Anticipated to run in May

**L'Officiel, Mexico**

Anticipated to run in May

**GQ Germany and Italy**

Publish date TBD

**Harper's Bazaar Spain**

Publish date TBD

**Revista TOP Destinos, Brazil**

**R7, Brazil**

**Viaje Mais, Brazil**

**GQ, France**

**ED, Chile**

**Caretas, Peru**

**Jet, El Salvador**

**Must, Mexico**

## PR Newswire

LAUNCH RELEASE DOMESTIC AND INTERNATIONAL DISTRIBUTION

USA, Western Europe and Latin America Coverage

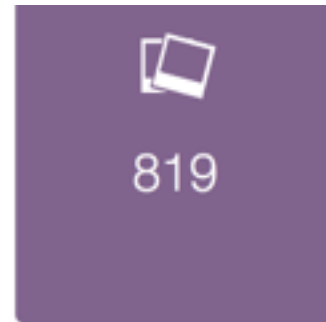
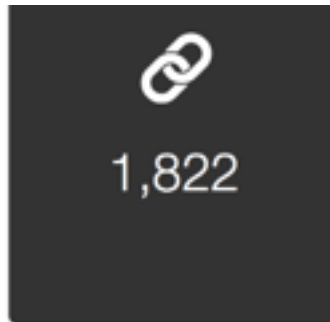
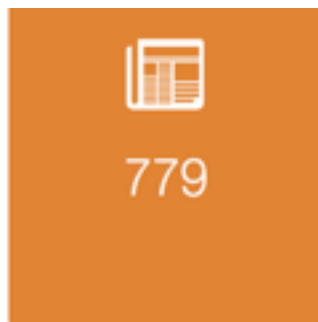
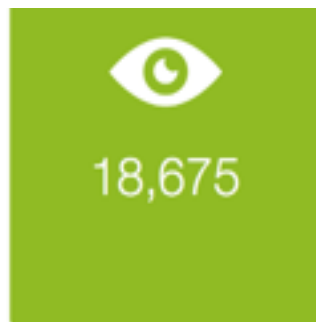
Launch Release Distribution: 27,330 Media Outlets

ONLINE VIEWS

MEDIA OUTLET VIEWS

MEDIA POSTS

MULTI MEDIA VIEWS



# WALL STREET ITALIA



Wall Street Italia.  
Online article featuring  
launch of Row NYC.