



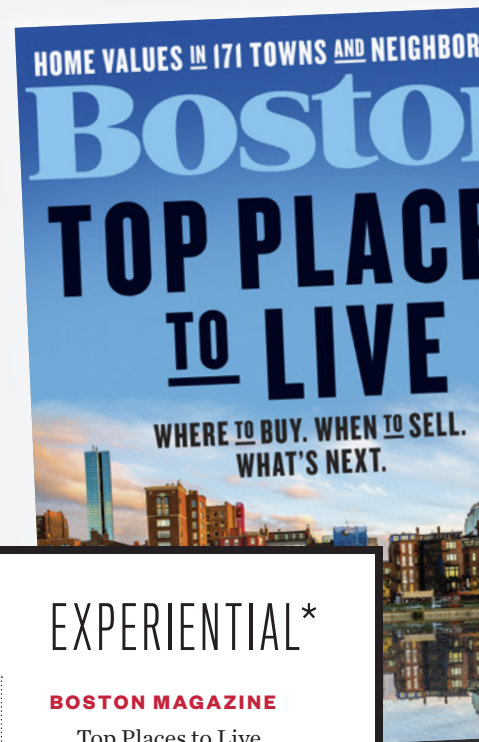
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**MEDIA
KIT 2021**

“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

Boston



PRINT

OUR TITLES

Boston magazine
Boston Weddings
Boston Home

CUSTOM PUBLISHING

William Raveis
Guide to Private Schools

DIGITAL

BOSTONMAGAZINE.COM

News
Education
Restaurants
Wellness
Life & Style
Weddings
Home & Property
Things to Do
Travel
Best of Boston
Find It Boston

SOCIAL

FACEBOOK

TWITTER

INSTAGRAM

Boston magazine
Boston Home
Boston Weddings
Boston magazine Events
BeWellBoston
BosFeed

EXPERIENTIAL*

BOSTON MAGAZINE

Top Places to Live
Best of Boston
Taste

BOSTON WEDDINGS

Best of Boston Weddings
Boston Weddings Launch Party

BOSTON HOME

Boston Home Breakfast Series
Best of Boston Home

*2021 experiential/event calendar to be determined based on state and/or CDC regulations.

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

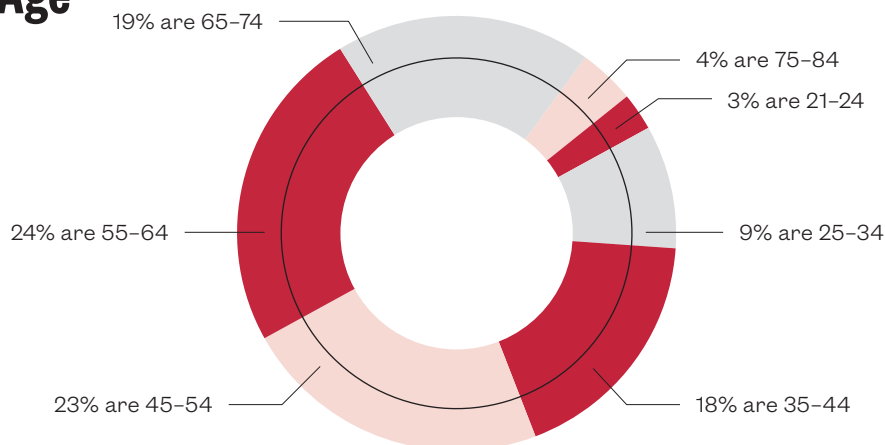
450k+

CIRCULATION/RATE BASE

65k

BREAKDOWN

Age



INFLUENCE

Engagement

67%

spend more than 30 minutes reading an issue

9.75

number of readers per copy

72%

of readers keep issues for one month or more

74%

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

80%

graduated college and/or have an advanced degree

Editorial Calendar

2021



OVERVIEW

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

pt. I

2021

January/February

BRAND AD CLOSE 12/3/20 | **ON SALE** 1/5/21

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 12/18/20 | **ON SALE** 2/16/21

Editorial Focus

Houses of the Future

Events

Boston Home Breakfast (v)

March

BRAND AD CLOSE 1/22/21 | **ON SALE** 2/23/21

Editorial Focus

Real Estate, Spring Fashion

Special Sections

With Honors, Rejuvenate Your Look

Events

Power Talks - Real Estate (v)

April

BRAND AD CLOSE 2/19/21 | **ON SALE** 3/23/21

Editorial Focus

Editorial, Spring Arts Preview

Special Section

Guide to Aging Well

May

BRAND AD CLOSE 3/26/21 | **ON SALE** 4/27/21

Editorial Focus

Power

Special Section

Financial Planning Experts

Events

Power Talks (v)

Boston Home Summer

BRAND 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)

June

BRAND AD CLOSE 4/30/21 | **ON SALE** 6/1/21

Editorial Focus

Summer Travel, Top Real Estate Producers

Special Section

Real Estate Experts

July

BRAND AD CLOSE 6/4/21 | **ON SALE** 8/24/21

Editorial Focus

Best of Boston

Special Section

Cosmetic Enhancements

Planning Calendar pt. II

2021

August

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

Editorial Focus

Editorial

Special Section

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)

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 Section

With Honors, Holiday Party Venue Guide

Events

Boston Home Breakfast

October

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

Editorial Focus

Fall Travel

Special Section

Faces of Women in Healthcare

November

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

Editorial Focus

Top 50 Restaurants

Special Sections

Guide to Private Schools, Aging Well

Events

Boston magazine's Taste (Tentative)

Boston Home Winter

BRAND AD CLOSE 10/1/21 | **ON SALE** 11/16/21

Editorial Focus

Best of Boston Home

Events

Boston Home Breakfast, Best of Boston Home (December)

December

BRAND AD CLOSE 10/22/21 | **ON SALE** 11/23/21

Editorial Focus

Holiday Gift Guide, Extended Home & Property

Events

Best of Boston Home

Boston Weddings

BRAND AD CLOSE 11/5/21 | **ON SALE** 12/21/21

Editorial Focus

Best of Boston weddings

Event

Boston Weddings launch event

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

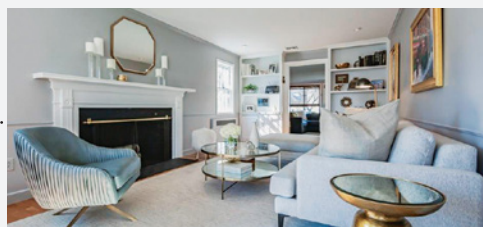
Home & Property:

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

BREAKDOWN

At a Glance

NO. 1

70%

of readers are between 25–54 years of age

NO. 2

62%

of readers have a HHI of over \$100k

NO. 3

69.4%

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

NO. 4

91.48%

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



By Device

Mobile/Tablet

70%

Desktop

30%

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

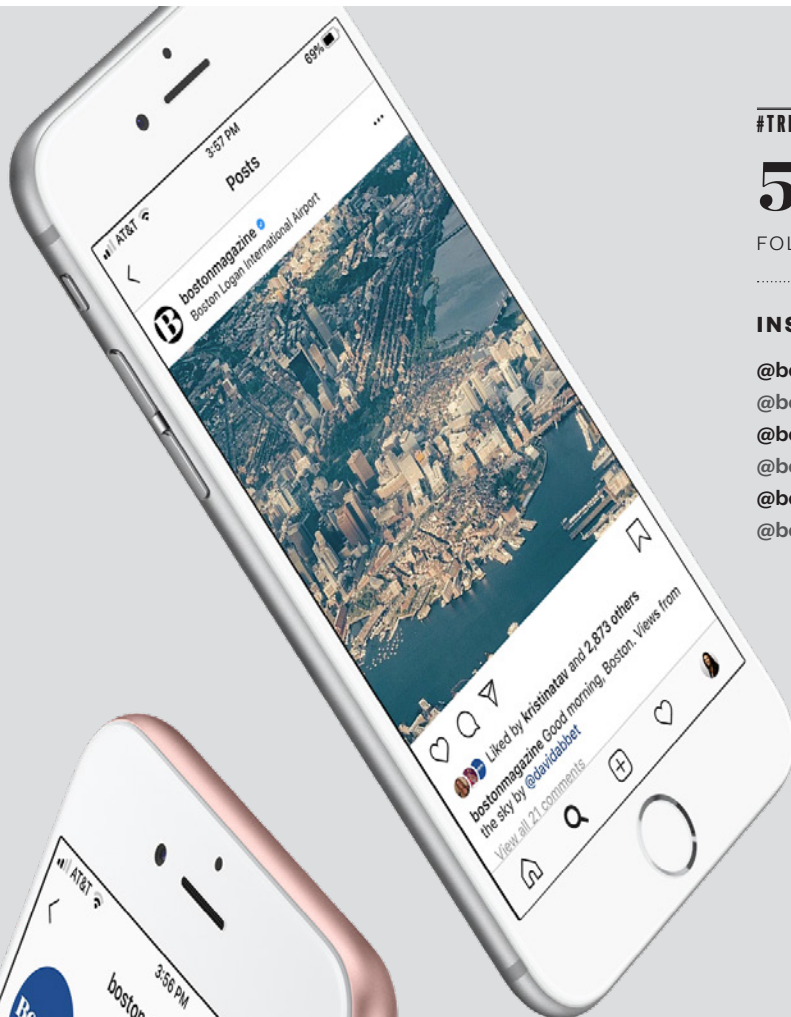
4.

Wellness

5.

Arts & Entertainment

Social Media Snapshot



#TRENDING

550k+

FOLLOWERS

13

ACCOUNTS

INSTAGRAM

@bostonmagazine
@bostonhomemag
@bostonweddings
@bewellbos
@bostonmagevents
@bosfeed

FLWRS.

159.0k+
13.5k+
14.5k+
8.7k+
23.4k+
14.2k+



FACEBOOK

@bostonmagazine
@bostonmagevents
@bostonhomemag
@bosfeed
@bostonweddings
@bewellboston

FLWRS.

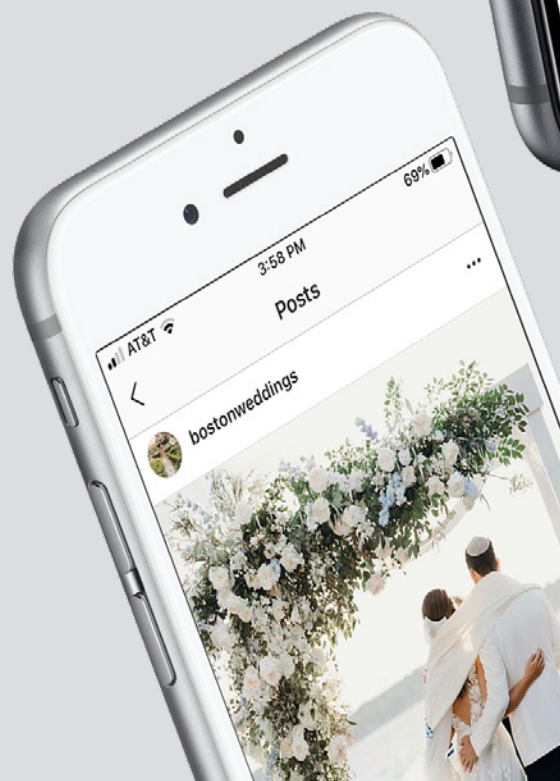
128.5k+
11.0k+
3.4k+
1.6k+
4.8k+
1.2k+

TWITTER

@bostonmagazine

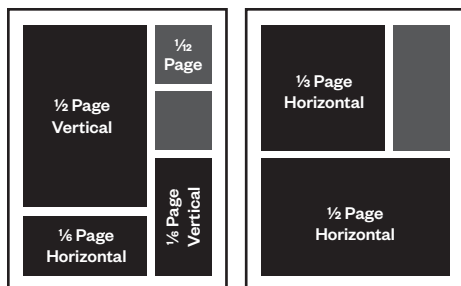
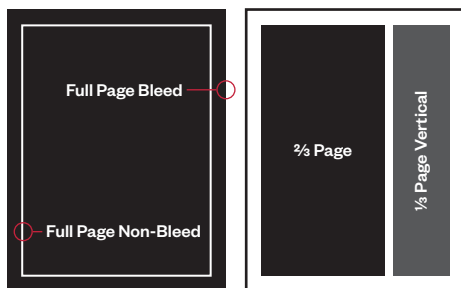
FLWRS.

166.1k+



AD SPECIFICATIONS

Available Sizes



FULL PAGE

Full page Non-bleedW7" x H9.5"

Full page Bleed SizeW8.25" x H10.75"

Trim Size..... W8" x H10.5"

Live Area W7.25" x H9.75"

- Bleed ads allow .125" bleed on all sides. Keep live matter .375" from trim edges. Full page, non-bleed ads will have a 1/2" white border when trimmed.

SPREAD

Two Page Bleed SizeW16.25" x H10.75"

Trim Size..... W16" x H10.5"

Live Area (Each Page)..... W7.25" x H9.75"

- For 2-page spread, bleed ads, keep live matter .375" from all trim edges and from gutter.

FRACTIONAL

2/3 pageW4.5" x H9.5"
 1/2 page verticalW4.5" x H7"
 1/2 horizontal.....W6.875" x H4.625"
 1/3 vertical.....W2.125" x H9.5"
 1/3 horizontal.....W4.5" x H4.625"
 1/4 vertical.....W3.375" x H4.625"
 1/6 vertical.....W2.125" x H4.625"
 1/6 horizontal.....W4.5" x H2.25"

- Fractional bleed specs for 2/3, 1/2 horizontals and 1/3 verticals available upon request.

Questions?

Contact **Rachel Drezner** in
 the Client Services department
 at **rdrezner@metrocorpmedia.com**
 or **215-979-6557**

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.

Black and white ads must be grayscale. Do not submit color files.

DO NOT USE SPOT COLORS.

4-color scans must be saved as CMYK, not RGB.

Print Specs

17–20% dot gain. Heat-set web offset. Perfect bound. Jogs to foot.

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 can not 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

To submit an ad for *Boston* magazine, please email bosprod@bostonmagazine.com to receive an upload link and file instructions.

To submit an advertisement for *Boston Weddings* or *Boston Home*, please email branded@bostonmagazine.com to receive an upload link and file instructions.

- **NOTE** 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...

Metrocorp Media Production ATTN: Joshua Neal
 170 S Independence Mall W, Suite 200 East
 Philadelphia, PA 19106

Traditional Display Ad Units

	DIMENSIONS (PX)	FORMAT	FILE SIZE	RESTRICTIONS	VIDEO OPTION
Mobile Unit	320x50	Image or 3rd-party tag	100kB max	None	No
Skins (x2)	120x1050	JPG or PNG file	100kB max (each)	No animation	No
Medium Rectangle	300x250	Image or 3rd-party tag	200kB max	None	Yes
Half Page	300x600	Image or 3rd-party tag	200kB max	None	Yes
Leaderboard	728x90	Image or 3rd-party tag	200kB max	None	Yes
Billboard	970x90 or 970x250	Image or 3rd-party tag	200kB max	None	Yes
Prestitial (Desktop)	600x400	JPG or PNG file	200kB max	15 seconds max	Yes
Social Display (Mobile)	N/A	Facebook, Instagram, Twitter	N/A	None	No

e-Newsletters

	DIMENSIONS (PX)	FORMAT	FILE SIZE	RESTRICTIONS	VIDEO OPTION
e-Newsletter	300x250	JPG or PNG file. Includes 20–25 words and URL.	100kB max	No animation	No
e-Blast	450x540	JPG file and best contact(s) to receive test, 20–25 words and URL	N/A	No animation	No

Video

	DIMENSIONS (PX)	FORMAT	FILE SIZE	RESTRICTIONS	NOTES
In-Banner	300x250	3rd-party only; No streaming	200kB initial load; 1.1MB additional	User-initiated sound	Site-serving; design up-charge
In-Article	1280x720 (16:9 aspect ratio) expands to frame	mp4 or VAST tags (SSL only)	20MB max	15 or 30 seconds	24 FPS

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

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