“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
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

TOTAL REACH PER ISSUE 450k+
CIRCULATION/RATE BASE 65k

BREAKDOWN

Age

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

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

INFLUENCE

Engagement

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

A Little More About Our Readers

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

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

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

**BRAND AD CLOSE**

<table>
<thead>
<tr>
<th>Date</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/3/20</td>
<td>1/5/21</td>
</tr>
</tbody>
</table>

**Editorial Focus**
- Top Doctors, Travel

**Special Sections**
- Summer Sessions & Camps, Health Experts, Visit Florida

**Events**
- Power Talks - Wellness (v)

**Boston Home Spring**

**BRAND AD CLOSE**

<table>
<thead>
<tr>
<th>Date</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>12/18/20</td>
<td>2/16/21</td>
</tr>
</tbody>
</table>

**Editorial Focus**
- Houses of the Future

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

## March

**BRAND AD CLOSE**

<table>
<thead>
<tr>
<th>Date</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/22/21</td>
<td>2/23/21</td>
</tr>
</tbody>
</table>

**Editorial Focus**
- Real Estate, Spring Fashion

**Special Sections**
- With Honors, Rejuvenate Your Look

**Events**
- Power Talks - Real Estate (v)

## April

**BRAND AD CLOSE**

<table>
<thead>
<tr>
<th>Date</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/19/21</td>
<td>3/23/21</td>
</tr>
</tbody>
</table>

**Editorial Focus**
- Editorial, Spring Arts Preview

**Special Section**
- Guide to Aging Well

## May

**BRAND AD CLOSE**

<table>
<thead>
<tr>
<th>Date</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/26/21</td>
<td>4/27/21</td>
</tr>
</tbody>
</table>

**Editorial Focus**
- Power

**Special Section**
- Financial Planning Experts

**Events**
- Power Talks (v)

## June

**BRAND AD CLOSE**

<table>
<thead>
<tr>
<th>Date</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>4/30/21</td>
<td>6/1/21</td>
</tr>
</tbody>
</table>

**Editorial Focus**
- Summer Travel, Top Real Estate Producers

**Special Section**
- Real Estate Experts

## July

**BRAND AD CLOSE**

<table>
<thead>
<tr>
<th>Date</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/4/21</td>
<td>7/6/21</td>
</tr>
</tbody>
</table>

**Editorial Focus**
- Best of Boston

**Special Section**
- Cosmetic Enhancements

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Updated June 28, 2021. Content subject to change. For special advertising section deadlines please contact your Account Manager.
Planning Calendar

August

Editorial Focus
Editorial

Special Sections
Faces of Women in Healthcare

Events
Boston magazine’s Best of Boston (Tentative)

September

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

Special Sections
With Honors

Events
Boston Home Breakfast

October

Editorial Focus
Fall Travel, Top Dentists

Special Section
Dental Experts

November

Editorial Focus
Top 50 Restaurants

Special Section
Guide to Private Schools, Aging Well

Events
Boston magazine’s Taste (Tentative)

December

Editorial Focus
Holiday Gift Guide, Extended Home & Property

Special Section
Law Experts, Boston Gives

Events
Best of Boston Home

Boston Weddings

BRAND AD CLOSE
10/1/21

ON SALE
11/18/21

Events
Boston Weddings launch event

Want to know more?

For additional information and sponsorship opportunities, contact our advertising department at advertisers@bostonmagazine.com.

Updated June 25, 2021. Content subject to change. For special advertising section deadlines please contact your Account Manager.
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

Updated June 25, 2021. Content subject to change. For special advertising section deadlines please contact your Account Manager.
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

<table>
<thead>
<tr>
<th>UNIQUE VISITORS</th>
<th>PAGE VIEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1.86 Mil</strong></td>
<td><strong>2.42 Mil</strong></td>
</tr>
</tbody>
</table>

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

Updated April 29, 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

556k+ FOLLOWERS

13 ACCOUNTS

INSTAGRAM FLWRS.
@bostonmagazine 164.0k+
@bostonhomemag 14.4k+
@bostonweddings 14.5k+
@bewellbos 8.5k+
@bostonmagevents 23.4k+
@bosfeed 14.5k+

FACEBOOK FLWRS.
@bostonmagazine 128.5k+
@bostonmagevents 11.0k+
@bostonhomemag 3.4k+
@bosfeed 1.6k+
@bostonweddings 4.8k+
@bewellboston 1.2k+

TWITTER FLWRS.
@bostonmagazine 166.1k+
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. 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.

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.

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>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>
</tr>
<tr>
<td>Skins (x2)</td>
<td>120x1060</td>
<td>JPG or PNG file</td>
<td>100kB max (each)</td>
<td>No animation</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>Image or 3rd-party tag</td>
<td>200kB max</td>
<td>None</td>
</tr>
<tr>
<td>Half Page</td>
<td>300x600</td>
<td>Image or 3rd-party tag</td>
<td>200kB max</td>
<td>None</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728x90</td>
<td>Image or 3rd-party tag</td>
<td>200kB max</td>
<td>None</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>
</tr>
<tr>
<td>Prestitial (Desktop)</td>
<td>600x400</td>
<td>JPG or PNG file</td>
<td>200kB max</td>
<td>15 seconds max</td>
</tr>
<tr>
<td>Social Display (Mobile)</td>
<td>N/A</td>
<td>Facebook, Instagram, Twitter</td>
<td>N/A</td>
<td>None</td>
</tr>
</tbody>
</table>

**e-Newsletters**

<table>
<thead>
<tr>
<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. Includes 20–25 words and URL</td>
<td>100kB max</td>
<td>No animation</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>
</tr>
</tbody>
</table>

**Video**

<table>
<thead>
<tr>
<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>
</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>
</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:**

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

Flash no longer accepted.

**Required Resolution** 72 DPI; 24 FPS

**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.