“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** | **CIRCULATION/RATE BASE**
--- | ---
330k+ | 55k

### Breakdown

**Age**

- 24% are 65–74
- 24% are 55–64
- 22% are 45–54
- 8% are 25–34
- 5% are 75–84
- 2% are 21–24
- 15% are 35–44

### 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

### Influence

- **76%** of readers have frequently purchased products and services seen in the magazine
- **78%** graduated college and/or have an advanced degree

### Education

- **58%** MARRIED
- **60%** FEMALE
- **40%** MALE
- **$245k** HHI
- **85%** HOMEOWNERS

**A Little More About Our Readers**

Editorial Calendar

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

## January

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter Travel</td>
<td>New Year's Resolutions Guide</td>
</tr>
</tbody>
</table>

## February

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Doctors</td>
<td>Health Experts, Summer Sessions &amp; Camps</td>
</tr>
</tbody>
</table>

### Boston Home Spring

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Color Issue</td>
<td>Boston Home Breakfast</td>
</tr>
</tbody>
</table>

## March

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Places to Live</td>
<td>Spring Makeover, With Honors</td>
</tr>
</tbody>
</table>

### Events

- Boston Home Breakfast

## April

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marathon Bombing 10th Anniversary, Top Mortgage Professionals</td>
<td>Mortgage Experts, Guide to Aging Well</td>
</tr>
</tbody>
</table>

## May

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most Influential Bostonians</td>
<td>Faces of Boston Businesses</td>
</tr>
</tbody>
</table>

### Boston Home Summer

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Escapes</td>
<td>Premier Projects</td>
</tr>
</tbody>
</table>

## June

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer Travel; Top Real Estate Producers</td>
<td>Real Estate Experts</td>
</tr>
</tbody>
</table>

Content subject to change. For special advertising section deadlines please contact your Account Manager.
## Planning Calendar pt. II

### 2023

#### July
- **BRAND AD CLOSE**: 8/23/23
- **ON SALE**: 9/26/23
- **Editorial Focus**: Fall Travel; Top Dentists
- **Special Section**: Cosmetic Enhancements

#### August
- **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**: Boston Home Breakfast (September)

#### September
- **BRAND AD CLOSE**: 10/18/23
- **ON SALE**: 11/21/23
- **Editorial Focus**: Crime Story, Top Lawyers
- **Special Sections**: Law Experts
- **Events**: Best of Boston Weddings Event (January 2024)

#### October
- **BRAND AD CLOSE**: 8/23/23
- **ON SALE**: 9/26/23
- **Editorial Focus**: Real Weddings
- **Special Section**: Cosmetic Enhancements
- **Events**: Taste

#### November
- **BRAND AD CLOSE**: 9/22/23
- **ON SALE**: 10/25/23
- **Editorial Focus**: Top Rooftop Bars, Real Weddings
- **Special Sections**: With Honors, Holiday Party Venue Guide, Think Pink
- **Events**: Battle of the Burger

#### December
- **BRAND AD CLOSE**: 11/21/23
- **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**: 1/16/24
- **February | Editorial Focus**: Top Doctors
  - **Space Deadline**: 2/12/24
- **March | Editorial Focus**: Top Places to Live
  - **Space Deadline**: 3/16/24

Updated March 30, 2023. 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

- 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

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

Updated March 30, 2023. Source: 2022 Boston Online Readership Survey; Metro Corp Audience Department October 2019; Google Analytics October 2021-September 2022; Google Analytics

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

By Device

Mobile/Tablet

74%

Desktop

26%
Social Media Snapshot

#TRENDING

585k+ FOLLOWERS

10 ACCOUNTS

INSTAGRAM

@bostonmagazine 188.6k+
@bostonhomemag 17.4k+
@bostonweddings 15.5k+
@bostonmagevents 24.1k+
@bosfeed 16.5k+

FACEBOOK

@bostonmagazine 139.9k+
@bostonmagevents 11k+
@bosfeed 1.7k+

TWITTER

@bostonmagazine 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

<table>
<thead>
<tr>
<th>MARCH</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Top Places to Live</strong></td>
<td><strong>Best of Boston</strong></td>
<td><strong>Battle of the Burger</strong></td>
</tr>
<tr>
<td>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.</td>
<td>The biggest party of the year celebrates <em>Boston</em> 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.</td>
<td>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.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>BI-ANNUALLY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Taste</strong></td>
<td><strong>Best of Boston Home</strong></td>
<td><strong>Boston Weddings Events</strong></td>
</tr>
<tr>
<td>Each November, <em>Boston</em> magazine hosts Taste, an annual event to celebrate the November “Top Restaurants” issue, which honors Boston’s culinary scene and outstanding industry experts.</td>
<td>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 <em>Boston Home</em> magazine. Top industry professionals enjoy an elegant night of networking at a beautiful downtown venue.</td>
<td><em>Boston Weddings</em> will host a networking opportunity coinciding with the August <em>Boston</em> magazine feature. In addition, a celebration for Best of Boston Weddings will be held in January 2024.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>QUARTERLY</th>
<th>LAUNCHING 2024</th>
<th>LAUNCHING 2024</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Boston Home Breakfast Series</strong></td>
<td><strong>The 150: Boston magazine’s Most Influential</strong></td>
<td><strong>Influencer Event</strong></td>
</tr>
<tr>
<td>With each issue of <em>Boston Home</em>, 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.</td>
<td>A celebration of <em>Boston</em> magazine’s issue featuring the 150 Most Influential Bostonians. The event includes a powerful cocktail reception with the distinguished individuals from the list.</td>
<td><em>Boston</em> 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.</td>
</tr>
</tbody>
</table>