

Boston
MAGAZINE



MEDIA KIT 2018

Your city. Your magazine.

CONNECTING YOUR BRAND WITH OUR MONTHLY REACH OF **2,787,980**

Boston magazine is more than just Boston's leading lifestyle magazine. We know Boston's secrets—and hook you up with the intel you need, wherever and whenever you need it, to thrive where you live. We wield the power to guide, influence, and convene, helping you discover your city in the process.



IN AN AGE OF INTERRUPTION...

MAGAZINES ENGAGE.

Boston magazine readers are loyal and trust our ability to deliver relevant, factual, and timely content each month.



- 83%** of readers have read 4 out of 4 issues
- 64%** of readers find the ads very helpful
- 57%** of readers passed along the magazine
- 90%** of readers describe the magazine as excellent or good
- 70%** of readers use the magazine for coverage of local issues, events and people
- 52%** of readers consider advertisers in the magazine to be of higher quality than others
- 42%** of readers spend **30–59** minutes reading the magazine

Source: MMR Subscriber Study, November 2011

- Magazines show the highest return on advertising spend; \$3.94 is the average compared to \$2.63 in other industries
- Consumers consider magazine advertising more relevant and targeted than advertising in other media
- 90% of US adults read magazines
- 95% of millennials read magazines
- Seeing a magazine ad increases web traffic to that advertiser by more than 40%
- Seeing an ad in print increases your cognitive likelihood of remembering it

The Association of Magazine Media
Magazine Media Facebook 2016/2017



OUR BRAND REACHES active, influential, and engaged readers who have the discretionary income to purchase the products and services that cater to their affluent lifestyles.

GENDER

Male.....**40%**
Female.....**60%**

AGE

18-34**20%**
35-44**18%**
45-54**20%**
55-64**17%**
65+**25%**
25-54**52%**

MARITAL STATUS

Married**63%**
Single**37%**

WELL EDUCATED

Attended College**92%**
College Graduate**74%**
Advanced Degree**31%**

HOUSEHOLD INCOME

\$50,000+**78%**
\$75,000+**61%**
\$100,000+**46%**
\$150,000+**27%**

AVERAGE HHI **\$216,600**

HOMEOWNERS

Own Primary Residence**84%**
Average Value of Primary Residence **\$495,000**

INFLUENTIAL

Have liquid assets over \$100,000**46%**
Voted in a federal, state, or local election
in the past 12 months.....**70%**
Are B2B Decision makers.....**29%**

READERSHIP

Circulation.....**75,000**
Readers**487,500**

Sources: Media Audit Winter 2016;
MMR Subscriber Study November 2011;
Google Analytics Winter 2017

OUR HOME & PROPERTY CHANNEL now brings you an integrated source for the best design inspiration and real estate news from Boston and the greater New England region. We feature listings, extraordinary house tours, vacation properties, neighborhood news, home design products, and expertise from local designers.

Through the following channels, our brand is committed to bringing the highest quality and most intriguing home design projects to our audience.

BOSTON MAGAZINE features a monthly section and includes a larger focus on home design twice a year.

BOSTON HOME delivers sophisticated, meticulously curated home design four times per year as a stand-alone publication.

BOSTONMAGAZINE.COM reaches the digital home design and real estate audience through both articles from the issues, as well as through daily online only content.

OUR SIGNATURE EVENTS AND CUSTOM CLIENT PROGRAMS bring tremendous exposure to the design community, connecting fellow trade professionals with consumers and/or each other.

- **49%** of *Boston Home* readers plan to remodel their home in the next **12 months**
- *Boston* magazine readers are more than **2x as likely** as the average Bostonian to own a home with a market value of over a million dollars
- Visitors to *bostonmagazine.com* are **more than 3x more likely** to buy a home in the next two years than the rest of the market

BOSTON HOME CIRCULATION: 50,000





BOSTON WEDDINGS, the most trusted, comprehensive and visually stunning resource for New England brides and grooms from the editors of *Boston* magazine, connects local brides with the area's most exceptional experts via innovative, original editorial content and striking photography, and offers a curated take on national trends. Written, photographed, designed, and edited by people who live here and know the local market, *Boston Weddings* showcases the many elements that are part of planning a picture perfect wedding. An established guide with a fresh, modern sensibility, *Boston Weddings* is a true reflection of the expectations, tastes and honored traditions of the New England bride and groom and their families.

BEST OF BOSTON® WEDDINGS

For over 50 years *Boston* magazine has awarded Best of Boston® recognition to local industry leaders in a variety of categories. Historically, this highly curated list included 10-15 wedding category awards each year, hand-selected by the *Boston* magazine editorial team. Best of Boston® Weddings launched in 2016 and we expanded the brand to the pages of *Boston Weddings*. This dedicated award highlights 30-40 of the industry's best in the pages of *Boston Weddings* each June.

- **31%** of *Boston Weddings* readers have an income of over **\$100,000**
- *Boston Weddings* reaches over **222k** readers
- More than a quarter of *Boston Weddings* readers stayed in a hotel at least **10x in the past 12 months**

BOSTON WEDDINGS CIRCULATION: 30,000



**JANUARY
TRAVEL**



**MARCH
TOP PLACES
TO LIVE**



**MAY
POWER**



**JULY
BEST OF BOSTON®**



**SEPTEMBER
TOP SCHOOLS**



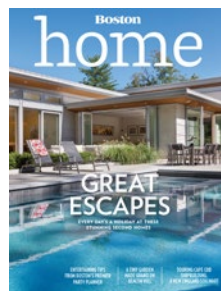
**NOVEMBER
TOP 25 NEW
RESTAURANTS**



**DECEMBER*
TOP DOCTORS**



SPRING



SUMMER



FALL



**WINTER
BEST OF BOSTON®
HOME**



JANUARY



**JUNE
BEST OF BOSTON®
WEDDINGS**

*Moving to January starting in 2019.

1ST QUARTER 2018

JANUARY

AD CLOSE: 11/22/17 | ON SALE: 12/26/17

EDITORIAL FOCUS

The Travel Issue
*Boston Wellness***

SPECIAL SECTIONS

Summer Sessions & Camps
Get Your Sh*t Together

EVENTS

Boston Weddings Launch Volume I

FEBRUARY

AD CLOSE: 12/21/17 | ON SALE: 1/30/18

EDITORIAL FOCUS

Luxe Life*
Food*
Home & Property**

SPECIAL SECTION

Premier Destinations

BRANDED PUBLICATION

Boston Home Spring
↳ Editorial Feature: Restorations
Ad close: 12/22/17 | On sale: 2/27/18

EVENTS

Boston Home Breakfast Series
Boston Wellness Fitness Series

MARCH

AD CLOSE: 1/24/18 | ON SALE: 2/27/18

EDITORIAL FOCUS

Real Estate 2018*
Spring Fashion*

SPECIAL SECTIONS

Rejuvenate Your Look
With Honors

2ND QUARTER 2018

APRIL

AD CLOSE: 2/21/18 | ON SALE: 3/27/18

EDITORIAL FOCUS

*Boston Wellness***
Spring Arts Preview**

SPECIAL SECTION

Aging Well

BRANDED PUBLICATION

BAA Marathon Program
↳ Ad close: 1/19/18 | On sale: 3/26/18

EVENTS

Boston Wellness Fitness Series
Top Places to Live

MAY

AD CLOSE: 3/21/18 | ON SALE: 4/24/18

EDITORIAL FOCUS

Power*
↳ Our annual dissection of who has clout in Boston

SPECIAL SECTION

Faces of Family Business
↳ Materials: 3/14/18

BRANDED PUBLICATION

Boston Home Summer
↳ Editorial Feature: Summer homes and custom outdoor spaces
Ad close: 3/23/18 | On sale: 5/15/18

EVENTS

Boston Home Breakfast Series
Faces of Family Business
Boston Wellness Night Out

JUNE

AD CLOSE: 4/18/18 | ON SALE: 5/22/18

EDITORIAL FOCUS

Summer Travel*
↳ M.V., Nantucket & the Islands
Watches for Dads & Grads**
Home & Property**

SPECIAL SECTION

Luxe Getaways

BRANDED PUBLICATION

Boston Weddings Vol II
↳ Special Sections: Real Boston Weddings, Love That, Newport Weddings
Ad close: 4/20/18 | On sale: 6/12/18

EVENTS

Best of Boston® Weddings Volume II
Boston Wellness Fitness Series

3RD QUARTER 2018

JULY

AD CLOSE: 5/23/18 | ON SALE: 6/26/18

EDITORIAL FOCUS

Best of Boston® 2018

↳ Our 45th annual guide to what's great in Boston

SPECIAL SECTION

Cosmetic Enhancements

EVENT

Best of Boston®

AUGUST

AD CLOSE: 6/27/18 | ON SALE: 7/24/18

EDITORIAL FOCUS

Food*

Boston Wellness**

Top Dentists*

SPECIAL SECTION

Dental Experts

↳ Materials: 6/15/18

BRANDED PUBLICATION

Boston Home Fall

↳ Editorial Focus: Kitchens

Ad close: 6/29/18 | On sale: 8/21/18

EVENTS

The Cue

Battle of The Burger

Boston Wellness Fitness Series

SEPTEMBER

AD CLOSE: 7/25/18 | ON SALE: 8/28/18

EDITORIAL FOCUS

Top Schools 2018*

Fall Fashion*

Fall Arts Preview**

Home & Property**

SPECIAL SECTION

With Honors

Holiday Party Venue Guide

Faces of Women in Healthcare

↳ Materials: 7/18/18

EVENTS

Boston Home Breakfast Series

Boston Wellness Night Out

4TH QUARTER 2018

OCTOBER

AD CLOSE: 8/22/18 | ON SALE: 9/25/18

EDITORIAL FOCUS

Fall Real Estate*

Fall Getaways*

Boston Wellness**

SPECIAL SECTION

Faces of Female Business Leaders

↳ Materials: 8/15/18

EVENT

Boston Wellness Fitness Series

Restaurant Trends

NOVEMBER

AD CLOSE: 9/19/18 | ON SALE: 10/23/18

EDITORIAL FOCUS

Top 25 New Restaurants*

Style: Jewelry**

SPECIAL SECTIONS

Aging Well

Ski Guide

BRANDED PUBLICATION

Boston Home Winter

↳ Editorial Feature: Best of Boston® Home

Ad close: 9/21/18 | On sale: 11/13/18

Guide to Private Schools

↳ Ad close: 8/31/18 | On sale: 10/23/18

EVENT

Taste

DECEMBER

AD CLOSE: 10/17/18 | ON SALE: 11/27/18

EDITORIAL FOCUS

Holiday Gift Guide: Watches**

Home & Property**

SPECIAL SECTIONS

Boston Gives

Ultimate Escapes

BRANDED PUBLICATIONS

Boston Weddings Vol I

↳ Special Sections: Real Boston Weddings, Love That, Newport Weddings

Ad close: 10/19/18 | On sale: 12/11/18

EVENT

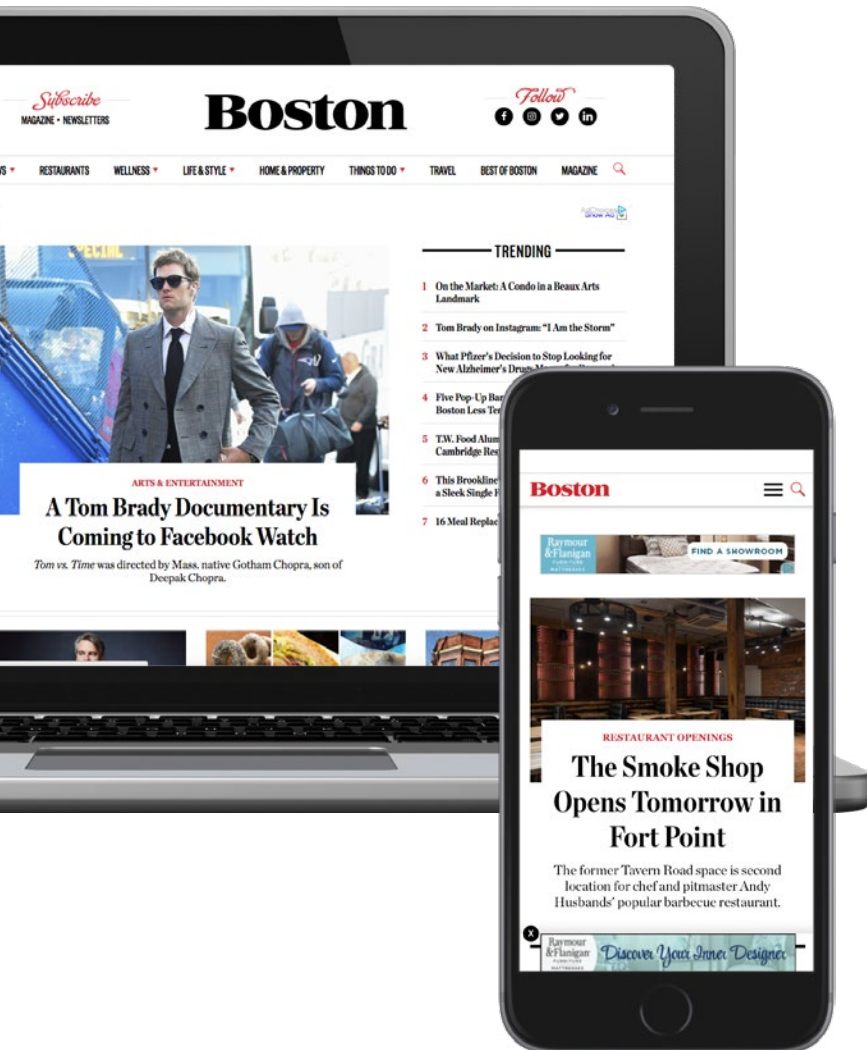
Best of Boston® Home

Boston Wellness Fitness Series

BOSTONMAGAZINE.COM

BOSTON MAGAZINE, BOSTON HOME, AND BOSTON WEDDINGS are brought to life online through bostonmagazine.com.

Bostonmagazine.com features the same authoritative journalism and insider information found in the pages of our publications, complemented by daily posts, helpful guides, directory listings, and e-newsletters. Bostonmagazine.com is the online resource of choice for stylish, sophisticated Bostonians.



WEBSITE STATS

- Over 1 million unique visitors monthly
- Over 2.5 million page views monthly

MOBILE

Reach readers on the go through our mobile-friendly website with geo-targeting capabilities.

SOCIAL

Engaged community on *Boston* magazine

- Facebook (113,000+ likes)
- Twitter (155,000+ followers)
- Instagram (95,000+ followers)

NEWSLETTER

We offer a suite of opt-in newsletters to reach readers interested in each of our verticals.

DISPLAY

- Site takeovers
- Section Roadblocks
- Custom Landing Page Packages
- Rich Media (sliding billboards, expandables, hover units, etc.)
- Sweepstakes/Contests
- Facebook apps

CUSTOM CONTENT

Our custom content platform allows advertisers to tell their story, share expertise, and inspire readers via the voice of *Boston* magazine in an editorial environment.



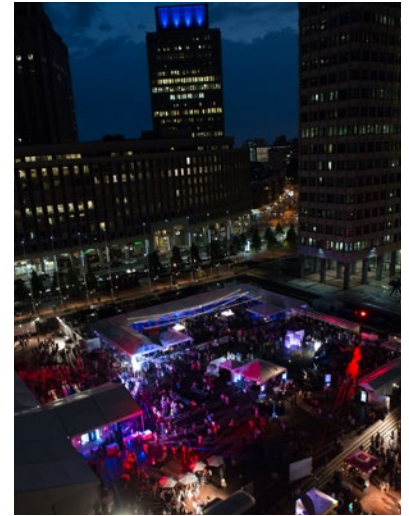
BOSTON MAGAZINE PRODUCES OVER 30 EVENTS EVERY YEAR reaching an influential and social audience beyond our subscribers. Our marketing team produces high end, diverse events and brand experiences with measurable results that are well-known throughout the region. From large scale programs such as Best of Boston®, The Cue, and Battle of the Burger to smaller panel events and classes, our audience comes to us as a resource for knowledge and connections to Boston's best food, fitness, health, real estate, property, fashion, and retail.

CLICK HERE TO VIEW OUR SPONSORSHIP VIDEO

BEST OF BOSTON®

DATE: JULY 17, 2018**LOCATION: CITY HALL PLAZA****GUESTS: 1,500**

In honor of the 45th anniversary of Best of Boston®, the legendary Best of Boston® event returns. This exclusive event brings together up to 1,500 of the city's best, including *Boston* magazine VIPs, select media, local tastemakers, and celebrity chefs. The evening features live music, delicious food served by 20 past and current Best of Boston® winners, and one of a kind experiences. Sponsorship opportunities capitalize on this highly-coveted brand through several benefits including, but not limited to, in-book exposure, online visibility, onsite display, and product sampling. A percentage of proceeds will benefit Life is Good Kids Foundation. *Ticketed event.*



THE CUE

DATE: AUGUST 14, 2018**LOCATION: CRUISEPORT BOSTON****GUESTS: 1,000**

The Cue celebrates one thing, BBQ! This classy 5th annual event is a BBQ lover's dream, bringing the best chefs in the city together for the perfect summer night paired with cocktails. A percentage of proceeds will benefit Share Our Strength. *Ticketed event.*

BATTLE OF THE BURGER

DATE: AUGUST 15, 2018**LOCATION: CRUISEPORT BOSTON****GUESTS: 2,000**

Boston magazine will host the 7th annual Battle of the Burger this summer. Leading up to the event, we'll invite the public to vote on bostonmagazine.com for the restaurants that have the best burger in town. The top vote recipients will be invited to compete live at the final event. A percentage of proceeds will benefit Family Reach. *Ticketed event.*



TASTE

DATE: NOVEMBER 2018

LOCATION: BOSTON CHILDREN'S MUSEUM

GUESTS: 1,000

Each November, *Boston* magazine hosts a fun filled Taste event to celebrate the November Top New Restaurants issue featuring the local culinary scene. Executive chefs are on site for the event, enhancing the experience for our guests. *Boston* magazine's 8th annual Taste event will be a decadent evening of fine food, wine, beer, and custom cocktails. A percentage of proceeds will benefit the Greater Boston Food Bank. *Ticketed event.*



CUSTOM EVENTS

Boston magazine partners with local retailers and brands to assist in the coordination and promotion of their events. Recent partners include Lovejoy Wharf, Volvo, NIC+ZOE, The Frye Company, Sephora, Furla, Burberry, Versace, Prada, and VINCE.



ANNUAL TARGETED EVENT SERIES

Throughout the year, we plan various events targeted to specific trades and groups of our audience. Our targeted events occur in conjunction with key issues and initiatives and attract qualified, focused attendees that return each year.

BOSTON WEDDINGS LAUNCH PARTIES

- January 25, 2018
- June 2018

TOP PLACES TO LIVE

- April 4, 2018

FACES OF FAMILY BUSINESSES

- May 3, 2018

BOSTON WELLNESS PANELS

- May 2018
- September 2018

BOSTON WELLNESS FITNESS SERIES

- February 2018
- April 2018
- June 2018
- August 2018
- October 2018
- December 2018

TOP NEW RESTAURANTS

- November 2018

BEST OF BOSTON HOME

- December 2018

We also help partner with and promote a handful of event series throughout the year and can facilitate a sponsorship on a client's behalf. These include MFA First Fridays and Summer In The City at Boston Harbor Hotel.





BOSTON MAGAZINE IS PHILANTHROPIC.

Boston magazine has a unique opportunity to give back to those making a difference in our city. Through a mix of in-kind media, ticket donations, and sponsorship dollars, we donate over \$700k each year to various non-profits and local partners.

IN 2017, PARTNER ORGANIZATIONS INCLUDED:

- 826 Boston
- Family Reach
- Franciscan Children's Hospital
- Boston Children's Hospital
- Friends of Dana Farber
- American Heart Association
- Rosie's Place
- Girls on the Run
- Greater Boston Food Bank
- Artists for Humanity
- Room to Grow
- Inner-City Weightlifting
- Leukemia & Lymphoma Society
- Life is Good Kids Foundation
- Share Our Strength
- Museum of Fine Arts Boston
- A.R.T
- Isabella Stewart Gardner Museum
- Addison Gallery
- ... and more



Additionally, *Boston* magazine team members donate their time to various organizations throughout the year.

ON ADVERTISING:

“ It was so nice to actually see the results of our advertising. I had friends messaging me that they saw the article on Facebook and in their inboxes, so I can only imagine how many different people had access to the article. During the month of November (when this ran) and December we saw significant increases in our appointment traffic, and ultimately our sales increased as well. It's two weeks into January and are still seeing significant increases.”

BRITTANY MCCARTHY
OWNER, BELLA BRIDESMAID

“ We truly enjoyed working with *Boston* magazine to create a video series for a client. The entire team was collaborative, flexible, and the final production quality was top-notch. A sincere thank you from our team to yours.”

MULLENLOWE BOSTON

“ The Franciscan Children's Mental Health Insert is outstanding. Thank you all. From the initial meeting through printing extra inserts and delivering magazines practically overnight, your team has been outstanding—smart, insightful, responsive, and thoughtful, everything you could ask. And to think that we may be helping families with kids and teens in trouble too. You have never let me down when I have stuck my neck out. Great partnerships are not easy to find. Please extend our gratitude to everyone on the team.

CINDY HALE
SVP MARKETING, KHJ BRAND ACTIVATION

ON EVENTS:

“ AMAZING event last night! Truly the best event I've ever attended in Boston. So well executed, and just really NICE! The event sponsors, the vendors, the attendees, your team and staff...all amazing!”

SARAH FUCIGNA, MARKET LEAD, BOSTON
GILT CITY

“ Congratulations on a spectacular event last night! The evening was perfect—an amazing crowd, lively music, plentiful food, and excellent sponsor engagement. We loved every minute of the night and are continually grateful to be so prominently represented as a charitable partner.”

DIANNE M. LYNCH, DIRECTOR OF DEVELOPMENT
FAMILY REACH



LifeWear



RESIDENTIAL BROKERAGE



...AND MANY MORE!



We would be thrilled to partner in 2018 and customize solutions for your brand. Please don't hesitate to reach out and begin the conversation.

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