



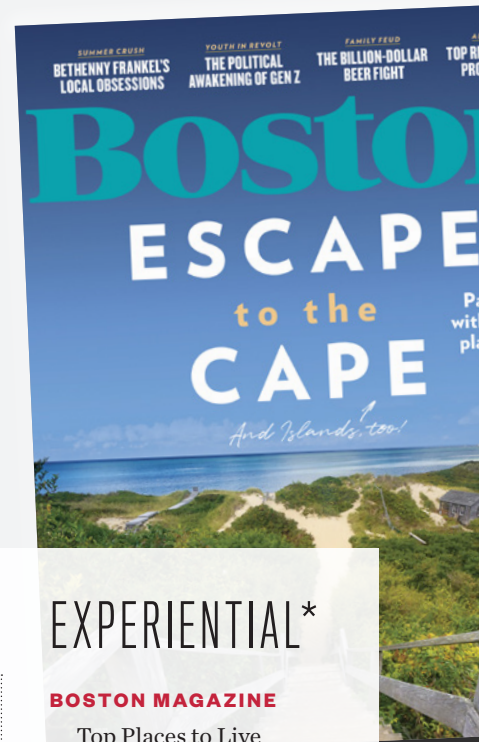
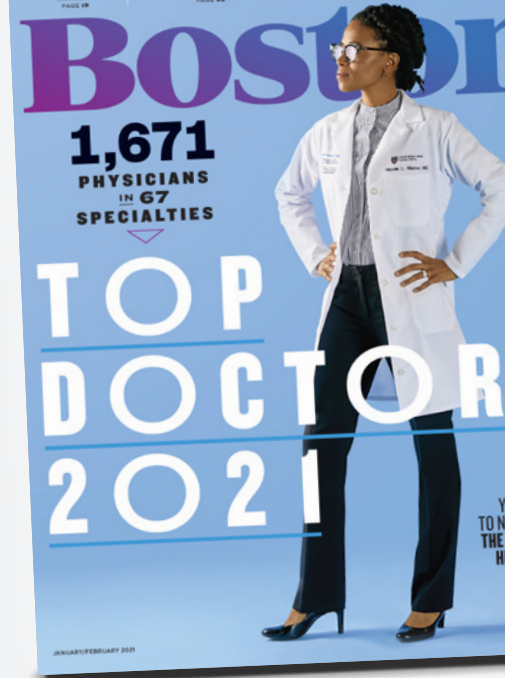
B

MEDIA KIT 2022

“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
BosFeed

EXPERIENTIAL*

BOSTON MAGAZINE

Top Places to Live
Best of Boston
What You Need To Know
Taste

BOSTON WEDDINGS

Best of Boston Weddings
Boston Weddings
Launch Party

BOSTON HOME

Boston Home
Breakfast Series
Best of Boston Home

*2022 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

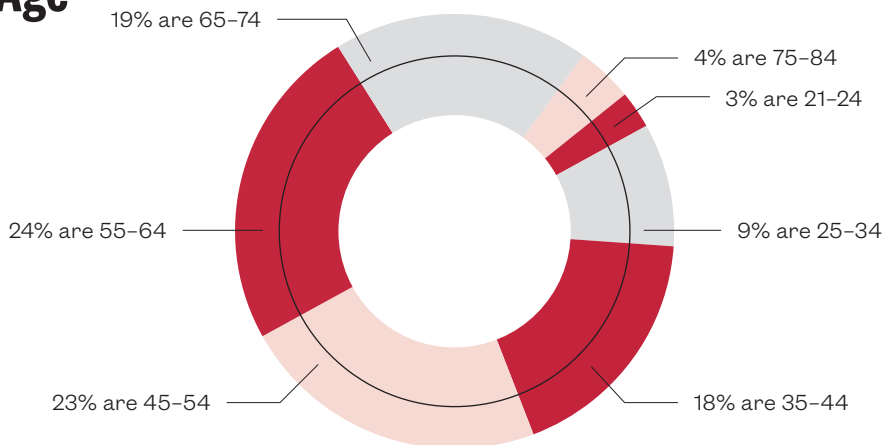
450k+

CIRCULATION/RATE BASE

65k

BREAKDOWN

Age



65%

MARRIED

62%

FEMALE

38%

MALE

\$234k

HHI

85%

HOMEOWNERS

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



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

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

Political

September

Top Schools

October

Fall Travel; Top Dentists

November

Top Restaurants

December

Top Lawyers

Planning Calendar pt. I

2022

January

BRAND AD CLOSE 11/22/21 | **ON SALE** 12/21/21

Editorial Focus
Travel; Retirement

Special Sections
Visit FL

February

BRAND AD CLOSE 12/22/21 | **ON SALE** 1/25/22

Editorial Focus
Top Doctors

Special Sections
Health Experts, Summer Sessions & Camps

Boston Home Spring

BRAND AD CLOSE 12/22/21 | **ON SALE** 2/22/22

Editorial Focus
Arts Issue

Events
Home Breakfast

March

BRAND AD CLOSE 1/19/22 | **ON SALE** 2/22/22

Editorial Focus
Top Places to Live

Special Sections
Rejuvenate Your Look, With Honors

Events
Top Places to Live

April

BRAND AD CLOSE 2/16/22 | **ON SALE** 3/22/22

Editorial Focus
Top Mortgage Professionals

Special Section
Mortgage Experts, Guide to Aging Well

May

BRAND AD CLOSE 3/16/22 | **ON SALE** 4/19/22

Editorial Focus
Power

Special Section
Faces of Boston Businesses

Boston Home Summer

BRAND AD CLOSE 3/30/22 | **ON SALE** 5/17/22

Editorial Focus
Summer Escapes

Special Section
Premier Projects

Events
Home Breakfast

June

BRAND AD CLOSE 4/20/22 | **ON SALE** 5/24/22

Editorial Focus
Summer Travel; Top Real Estate Producers

Special Section
Real Estate Experts

Boston Weddings

BRAND AD CLOSE 5/11/22 | **ON SALE** 6/28/22

Editorial Focus
Best of Boston Weddings

Events
Best of Boston Weddings Celebration

Planning Calendar pt. II

2022

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

Boston Home Fall

BRAND AD CLOSE 6/29/22 | **ON SALE** 8/23/22

Editorial Focus

Kitchen Issue

Events

Boston Home Breakfast (September)

September

BRAND AD CLOSE 7/27/22 | **ON SALE** 8/30/22

Editorial Focus

Top Schools

Special Sections

With Honors, Venue Guide

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, Bubbly Brunch

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

Boston Home Winter

BRAND AD CLOSE 10/5/22 | **ON SALE** 11/22/22

Editorial Focus

Best of Boston Home

Events

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

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

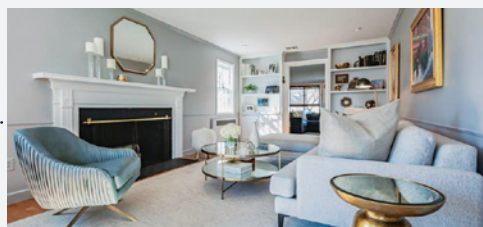
Home & Property:

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

1.1 Mil

PAGE VIEWS

1.9 Mil

BREAKDOWN

At a Glance

NO. 1

61%

of readers are between 25–54 years of age

NO. 2

78%

of readers have a HHI of over \$100k

NO. 3

57%

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

NO. 4

92%

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



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. Restaurants

2. Home & Property

3. City Life

4. Wellness

5. Arts & Entertainment

By Device

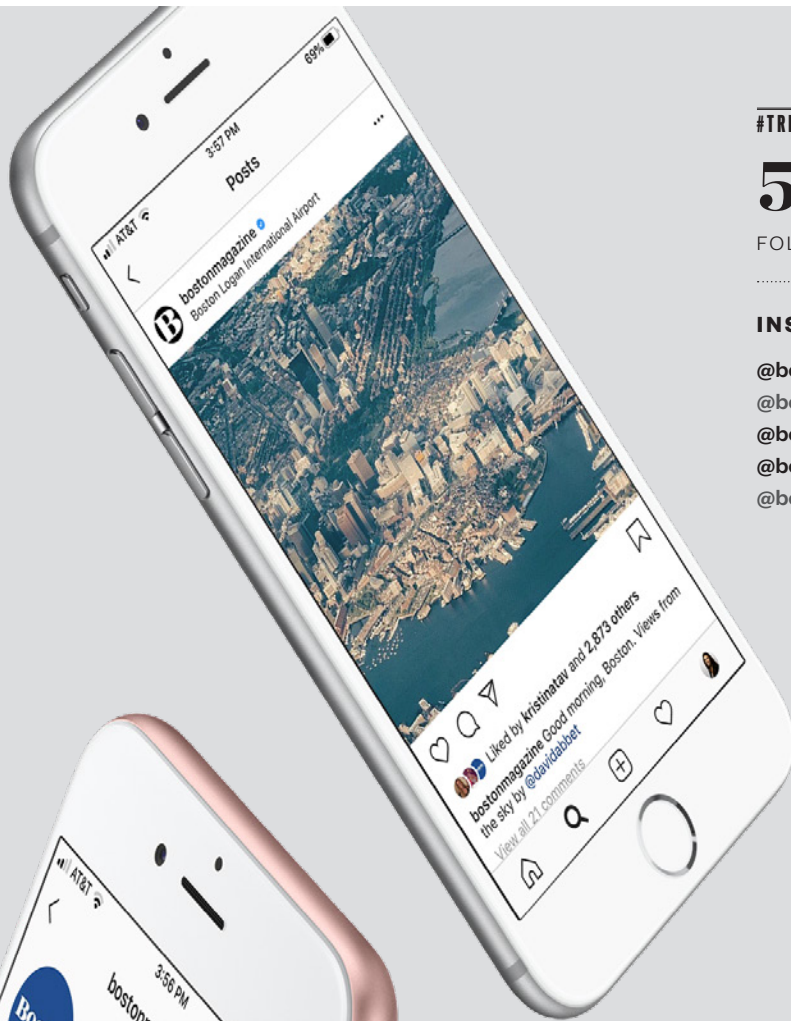
Mobile/Tablet

70%

Desktop

30%

Social Media Snapshot



#TRENDING

586k+

FOLLOWERS

11

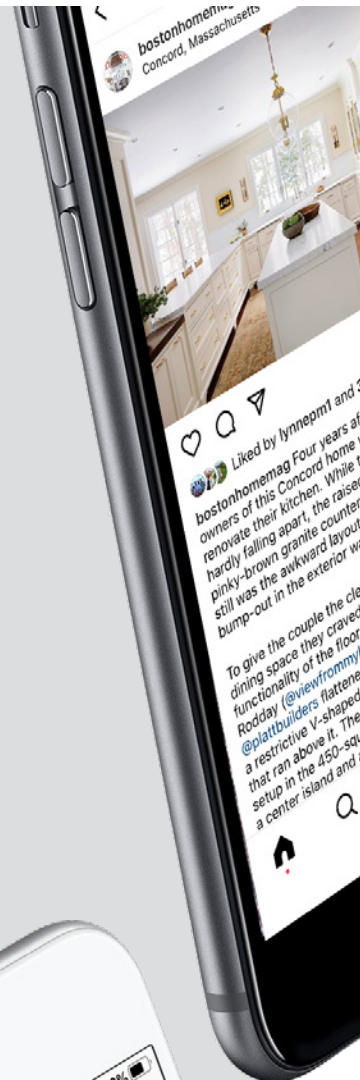
ACCOUNTS

INSTAGRAM

@bostonmagazine
@bostonhomemag
@bostonweddings
@bostonmagevents
@bosfeed

FLWRS.

187.0k+
17.1k+
15.4k+
23.6k+
16.5k+



FACEBOOK

@bostonmagazine
@bostonmagevents
@bostonhomemag
@bosfeed
@bostonweddings

FLWRS.

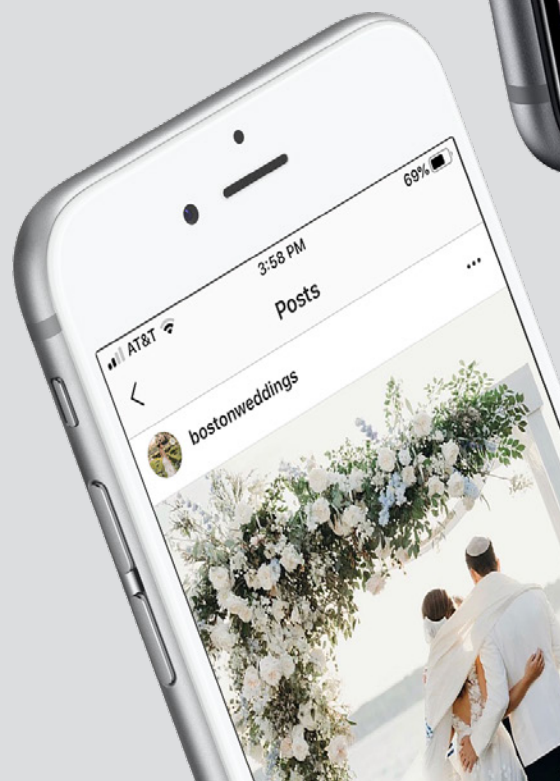
136k+
11.6k+
3.8k+
1.7k+
5.1k+

TWITTER

@bostonmagazine

FLWRS.

169k+



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.



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.



OCTOBER

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.



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.



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.



DECEMBER

Boston Weddings Launch Party

Celebrating the launch of the first issue of the year, the *Boston Weddings* team hosts an intimate event to unveil the latest issue before it hits newsstands. The event provides a networking opportunity for guests, advertisers and industry vendors.



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.