



B

MEDIA KIT 2023

“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



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
Battle of the Burger
Taste
Influencer Soirée

BOSTON WEDDINGS

Boston Weddings
Launch Party

BOSTON HOME

Boston Home
Breakfast Series
Best of Boston Home

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

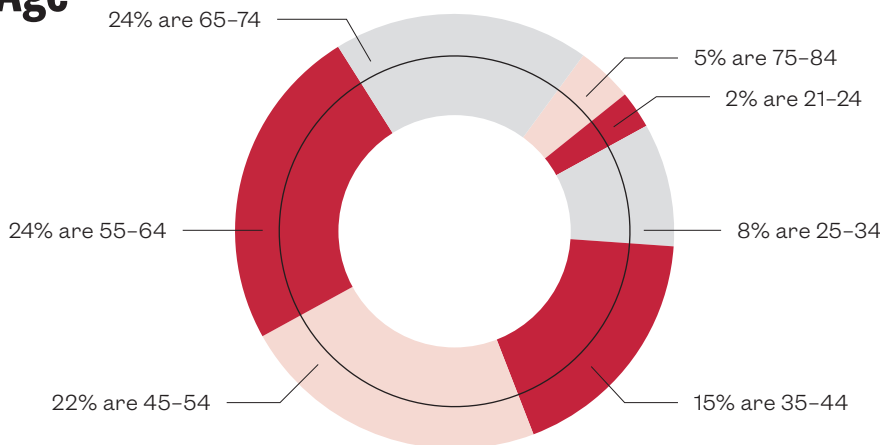
330k+

CIRCULATION/RATE BASE

55k

BREAKDOWN

Age



58%

MARRIED

60%

FEMALE

40%

MALE

\$245k

HHI

85%

HOMEOWNERS

INFLUENCE

Engagement

69%

spend more than 30 minutes reading an issue

5.1

number of readers per copy

66%

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

76%

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



EDUCATION

78%

graduated college and/or have an advanced degree



Editorial Calendar

2023



OVERVIEW

January

Winter Travel

February

Top Doctors

March

Top Places to Live

April

*Marathon Bombing 10th Anniversary,
Top Mortgage Professionals*

May

Most Influential Bostonians

June

Summer Travel; Top Real Estate Producers

July

Best of Boston

August

Best Rooftop Bars, Real Weddings

September

Top Schools

October

Fall Travel; Top Dentists

November

Top Restaurants

December

Crime story, Top Lawyers

Planning Calendar

pt. I

2023

January

BRAND AD CLOSE 11/16/22 | **ON SALE** 12/27/22

Editorial Focus

Winter Travel

Special Section

New Year's Resolutions Guide

February

BRAND AD CLOSE 12/14/22 | **ON SALE** 1/24/23

Editorial Focus

Top Doctors

Special Sections

Health Experts, Summer Sessions & Camps

Boston Home Spring

BRAND AD CLOSE 12/21/22 | **ON SALE** 2/21/23

Editorial Focus

The Color Issue

Events

Boston Home Breakfast

March

BRAND AD CLOSE 1/18/23 | **ON SALE** 2/21/23

Editorial Focus

Top Places to Live

Special Sections

Spring Makeover, With Honors

Events

Top Places to Live

April

BRAND AD CLOSE 2/15/23 | **ON SALE** 3/21/23

Editorial Focus

Marathon Bombing 10th Anniversary, Top Mortgage Professionals

Special Sections

Mortgage Experts, Guide to Aging Well

May

BRAND AD CLOSE 3/15/23 | **ON SALE** 4/18/23

Editorial Focus

Most Influential Bostonians

Special Section

Faces of Boston Businesses

Boston Home Summer

BRAND AD CLOSE 3/29/23 | **ON SALE** 5/16/23

Editorial Focus

Summer Escapes

Special Section

Premier Projects

Events

Boston Home's 20th Anniversary Celebration (June)

June

BRAND AD CLOSE 4/19/23 | **ON SALE** 5/23/23

Editorial Focus

Summer Travel; Top Real Estate Producers

Special Section

Real Estate Experts

Planning Calendar pt. II

2023

July

BRAND AD CLOSE 5/24/23 | **ON SALE** 6/27/23

Editorial Focus

Best of Boston

Special Section

Cosmetic Enhancements

Events

Best of Boston

August

BRAND AD CLOSE 6/21/23 | **ON SALE** 7/25/23

Editorial Focus

Top Rooftop Bars, Real Weddings

Events

Wedding Event, Influencer Event

Boston Home Fall

BRAND AD CLOSE 6/28/23 | **ON SALE** 8/22/23

Editorial Focus

Kitchen Issue

Events

Boston Home Breakfast (September)

September

BRAND AD CLOSE 7/26/23 | **ON SALE** 8/29/23

Editorial Focus

Top Schools

Special Sections

With Honors, Holiday Party Venue Guide, Think Pink

Events

Battle of the Burger

October

BRAND AD CLOSE 8/23/23 | **ON SALE** 9/26/23

Editorial Focus

Fall Travel; Top Dentists

Special Section

Dental Experts

November

BRAND AD CLOSE 9/20/23 | **ON SALE** 10/24/23

Editorial Focus

Top Restaurants

Special Sections

Guide to Private Schools, Guide to Aging Well

Events

Taste

Boston Home Winter

BRAND AD CLOSE 10/4/23 | **ON SALE** 11/21/23

Editorial Focus

Best of Boston Home

Events

Boston Home Breakfast, Best of Boston Home (December)

December

BRAND AD CLOSE 10/18/23 | **ON SALE** 11/21/23

Editorial Focus

Crime Story, Top Lawyers

Special Sections

Law Experts

Boston Weddings

BRAND AD CLOSE 11/1/23 | **ON SALE** 12/26/23

Editorial Focus

Best of Boston Weddings

Events

Best of Boston Weddings Event (January 2024)

2024 planning

JANUARY | EDITORIAL FOCUS: Winter Travel
SPACE DEADLINE: 11/15/23

FEBRUARY | EDITORIAL FOCUS: Top Doctors
SPACE DEADLINE: 12/12/23

MARCH | EDITORIAL FOCUS: Top Places to Live
SPACE DEADLINE: 1/16/24

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

Shop Talk

Style File

Be Well Boston

Boston Traveler

Party Pics

Home & Property:

Interior Design, Real Estate, and Pretty Things for Home

Real Estate Showdown

Habitat

Spaces

So You Want to Live In ...



The Beacon:

Culture, Food, and Fun

City Guide

Arts & Entertainment

Food

Dining Out

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 Mil

PAGE VIEWS

1.6 Mil

BREAKDOWN

At a Glance

NO. 1

43%

of readers are between 25-54 years of age

NO. 2

78%

of readers have a HHI of over \$100k

NO. 3

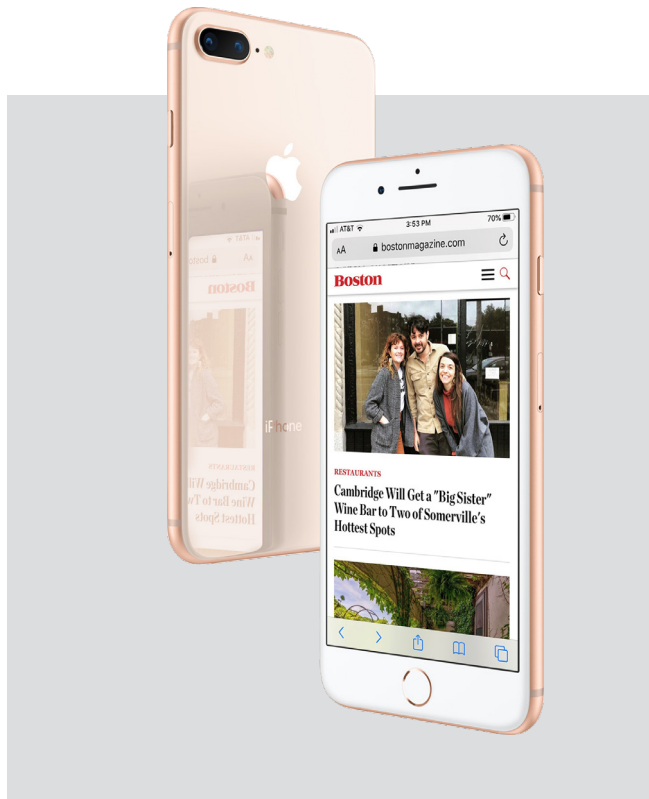
68%

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

NO. 4

78%

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

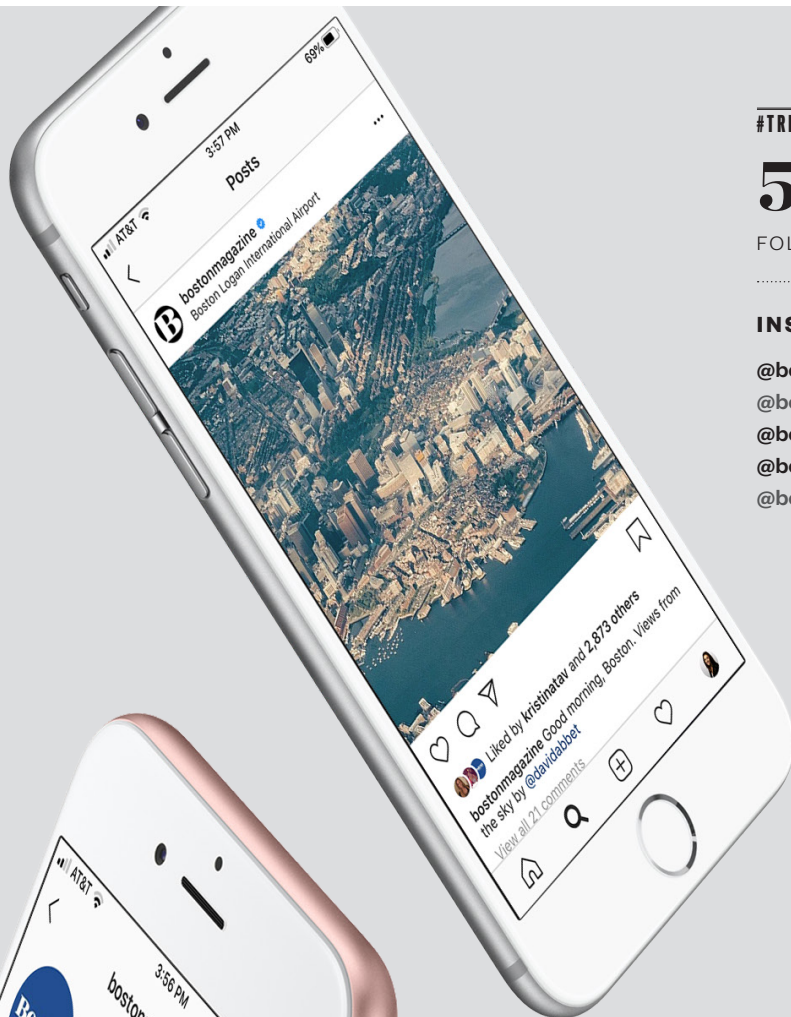
Mobile/Tablet

74%

Desktop

26%

Social Media Snapshot



#TRENDING

585k+

FOLLOWERS

10

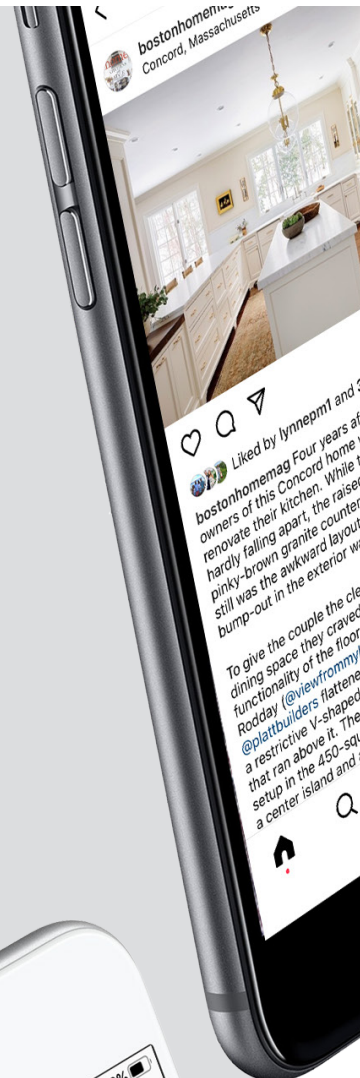
ACCOUNTS

INSTAGRAM

@bostonmagazine
@bostonhomemag
@bostonweddings
@bostonmagevents
@bosfeed

FLWRS.

188.6k+
17.4k+
15.5k+
24.1k+
16.5k+



FACEBOOK

@bostonmagazine
@bostonmagevents
@bosfeed

FLWRS.

139.9k+
11k+
1.7k+

TWITTER

@bostonmagazine

FLWRS.

171.8k+



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

The 150: Boston magazine's Most Influential

A celebration of *Boston* magazine's May 2023 issue featuring the 150 Most Influential Bostonians. The event includes a powerful cocktail reception with the distinguished individuals from the list.



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.



AUGUST

Influencer Event

Boston magazine will celebrate Boston's favorite influencers and social media mavens. Influencers will be invited to enjoy Insta-worthy bites, cocktails, a DJ and interactive experiences.



SEPTEMBER

Battle of the Burger

Boston's top 20 Burger spots are invited to compete to see who will hold the title of Battle of the Burger champion. Guests will be able to sample burgers from each competitor and vote for their favorite.



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.



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.



BI-ANNUALLY

Boston Weddings Events

Boston Weddings will host a networking opportunity coinciding with the August *Boston* magazine feature. In addition, a celebration for Best of Boston Weddings will be held in January 2024.