

**Instructions for opening electronic press materials and saving images in print quality**

To enter website with electronic press materials:

Link: [http://www.newyorkerpr.com/ch/press\\_material/](http://www.newyorkerpr.com/ch/press_material/)

- 1) Click on the link to open the website with electronic press materials. If the link above does not work, you can copy the address and paste it into your browser.
- 2) In your browser you will see a "log in" form:
  - Please login with your own login dates or ask for new login dates
  - After you have asked for your individual login, you will receive an email which approves or disapproves your access to the portal
- 3) Then you can start and login into the portal:  
You will see the New Yorker Look Book with high quality stills of all New Yorker brand labels with a pricelist and article numbers. There you also find the New Yorker Image Book with expressive photos and descriptive image texts to each New Yorker brand label. We also offer regularly brand new stills for download.

To download pictures to your computer:

- 1) Below each article of the Look Book and each image of the Image Book you can find a button for the "Download"
- 2) Click the button "Download"
- 3) You can choose between tiff and jpg
- 4) Then it is possible to open the picture or to save it immediately

Back to the menus:

- You can come back to the menus via the links „Back to the Collection“ and „Back to the Books“.