

A woman in athletic wear is performing a yoga pose on a wooden deck. She is in a downward dog position with one leg bent and her right arm extended upwards. The background shows a body of water and a forested hillside under a bright sky.

BeWellBoston

Introducing Be Well Boston, the New Home for *Boston* magazine's Wellness Coverage

Everything our audience needs to know to stay healthy and fit in this city.
Be Well Boston features all new events, partnerships, and content.



BE WELL BOSTON MIND: 4X

Boston magazine partners with leading wellness organizations in the Greater Boston area to host four healthy and informational nights out as part of our Be Well Boston platform with the Be Well Mind Series.

We invite our female and wellness focused audience to relax in comfortable and trustworthy environment and learn about relevant health and wellness trends impacting women today. Guests enjoy a reception followed by a discussion on a hot health topic featuring four panelists moderated by our health editor.

Event details

- Thursday, March 12 at The Revolution Hotel
- May Date and Location TBD
- October Date and Location TBD
- December Date and Location TBD
- Time: 6-8pm
- Estimated attendees per event: 100-150
- Tickets: Invitation only
- [Event photos](#)

Attendee Demographics:

- Female 100%
- 26-36 64%
- 37-50 31%
- 50+ 5%



BE WELL BOSTON BODY: 9X

As part of our Be Well Boston platform, our Be Well Body fitness events provide direct opportunities for a brand to engage with the city's active and health conscious individuals.

These ticketed events feature prominent instructors in a one hour group fitness class reaching the city's young, fit, and vibrant demographic, followed by a reception. Past classes/locations include Trillfit, Orangetheory, Everybody Fights, and Equinox. Examples of past instructors include Kelly Brabants, Sara Fit and Eliza Shirazi.

Event details:

- Time: Evening, 6:30-8:30pm
- Fitness class followed by a reception with healthy bites and beverages
- Attendees: Class size varies from 25-200 depending on the host's space
- Tickets: Sold to the public, \$15-\$20
- [Event photos](#)

Attendee Demographics:

- Female 98%
- Male 2%
- 24-36 100%