

# NY MAG IS OFF 'HOOK'

## DROPS 'ESCORT' ADS

By CHUCK BENNETT

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Lonely hearts around town won't be able to find rent-a-dates in the back pages of New York magazine anymore.

The popular weekly announced yesterday it will stop accepting sex ads in the wake of protest threats by the local chapter of the National Organization for Women.

The feminist group called the magazine the "marketing arm of the organized-crime world of prostitution and human trafficking" because of ads touting "Asians Gone Wild," "Asian Bliss" or "Hot Latinas."

"We worked to educate them on the connections trafficking and the existing sex industry," said Sonia Ossorio, president of NOW-NYC. "Numerous publications have come to the conclusion that it's not a business they really want to be in."

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New York magazine became the 15th publication this year, including Time Out New York and the New York Press, that agreed to end the "escort" and "model" ads that are often codes for prostitution.

"New York has been trying to eliminate this section for years. The business is prospering at this magazine and it was high time to get out of a business we were never comfortable being in," said magazine spokeswoman Serena Torrey.

NOW-NYC threatened protests outside of New York magazine's downtown offices, but Torrey declined to say if the protest threat prompted the move. All ads for adult services, spas, massages and the like will be phased out by the end of the year. The magazine earned \$10,000 a week on the adult ads, according to NOW-NYC estimates.

Calls for comment to "Asians Gone Wild" and "Asian Bliss" were not immediately returned.

But one independent operator who goes by the name Ashley and advertises herself as a "sexy hot Latina" objected to the prostitution label. "I just provide dancing, bachelor parties, you know what I mean, massages," she said. "I don't put sex in my ads and don't provide sex."

Ossorio estimated that less than 15 percent of prostitutes are independent or fit the cliché of a young woman paying for college, and the rest are trapped in "low-budget, assembly-line sex."

[cbennett@nypost.com](mailto:cbennett@nypost.com)