

Trendy Tables Hip Boutique Hotels Cafe Terraces
 Jazz Clubs
 Singles
 Scenes
 Top Shops
 People

NIGHT+DAY

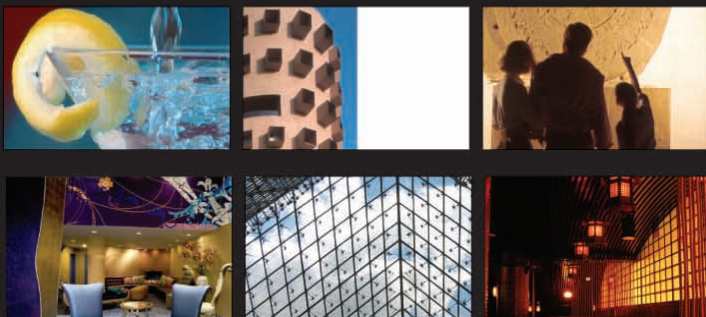
THE COOL CITIES SERIES

2008 MEDIA KIT

Watching Hot Galleries Luxe Spas
 Museums Fine Dining Scene Bars
 Sexy Lounges Modern Art Hipster Hangouts
 Late-Night Eats Meet Markets Wine Bars VIP
 Lounges A-List Cocktails Romantic Spots
 Historic Sites Bistros
 Gay and Lesbian
 Bars Power
 Lunches Hot Dance
 Clubs Classic Hotel Bars
 Bohemian Haunts Cool Beaches Live Music City
 Tours Theme Bars
 Unusual Museums Late-
 Night Hangouts Live Theater See and Be Seen

STYLISH DESTINATIONS.
SMART RECOMMENDATIONS.
SAVVY INSIDER ADVICE.
SOPHISTICATED FUN.

The Night+Day Edge.



NIGHT+DAY

COOL CITIES

Where style
 meets
 substance



Unique Guides to the World's Eighteen Coolest Cities

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NEW FOR 2008

Each Night+Day guide will have a specially commissioned abstract art piece opening up an 8-page color insert.



The 8-page inserts will include photo spreads showing venue photos of each theme described in the book, e.g., Hot & Cool, Hip, Classic.



5. Ultra Supper Club (p.72)

6. Doku 15 (p.61)

7. Hôtel Le Germain breakfast room (p.58)

8. Flow Restaurant + Lounge (p.68)

HOT & COOL

THE OVERVIEW

Independent Guides for Intelligent Travelers

Night+Day is a series of smart insider's guides to the world's top urban destinations. Designed to give savvy travelers the edge to enhance their experience, each book provides details about where to go, when to be there, and what you need to know to turn a good trip into a great one.

THE NIGHT+DAY EDGE

The hallmark of the series is an unrelenting commitment to **selectivity, accuracy** and an unsurpassed **level of detail**. Our bottom line is rooted in three principles: intelligent travelers want to **make the most of their time**; they want **peak experiences** and **value the details** that help them discover them; and they need a travel series that is as **easy to use** and **entertaining to read** as it is **trustworthy**.

To deliver on this promise, each guide is meticulously researched by a team of **expert editors** and **local writers**, and **packed with the details discerning travelers really need to know**. Like advice one can count on from a knowledgeable concierge or best friend, Night + Day provides insights upon which readers can rely: the scene, the draw and hot tips; the right rooms, right tables and best seats to request; and the prime time to be in every spot to catch the energy at its peak.

Perhaps most important, the information is **current**. Night+Day guides go to print within 45 days of completion of research. And readers can go online to pulseguides.com for quarterly updates from our writers—based not on what venues promise, but on what they deliver.

STYLISH DESTINATIONS

From Las Vegas to Paris, Chicago to Sydney, today's metropolitan meccas offer up restaurant, hotel and entertainment options to suit every taste. Our listings and itineraries are uniquely structured around each city's array of personalities—hot, cool, classic, hip, luxe, chic, boho—you can experience each according to your own style. From classic destinations to the latest hotspots, our guides emphasize the *lively* planet—the one that thrives by night as well as by day.

SMART RECOMMENDATIONS

- Witty, intelligent writing by expert local writers.
- Packed with over 250 opinionated, richly detailed descriptions.
- The complete picture: the draw, the scene and insider tips.
- Black Book quick-glance directory that puts details at your fingertips.
- Special sections and recommendations for business and convention travelers.

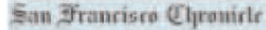
SAVVY INSIDER ADVICE


- Nonstop personalized multi-day itineraries.
- Equal billing for nighttime and daytime activities.
- The right rooms, right tables, best seats to request.
- The prime time to be in every spot to catch the energy at its peak.

SOPHISTICATED FUN

- Listings structured around styles, so you can find the places that suit you best.
- Event calendars highlighting the city's most happening months.
- Icons indicating noise levels, cover charge, and gourmet destinations.
- Details for singles: bar scenes, food served at the bar, and communal tables.

Trendy Tables
Hip Hotels
Concept Stores
Café Terraces
Hot Galleries
Jazz Clubs
Singles Scenes
Gay Bars
Luxe Spas
Top Museums
Fine Dining
Unique Shops
Scene Bars
Sexy Lounges
Late-Night Eats
Wine Bars
VIP Lounges
Romantic Spots
Historic Sites
People-Watching
Top Shops
Modern Art
Bistros
Power Lunches
Dance Clubs
Live Music
Unusual Museums
Late-Night Hangouts

"For our money, the Night+Day guides are the best of the trend-chasing lot...detailed text is evocative enough to keep you reading far past the information you originally sought." 


"Well-researched, well-organized and original." 

The New York Times "They excel at providing details that can make out-of-towners want to pay a special visit."


"It's so fresh, it's like someone's whispered the tips in your ear." 

THE USA TIMES "It's unlikely that you'll find another guidebook as detailed as this."


PASSPORT "Well-written, cleverly organized...remarkably comprehensive."

"Focuses] their information to attract vacationers who don't want cookie-cutter itineraries." 


FrequentFlyer. "A series of hip new tomes."

"Informative...hand-picked venues." 

Chicago Tribune "Numerous three-day itineraries to mix and match to your heart's delight."

"Opening chapters set the spirited tone...a host of food-focused entries accommodate all tastes." 

BudgetTravel "Meaty descriptions of attractions, clubs, shops and hotels."


"For travel-savvy grown-ups who've been there and done that... books are based on travel styles with a focus on insider tips." 

MEN.STYLE.COM "A slick new class of guides."


"Perfect for the business person or jet-setter who's in town for a few days and has little time to research a visit." 

BRENTWOOD Magazine "For the intrepid adventurer on your list, the new Night+Day city guides are truly a must-have item."

The Salt Lake Tribune "Delivers pithy comments and frank opinions."

"Your one-stop guide to shopping, nightlife, restaurants, hotels and other attractions." 

"A handy and thoughtful guide to the city's restaurants, bars and attractions." 

"Solid information about when and how to experience the best each city has to offer...Count on trendy, hip, and hot tips, smart clubs, and fashionable fun." 

"Refreshingly different...It's amazing how much information is crammed into a handy 230-page paperback format." 

Forbes "Extraordinary detail, itineraries organized by theme, and an up-to-the-minute black book of what's hot provides readers with the ultimate guide."

THE BUZZ

Trendy Tables

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Jazz Clubs

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Gay Bars

Luxe Spas

Top Museums

Fine Dining

Unique Shops

Scene Bars

Sexy Lounges

Late-Night Eats

Wine Bars

VIP Lounges

Romantic Spots

Historic Sites

People-Watching

Top Shops

Modern Art

Bistros

Power Lunches

Dance Clubs

Live Music

Unusual Museums

Late-Night Hangouts

THE CORE ELEMENTS

Listings

Over 250 listings—concise, opinionated and chock-full of insider tips, including more than 50 great things to do after dinner. Listings are uniquely structured around the experience you want to have (Hot & Cool, Hip and Classic), not by geography or price.

99 Best

Drilled down to the top three choices in 33 categories that represent each city's character, these are the best places to dine, dance, lounge, visit, shop, explore, and rejuvenate. And every recommendation comes with a hot tip to enhance each experience.

Prime Time

The focus is on being in the right place at the right time: the rhythm of the city, including dining hours; the prime seasons to visit; and event calendars that ensure you catch the city at its peak.

Perfect Plan

Three (sometimes four) nonstop itineraries for each city that take the guesswork out of making the most of three nights and days. From morning to late-late night, they put you in the right place at the right time.

Cheat Sheet

A fun countdown format hones in on the information travelers need to know: the most indispensable streets, key neighborhoods and city-defining sites.

Black Book

Replacing the old-fashioned index found in other guides, our uniquely formatted list provides details for all the venues. It's now easy to choose—by style, neighborhood and other features—the right place to go to get the most out of your stay.

Photographs

Seeing is believing, so our photo insert shows you what you can expect from each of the theme chapters. We've also included an image of our specially commissioned painting for each city.

Maps

Key maps for planning a visit (we presume your concierge will provide detailed street maps on arrival): an Action Central map detailing the area with the greatest concentration of recommended restaurants and nightlife; a Neighborhood map showing each of the areas highlighted in the guide; and a Regional map that includes the day and overnight trip destinations.

Leaving Town

A diverse compilation of day excursions and overnight trips shows you the best ways to spend your time outside the city limits.

City Essentials

The logistical information travelers need to hit the ground running, with special recommendations for people traveling for business and conventions.

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THE AUTHORS

JULIANNE BALMAIN (San Francisco) is the author of *The Kama Sutra Deck* and *Office Kama Sutra*. She is also the author, writing as Nadia Gordon, of three mystery novels set in the Napa Valley, California, wine country that are steeped in the culinary life.

NEIL CARLSON (author, Amsterdam and Toronto), originally from Toronto, moved to Amsterdam where he's the travel and design editor of *Highrise*, and a freelance journalist whose work has appeared in numerous print publications. He has traveled to more than 40 countries.

ALISON CULLIFORD (author, Paris) is an editor and writer for *Time Out Paris*. She has written for *The Daily Telegraph*, *The Times*, and *Vogue*, and is the author of *Paris Revisited*.

LARA CUMMINGS (author, Madrid) is an editor at *The Broadsheet*, a leading English-language publication in Madrid. Although she is originally from Australia, Madrid has been her home base for several years.

ELISE HARTMAN FORD's (author, D.C.) writing has appeared in *The Washington Post*, *Washingtonian*, *Bradman's North America Guide*, *Ladies' Home Journal* and other publications. She is the author of several guidebooks, including, since 1998, the annually published *Frommer's Guide to Washington, D.C.* and *Unique Meeting, Wedding and Party Places in Greater Washington*.

JOYCE-ANN GATSOU LIS (author, Athens) is a journalist focusing on travel and business who has written extensively about central Europe and the Balkans.

CLAIRE GERVAT (author, London) writes about London for a wide range of national magazines and newspapers, including *Condé Nast Traveler*, *The Daily Mail* and the *London Evening Standard*. She is also the author of *Elizabeth: the Scandalous Life of the Duchess of Kingston*.

PATRICK GREEN (author, Los Angeles and Las Vegas) is a Hollywood-based writer who documents the LA nightlife scene for Citysearch, Sheekys, la.com, and *The Funseeker's Las Vegas*.

MARC LLEWELLYN (author, Sydney) has worked as a professional travel writer for the past decade. He is the author of the travelogue *Riders to the Midnight Sun*, and is the president of the Australian Society of Travel Writers.

BRIAN NIEMIETZ (author, New York) has been a nightlife writer for six years, which includes a one-year stint as the senior editor for New York's *Sheeky's Bar, Club and Lounge Guide*. He routinely writes nightlife and entertainment coverage for *The New York Post*, and has penned "Best of..." features for *Playboy* magazine (2005) and *New York Magazine* (2006).

TODD PRICE (author, New Orleans) covers food and restaurants for *OffBeat* and was previously the dining editor at *New Orleans Magazine* and the food critic at the *Gambit*. He writes about food, music, and travel for local and national publications.

PEDRO ROMERO (author, Mexico City), Impressed by the deepening links between the U.S. and Mexico, Romero moved from Los Angeles to Mexico City to live firsthand in the country that is having such a profound impact on the demographics of his own. He has written extensively about Mexico and South America, the United States, and Western Europe for a variety of travel publications.

GRETCHEN SCHMIDT (author, Miami), is a writer and editor whose work has appeared in *Time Out*, Fodor's and other travel trade, consumer and culinary publications.

WENDY WOLLENBERG (author, Chicago) is the managing editor of AOL CityGuides in Chicago. She has written for such publications as *The Chicago Sun-Times*, *WHERE Chicago* magazine, *Naperville Magazine* and *Style.com*.

PAUL ZEMANEK (author, Los Angeles) is a Santa Monica-based writer who has contributed to Reuters, *Travelocity*, *Maxim*, and *Southwest Spirit*. He has written about museum restaurants, vintage hotspots, downtown development, and many other travel trends, and is currently working on his first novel, a murder-mystery satire, and the requisite screenplay.

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FOUNDER & PUBLISHER ALAN DAVIS



Alan S. Davis has come full circle in his career. Davis started in the travel business near 40 years ago in college. Now, he is the Night+Day guides founder, publisher and executive editor, as well as the author of *The Fun Also Rises North America*, *The Fun Also Rises International* and *The Fun Seeker's North America*.

Davis has always sought to deliver the concept of peak travel to his audience and in 2005 he established Pulse Guides to focus on collecting peak experiences exclusively

for the savvy but time-poor traveler. Pulse Guides' first imprint, Night+Day, was launched in 2006 as a series of original, single-destination guides to the most dynamic cities on the planet.

Davis comes from an entrepreneurial family whose insights consistently break new ground. His father, Leonard Davis, was the co-founder of the American Association of Retired Persons (AARP) and created the first travel company dedicated to serving older Americans. Alan's first job was escorting some of these tour groups around Europe to evaluate them. Although Alan continued to travel extensively, his environmental and entrepreneurial interests led to the 1976 creation of Conservatree Paper Company, the first wholesaler of recycled printing paper. Conservatree earned a spot on the Inc. 500's list of the nation's fastest-growing companies three times, and was credited with being at the forefront of putting recycled paper on the map.

In 1995 Davis decided to "retire" and pursue his passion, travel. He felt compelled to ramp up the fun quotient in his life and attended the "Fiesta de San Fermin" (the Running of the Bulls) in Pamplona, Spain. In preparing for the trip he discovered how little useful information was available. Alan didn't run with the bulls (a longer story) but he did enjoy one of the greatest parties on the planet and decided to set out on a journey to discover 99 more just like it. The result, in 1999, was the publication of *The Fun Also Rises*, a guide to the 100 most fun places to be in the world at the right time, ranging from the Opera Ball in Vienna to the Calgary Stampede.

The success of his book and the sense that guidebooks were failing to create the excitement that comes with peak experiences convinced Davis to start Greenline Publications in 2002. Drawing from his early experience in the tour-operator business, in which itineraries were key to success, his aim was to point readers to the very best possible experience, never settling for the ordinary—in short, extraordinary guides for extraordinary travelers. While Greenline continues to publish books on travel to historical places (see greenlinepub.com), Pulse Guides was established to focus on the peak experiences of urban travelers.

Davis earned a B.S. in Business Administration from the University of Southern California, as well as a J.D. (Law) from New York University. In his spare time he loves to spend time with his family, play tennis and, of course, travel.

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