“At a time when it matters more than ever, we are the influential leader Bostonians rely on when looking to make informed quality-of-life decisions, providing meaningful content and experiences that give readers a deep, personal connection to our historic city.”

— CHRIS VOGEL, EDITOR IN CHIEF
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Meet Our Print Readers

For more than 50 years, *Boston* magazine has been the center of influence in Boston, providing our educated, social and affluent audience with the resources they need to make quality of life decisions.

Average Monthly Statistics

<table>
<thead>
<tr>
<th>TOTAL REACH PER ISSUE</th>
<th>450k+</th>
</tr>
</thead>
<tbody>
<tr>
<td>CIRCULATION/RATE BASE</td>
<td>65k</td>
</tr>
</tbody>
</table>

Breakdown

**Age**

- 19% are 65–74
- 24% are 55–64
- 23% are 45–54
- 4% are 75–84
- 3% are 21–24
- 9% are 25–34
- 18% are 35–44

**Demographics**

- 65% MARRIED
- 62% FEMALE
- 38% MALE
- $234k HHI
- 85% HOMEOWNERS

**Influence**

- 69% spend more than 30 minutes reading an issue
- 6.4 number of readers per copy
- 72% of readers keep issues for one month or more
- 78% of readers have read all 4 of the last 4 issues

**Education**

- 92.5% graduated college and/or have an advanced degree

**Influence**

- 74% of readers have frequently purchased products and services seen in the magazine

Editorial Calendar

January/February
Top Doctors, Travel

March
Real Estate, Spring Fashion

April
Editorial, Spring Arts Preview

May
Power

June
Summer Travel, Top Real Estate Producers

July
Best of Boston

August
Editorial

September
Top Schools, Fall Fashion, Fall Arts Preview

October
Editorial, Top Dentists

November
Food & Dining

December
Editorial
# Planning Calendar

## January/February

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Sections</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Doctors, Travel</td>
<td>Summer Sessions &amp; Camps, Health Experts, Visit Florida</td>
<td>Power Talks - Wellness (v)</td>
</tr>
</tbody>
</table>

### Boston Home Spring

- **BRAND AD CLOSE**: 12/18/20
- **ON SALE**: 2/16/21
- **Editorial Focus**: Houses of the Future
- **Events**: Boston Home Breakfast (v)

## March

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Sections</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Real Estate, Spring Fashion</td>
<td>With Honors, Rejuvenate Your Look</td>
<td>Power Talks - Real Estate (v)</td>
</tr>
</tbody>
</table>

## April

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Section</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Editorial, Spring Arts Preview</td>
<td>Guide to Aging Well</td>
<td>Power Talks - Real Estate (v)</td>
</tr>
</tbody>
</table>

### Boston Home Spring

- **BRAND AD CLOSE**: 12/18/20
- **ON SALE**: 2/16/21
- **Editorial Focus**: Houses of the Future
- **Events**: Boston Home Breakfast (v)

## May

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Section</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power</td>
<td>Financial Planning Experts</td>
<td>Power Talks (v)</td>
</tr>
</tbody>
</table>

## June

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Section</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Travel, Top Real Estate Producers</td>
<td>Real Estate Experts</td>
<td></td>
</tr>
</tbody>
</table>

## July

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Section</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Best of Boston</td>
<td>Cosmetic Enhancements</td>
<td></td>
</tr>
</tbody>
</table>

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Updated February 9, 2021. Content subject to change. For special advertising section deadlines please contact your Account Manager.
# Planning Calendar

## August

**BRAND AD CLOSE** 7/1/21  |  **ON SALE** 8/3/21

**Editorial Focus**  
*Editorial*

**Special Sections**  
*Faces of Women in Healthcare*

**Events**  
*Boston magazine’s Best of Boston (Tentative)*

---

**Boston Home Fall**

**BRAND AD CLOSE** 6/25/21  |  **ON SALE** 8/24/21

**Editorial Focus**  
*Kitchens*

**Events**  
*Boston Home Breakfast (v)*

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## September

**BRAND AD CLOSE** 7/30/21  |  **ON SALE** 8/31/21

**Editorial Focus**  
*Top Schools, Fall Fashion, Fall Arts Preview, Extended Home & Property*

**Special Sections**  
*With Honors, Holiday Party Venue Guide*

**Events**  
*Boston Home Breakfast*

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## October

**BRAND AD CLOSE** 8/27/21  |  **ON SALE** 9/28/21

**Editorial Focus**  
*Fall Travel, Top Dentists*

**Special Section**  
*Dental Experts*

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## November

**BRAND AD CLOSE** 9/24/21  |  **ON SALE** 10/26/21

**Editorial Focus**  
*Top 50 Restaurants*

**Special Section**  
*Guide to Private Schools, Aging Well*

**Events**  
*Boston magazine’s Taste (Tentative)*

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## December

**BRAND AD CLOSE** 10/1/21  |  **ON SALE** 11/18/21

**Editorial Focus**  
*Best of Boston Home*

**Events**  
*Boston Home Breakfast, Best of Boston Home (December)*

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Want to know more?  
For more information, please contact your Account Manager or email advertisers@bostonmagazine.com.
Monthly Sections

The Hub:
News, Opinion, and City Life

- Person of Interest (monthly Q&A)
- The LoveMeter
- Our City: By the Numbers

Life & Style:
How to Live the Luxe Life

- What’s in Store
- Impulse Buy
- The Lust Lineup
- Be Well Boston
- Boston Traveler

Home & Property:
Interior Design, Real Estate, and Pretty Things for Home

- Real Estate Showdown
- Haute Design
- Spaces

The Beacon:
Culture, Food, and Fun

- City Guide
- Arts & Entertainment
- Food
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 health and fitness and so much more.

Average Monthly Statistics

UNIQUE VISITORS 1.86 Mil
PAGE VIEWS 2.42 Mil

We Deliver What Readers Want

86% of readers come to bostonmagazine.com for food and dining content
84% of readers come to bostonmagazine.com for Real Estate & Home Design and Health & Wellness content

CATEGORIES

The Top 5

1. News
2. Home & Property
3. Restaurants
4. Wellness
5. Arts & Entertainment

By Device

Mobile/Tablet 70%
Desktop 30%

Updated February 9, 2021. Source: 2019 Boston Online Readership Survey; Metro Corp Audience Department October 2019; Google Analytics April-September 2020.
Data captures averages over 6 months.
# Social Media Snapshot

## #TRENDING

<table>
<thead>
<tr>
<th>INSTAGRAM</th>
<th>FLWRS.</th>
</tr>
</thead>
<tbody>
<tr>
<td>@bostonmagazine</td>
<td>164.0k+</td>
</tr>
<tr>
<td>@bostonhomemag</td>
<td>14.4k+</td>
</tr>
<tr>
<td>@bostonweddings</td>
<td>14.5k+</td>
</tr>
<tr>
<td>@bewellboston</td>
<td>8.5k+</td>
</tr>
<tr>
<td>@bostonmagevents</td>
<td>23.4k+</td>
</tr>
<tr>
<td>@bosfeed</td>
<td>14.6k+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>FLWRS.</th>
</tr>
</thead>
<tbody>
<tr>
<td>@bostonmagazine</td>
<td>128.5k+</td>
</tr>
<tr>
<td>@bostonmagazines</td>
<td>11.0k+</td>
</tr>
<tr>
<td>@bostonhomemag</td>
<td>3.4k+</td>
</tr>
<tr>
<td>@bosfeed</td>
<td>1.6k+</td>
</tr>
<tr>
<td>@bostonweddings</td>
<td>4.8k+</td>
</tr>
<tr>
<td>@bewellboston</td>
<td>1.2k+</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TWITTER</th>
<th>FLWRS.</th>
</tr>
</thead>
<tbody>
<tr>
<td>@bostonmagazine</td>
<td>166.1k+</td>
</tr>
</tbody>
</table>

Updated February 9, 2021.
Ad Preparation

High-resolution Adobe Acrobat PDF recommended. Mac format preferred.

PDF Settings
High-resolution PDF for press: PDF/X-1a:2001 (recommended) or Press Quality. All fonts embedded.

Image Settings
Color images: 300 DPI
Monochrome images (Graphic & Art Settings): 1200 DPI

Photoshop PDFs and PDFs created by Adobe PDF Writer are NOT recommended.

InDesign, Photoshop (saved as TIFF or EPS), or Illustrator (saved as EPS) files are also accepted. Convert all fonts used in art files to outlines. Native files may be sent as long as all screen and printer fonts and all linked art files used in the ad are included. Files created in Microsoft Paint, Word or PowerPoint are not accepted.

Images
All high-resolution images must be a minimum of 300 DPI at 100% of final print size. Do not upsample the resolution of your image by manually changing the DPI in Photoshop. This can cause a pixilated, blurry or low-quality image.

DO NOT USE SPOT COLORS.
4-color scans must be saved as CMYK, not RGB.

Print Specs

Prep Specs
Screened tone values over 85% may print solid. Screen tone values under 3% may not print. Total density in any one area must not exceed 280%. Publisher cannot guarantee legibility of 4-color knock-out type below 7 points. Offset reproduction may not match computer generated color proofs.

Boston Design Services
If you do not have creative for your advertisement, Boston magazine can provide design services at an additional cost. For more information and rates, contact your Account Manager.

Ad Submission

Your account manager will send you a personalized link to upload your ad. Please do not email your ad. Please do not email your ad directly. Use advertiser’s name as the file name. Zip your file before uploading and remove all special characters and extra periods from the file name. If you are sending native files, please package all fonts and images before zipping your files.

Proofs
Send a proof of the final ad printed at 100%. Digital proofs are acceptable for color, provided they have been calibrated to SWOP standards.

Proofs may be mailed to...
Metcrocorp Media Production ATTN: Joshua Neal
170 S Independence Mall W, Suite 200 East
Philadelphia, PA 19106

Questions?
Contact your account manager or Rachel Drezner in the Client Services department at rdrezner@metrocorpmedia.com.
### Traditional Display Ad Units

<table>
<thead>
<tr>
<th>Unit</th>
<th>Dimensions (PX)</th>
<th>Format</th>
<th>File Size</th>
<th>Restrictions</th>
<th>Video Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Unit</td>
<td>320x50</td>
<td>Image or 3rd-party tag</td>
<td>100kB max</td>
<td>None</td>
<td>No</td>
</tr>
<tr>
<td>Skins (x2)</td>
<td>120x1050</td>
<td>JPG or PNG file</td>
<td>100kB max (each)</td>
<td>No animation</td>
<td>No</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>Image or 3rd-party tag</td>
<td>200kB max</td>
<td>None</td>
<td>Yes</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>Image or 3rd-party tag</td>
<td>200kB max</td>
<td>None</td>
<td>Yes</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>Image or 3rd-party tag</td>
<td>200kB max</td>
<td>None</td>
<td>Yes</td>
</tr>
<tr>
<td>Billboard</td>
<td>970x90 or 970x250</td>
<td>Image or 3rd-party tag</td>
<td>200kB max</td>
<td>None</td>
<td>Yes</td>
</tr>
<tr>
<td>Prestitial (Desktop)</td>
<td>600x400</td>
<td>JPG or PNG file</td>
<td>200kB max</td>
<td>15 seconds max</td>
<td>Yes</td>
</tr>
<tr>
<td>Social Display (Mobile)</td>
<td>N/A</td>
<td>Facebook, Instagram, Twitter</td>
<td>N/A</td>
<td>None</td>
<td>No</td>
</tr>
</tbody>
</table>

### e-Newsletters

<table>
<thead>
<tr>
<th>Unit</th>
<th>Dimensions (PX)</th>
<th>Format</th>
<th>File Size</th>
<th>Restrictions</th>
<th>Video Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-Newsletter</td>
<td>300x250</td>
<td>JPG or PNG file</td>
<td>100kB max</td>
<td>No animation</td>
<td>No</td>
</tr>
<tr>
<td>e-Blast</td>
<td>460x640</td>
<td>JPG file and best contact(s) to receive test, 20–25 words and URL</td>
<td>N/A</td>
<td>No animation</td>
<td>No</td>
</tr>
</tbody>
</table>

### Video

<table>
<thead>
<tr>
<th>Unit</th>
<th>Dimensions (PX)</th>
<th>Format</th>
<th>File Size</th>
<th>Restrictions</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Banner</td>
<td>300x250</td>
<td>3rd-party only; No streaming</td>
<td>200kB initial load; 1MB additional</td>
<td>User-initiated sound</td>
<td>Site-serving; design up-charge</td>
</tr>
<tr>
<td>In-Article</td>
<td>1280x720 (16:9 aspect ratio) expands to frame</td>
<td>mp4 or VAST tags (SSL only)</td>
<td>20MB max</td>
<td>15 or 30 seconds</td>
<td>24 FPS</td>
</tr>
</tbody>
</table>

### Breakdown

#### Ad Submission
Creative can be emailed to your Account Manager and will be sent to the online marketing department.

- **Image Files**
  200kB max file size (.jpg, .png, .gif)

- **Rich Media**
  200kB max file size for site-served; 300kB for 3rd-party serving

- **HTML5** sent as .zip file that can only contain the following elements: .html, .js, .json, .jpg, .gif, .png, .swf, .css, .xml. All files in the provided .zip must be referenced in your .html file. Do not send any that are not referenced.

  Any creative with additional elements (video, expansion, etc) MUST be served through a 3rd-party ad-server or be subject to additional production fees of $1,500 per creative and $1.50 CPM up-charge.

  **clickTag sample:**
  ```html```
  <script type="text/javascript">
  var clickTag = "http://www.yourURLhere.com";
  </script>
  ```html```

  Flash no longer accepted.

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