



Boston
home
Media Kit 2021

“A celebration of smart local architecture and interior design, Boston Home connects readers with the big ideas they’re looking for and the talented local professionals who can bring them to life.”

— ANDREA TIMPANO, EDITOR IN CHIEF

Boston
home

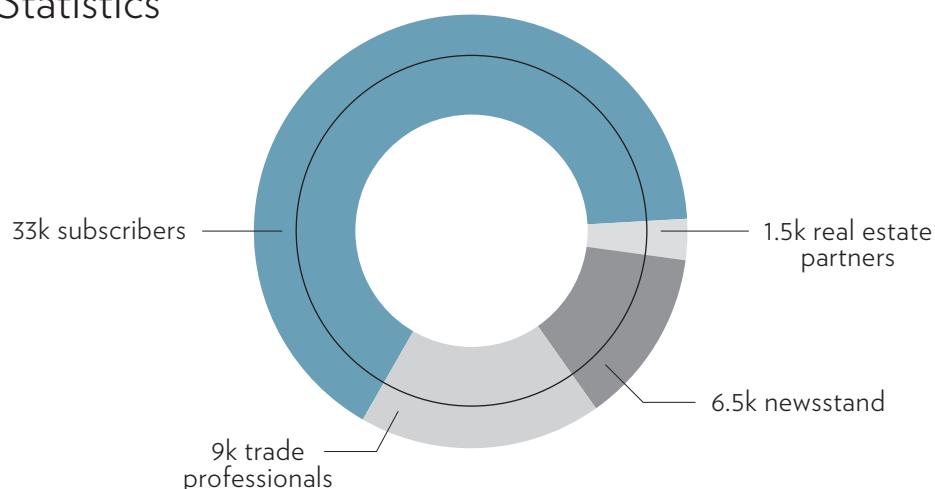
DISTRIBUTION & OUR AUDIENCE

Boston Home is the premier local source for design inspiration, offering creative features on standout city, suburban, and coastal abodes; round-ups of trendy furniture and décor; and spotlights on the region's most in-demand makers, design professionals, and industry influencers.

Average Issue Statistics

TOTAL CIRCULATION

50,000



TOTAL REACH PER ISSUE

317,500

Reader Profile

\$234,018
average household income

27%
of readers have a net worth of \$2M+

62% female
38% male

70%
age 45+



MEET OUR EDITORS



ANDREA TIMPANO

Since arriving at *Boston* magazine in 2013, Andrea Timpano has covered everything from healthcare and home design to Real New England Weddings and real estate. Now the editor in chief of *Boston Home* and *Boston Weddings*, she continues to explore the local design and wedding industries while writing for *Boston* in her spare time.

MICHELE SNOW

Michele is the art director for *Boston Home* and *Boston Weddings*, and has been with the magazine since 2013. She brings the pages of both publications from imagination to execution to production. Born and raised on the South Shore and Cape Cod, she is proud to celebrate the best of our local New England home and wedding design talent in every issue.



CALENDAR

Boston Home publishes four signature issues of curated home-design features.

SPRING

AD CLOSE
12/18/20

ON SALE
2/16/21

Editorial Focus

Houses of the Future

Events

Boston Home Breakfast (v)

SUMMER

AD CLOSE
3/26/21

ON SALE
5/25/21

Editorial Focus

Summer Escapes

Special Section

Faces of Women in Design

Events

Boston Home Breakfast (v)

FALL

AD CLOSE
6/25/21

ON SALE
8/24/21

Editorial Focus

Kitchens

Events

Boston Home Breakfast (v)

WINTER

AD CLOSE
10/1/21

ON SALE
11/16/21

Editorial Focus

Best of Boston Home

Events

Boston Home Breakfast, Best of Boston Home

ESSENTIALS:

Trendy Décor, Inspiring Mood Boards, and Other Design Must-Haves

EDITORS' PICKS

FOUND ART

PERFECT 10

READING LIST

PALETTES

LANDMARK



ADDITIONAL FEATURES

HEADING HOME:

The region's top design professionals invite us into their abodes.



INNOVATORS:

Standout Local Influencers and Makers

NEW ENGLAND MADE

SPACES

OBSESSIONS

RENOVATION

Q&A

STOCKIST:

The ultimate home-design resource guide.

MEET OUR ONLINE READERS

Bostonmagazine.com is Boston's must-read destination that connects Bostonians to their community and helps them make the most out of living in the Greater Boston area. We have more than 10 channels that cover everything from restaurants to local and national news, to Home & Property, and so much more.

Average
Monthly
Statistics

UNIQUE VISITORS
1.86 Mil

PAGE VIEWS
2.42 Mil

BREAKDOWN

AT A GLANCE

NO. 1

70%

of readers are between
25–54 years of age

NO. 2

69%

of readers visit
bostonmagazine.com
at least 1x per week

NO. 3

91%

of readers have at least
one Bachelor's Degree
or higher

HOME & PROPERTY

477,580

monthly pageviews of
Home & Property content

440,100

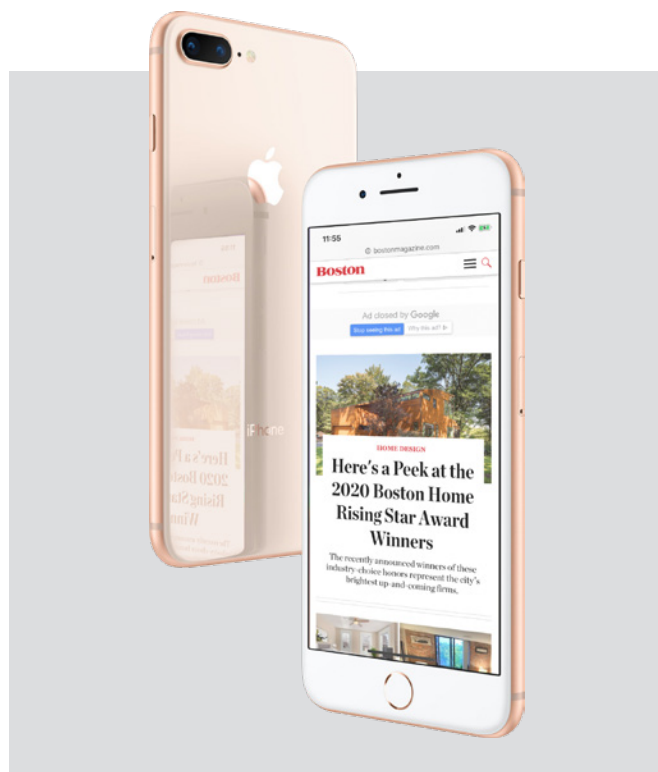
unique monthly users of
Home & Property content,
an increase of 215% over
2019 average

56%

of Home & Property channel
visitors are female

3 minutes

is the average time
spent reading a Home
& Property article



BY DEVICE

MOBILE/TABLET

70%

DESKTOP

30%

Boston
Home
Instagram

14.3k
FOLLOWERS

59%
AGE 25–44

72%
FEMALE

DIGITAL CAPABILITIES

Boston Home's reach is extended via Bostonmagazine.com, an integrated source for further design inspiration and real estate news, featuring articles from the quarterly issues as well as expanded coverage with daily fresh online-only content, helpful guides, and e-newsletters.



ENEWSLETTER SPONSORSHIP AND EBLASTS

Reach opt-in subscribers



CUSTOM CONTENT

Partner with a *Boston* magazine writer on a custom content article



ARTICLE ROADBLOCKS

Align your brand with 100% SOV alongside an editorial article



SPONSORED INSTAGRAM POSTS

Boston magazine, *Boston Home*



CHANNEL SPONSORSHIPS

Align directly with *Boston* magazine's Home & Property channel



Contact Us

CHRISTINA MILLER

Associate Publisher

857-221-5415

cmiller@bostonmagazine.com