

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

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Boston Magazine

pt. I
2020

January/February / ON SALE 1/5/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	October 30	
Health Experts*	November 13	November 30
Summer Sessions & Camps	November 20	November 30
Visit Florida	November 20	November 30
What You Need to Know	November 20	November 30
Run of Book Ad	December 3	December 3

March / ON SALE 2/23/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	December 18	
Rejuvenate Your Look	January 8	January 15
With Honors	January 8	January 15
What You Need to Know	January 8	January 15
Run of Book Ad	January 22	January 22

April / ON SALE 3/23/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	January 15	
Guide to Aging Well	February 5	February 12
What You Need to Know	February 5	February 12
Run of Book Ad	February 19	February 19

May / ON SALE 4/27/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	February 19	
Financial Planning Experts	March 12	March 19
What You Need to Know	March 12	March 19
Run of Book Ad	March 26	March 26

June / ON SALE 6/1/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	April 2	
Real Estate Experts*	April 9	April 23
What You Need to Know	April 16	April 23
Run of Book Ad	April 30	April 30

July / ON SALE 7/6/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	April 30	
Cosmetic Enhancements	May 21	May 28
What You Need to Know	May 21	May 28
Run of Book Ad	June 4	June 4

*Photoshoots must be booked by the commitment deadline. Final photos must be submitted by materials deadline.

2020



Boston Magazine pt. II

2020



August / ON SALE 8/3/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	May 28	
Faces of Women in Healthcare	June 11	June 25
What You Need to Know	June 18	June 25
Run of Book Ad	July 1	July 1

September / ON SALE 8/31/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	June 25	
With Honors	July 16	July 23
Holiday Party Venue Guide	July 16	July 23
What You Need to Know	July 16	July 23
Run of Book Ad	July 30	July 30

October / ON SALE 9/28/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	July 16	
Dental Experts*	July 30	August 13
What You Need to Know	August 6	August 13
Run of Book Ad	August 27	August 27

November / ON SALE 10/26/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	August 20	
Guide to Aging Well	September 10	September 17
What You Need to Know	September 10	September 17
Run of Book Ad	September 24	September 24

Guide to Private Schools / ON SALE 10/26/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Profiles	August 20	August 27
Run of Book Ad	August 27	September 3

December / ON SALE 11/23/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	September 17	
Law Experts	October 1	October 15
Boston Gives	October 8	October 15
What You Need to Know	October 8	October 15
Run of Book Ad	October 22	October 22

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Boston Home

Spring / ON SALE 2/16/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	December 11	
Run of Book Ad	December 18	January 4

Summer / ON SALE 5/25/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	February 26	
Faces of Women in Design	March 12	March 26
Run of Book Ad	March 26	April 2

Fall / ON SALE 8/24/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	June 2	
Run of Book Ad	June 25	July 6

Winter / ON SALE 11/16/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	August 27	
Run of Book Ad	October 1	October 1

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Boston Weddings

Boston Weddings 2022 / ON SALE 12/21/21

	COMMITMENT DEADLINE	ALL MATERIALS DUE
Custom Advertorial	October 1	
Run of Book Ad	November 5	November 5

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