“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

<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
- 18% are 35–44
- 9% are 25–34
- 3% are 21–24
- 4% are 75–84

**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

**Influence**

- 74% of readers have frequently purchased products and services seen in the magazine
- 92.5% graduated college and/or have an advanced degree

**Education**

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

**Demographics**

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

**Average Monthly Statistics**

**MARRIED**

- 65%

**FEMALE**

- 62%

**MALE**

- 38%

**HHI**

- $234k

**HOMEOWNERS**

- 85%

**Updated November 18, 2021. Sources: July 2019 - June 2020 CVC Audit Report; 2020 CVC Readership Survey; Metro Corp Audience Department October 2020; 2020 Boston magazine CVC Supplemental Survey.**
Editorial Calendar

2022

OVERVIEW

January
Travel; Retirement

February
Top Doctors

March
Top Places to Live

April
Top Mortgage Professionals

May
Power

June
Summer Travel; Top Real Estate Producers

July
Best of Boston

August
TBD

September
Top Schools

October
Fall Travel; Top Dentists

November
Top Restaurants

December
Top Lawyers
## Planning Calendar pt. 1 2022

### January
- **Editorial Focus**
  - Travel; Retirement
- **Special Sections**
  - Visit FL

### February
- **Editorial Focus**
  - Top Doctors
- **Special Sections**
  - Health Experts, Summer Sessions & Camps

### March
- **Editorial Focus**
  - Top Places to Live
- **Special Sections**
  - Rejuvenate Your Look, With Honors

### April
- **Editorial Focus**
  - Top Mortgage Professionals
- **Special Section**
  - Mortgage Experts, Guide to Aging Well

### May
- **Editorial Focus**
  - Power
- **Special Section**
  - Faces of Boston Businesses

### June
- **Editorial Focus**
  - Summer Travel; Top Real Estate Producers
- **Special Section**
  - Real Estate Experts

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Updated November 18, 2021. Content subject to change. For special advertising section deadlines please contact your Account Manager.
# Planning Calendar

## July
- **BRAND AD CLOSE**: 5/25/22
- **ON SALE**: 6/28/22

**Editorial Focus**
- Best of Boston

**Special Section**
- Cosmetic Enhancements

**Events**
- Best of Boston

## August
- **BRAND AD CLOSE**: 6/22/22
- **ON SALE**: 7/26/22

**Editorial Focus**
- TBD

**Special Sections**
- Guide to Mental Wellness

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

## September
- **BRAND AD CLOSE**: 9/21/22
- **ON SALE**: 10/25/22

**Editorial Focus**
- Top Schools

**Special Sections**
- Guide to Private Schools, Guide to Aging Well

**Events**
- Boston Weddings launch event (January 2023)

## October
- **BRAND AD CLOSE**: 8/24/22
- **ON SALE**: 9/27/22

**Editorial Focus**
- Fall Travel; Top Dentists

**Special Section**
- Dental Experts

**Events**
- What You Need to Know

## November
- **BRAND AD CLOSE**: 9/21/22
- **ON SALE**: 10/25/22

**Editorial Focus**
- Top Restaurants

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

**Events**
- Taste

## December
- **BRAND AD CLOSE**: 10/19/22
- **ON SALE**: 11/22/22

**Editorial Focus**
- Top Lawyers

**Special Section**
- Legal Experts, Boston Gives

## Boston Weddings
- **BRAND AD CLOSE**: 11/2/22
- **ON SALE**: 12/27/22

**Editorial Focus**
- Real Weddings

**Events**
- Boston Weddings launch event (January 2023)
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 | PAGE VIEWS
--- | ---
1.86 Mil | 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

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 | Desktop
--- | ---
70% | 30%

Updated November 18, 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

579k+ FOLLOWERS
11 ACCOUNTS

INSTAGRAM

@bostonmagazine 183.0k+
@bostonhomemag 16.6k+
@bostonweddings 15.2k+
@bostonmagevents 23.6k+
@bosfeed 16.2k+

FACEBOOK

@bostonmagazine 136k+
@bostonmagevents 11.5k+
@bostonhomemag 3.8k+
@bosfeed 1.7k+
@bostonweddings 5.1k+

TWITTER

@bostonmagazine 160.1k+
With Us, It’s a Party

*Boston* magazine produces more than 20 events each year, attracting the most influential guests in the Boston area. Each *Boston* magazine event is truly one-of-a-kind, bringing the best of everything in Boston to our audience through interactive experiences and rich brand integrations.

**EVENT CALENDAR**

**MARCH**

*Top Places to Live*

An event to celebrate the annual March “Top Places to Live” issue. Home buyers, the design community and real estate community gather for an evening to discuss trends while enjoying cocktails and hors d’oeuvres before and after the conversation.

**MAY**

*Boston Weddings Bubbly Brunch*

The perfect wedding planning event for brides- and grooms-to-be! Guests enjoy brunch-themed hors d’oeuvres, bubbly, and get inspiration for their big day from top local wedding vendors.

**JUNE**

*Best of Boston Weddings*

In celebration of our region’s best wedding venues, vendors, and designers, the night provides an inside look at the newest issue of *Boston Weddings*. Top industry professionals enjoy an elegant night of networking at a beautiful downtown venue.

**JULY**

*Best of Boston*

The biggest party of the year celebrates *Boston* magazine’s annual Best of Boston issue. Guests taste food from Best of Boston winners, enjoy live entertainment, and experience all the “best” that Boston has to offer.

**NOVEMBER**

*Taste*

Each November, *Boston* magazine hosts *Taste*, an annual event to celebrate the November “Top Restaurants” issue, which honors Boston’s culinary scene and outstanding industry experts.

**DECEMBER**

*Best of Boston Home*

In celebration of our region’s best in home design, building, landscaping and more, the night provides an inside look at the newest issue of *Boston Home* magazine. Top industry professionals enjoy an elegant night of networking at a beautiful downtown venue.

**MAY**

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**OCTOBER**

*What You Need to Know*

*Boston* magazine and Get Konnected! join forces to develop a professional women’s event drawing on Boston business leaders to mentor Boston’s next generation in an educational, inclusive and fun environment.

**QUARTERLY**

*Boston Home Breakfast Series*

With each issue of *Boston Home*, the team behind the magazine hosts an intimate breakfast to unveil the latest issue before it hits newsstands. The invite-only event provides a networking opportunity for home industry professionals.