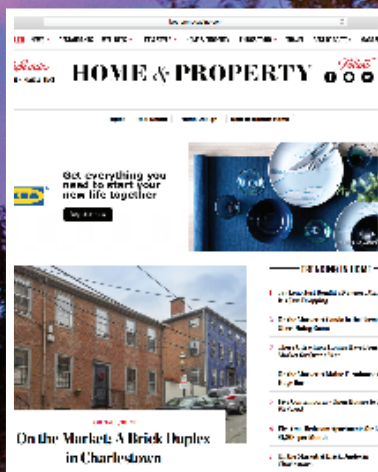




Boston
MAGAZINE

HOME & PROPERTY





HOME & PROPERTY |

MISSION STATEMENT

Boston magazine now brings you an integrated source for home and real estate—Home & Property. Home & Property is your source for the best design inspiration and real estate news from Boston and the greater New England region. We feature local real estate listings, extraordinary house tours, vacation properties, neighborhood news, home design products, and expertise from local designers.

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

BOSTON MAGAZINE features monthly insight into how Boston area residents live and includes a larger focus on home design four times a year.

BOSTON HOME delivers sophisticated, meticulously curated home design four times per year.

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.



OUR AUDIENCE:

BOSTON MAGAZINE MEDIA REACHES AN EXTENSIVE, AFFLUENT AUDIENCE:

- Visitors to bostonmagazine.com are over **3x** more likely to buy a home in the next two years than the rest of the market.
- **40%** of *Boston Home* readers plan to buy new furniture in the next 12 months
- **49%** of *Boston Home* readers plan to remodel their home in the next 12 months
- **20%** of *Boston* magazine subscribers with a HHI over **\$200,000** have spent over **\$15,000** on apparel and accessories in the past 12 months
- **70%** say that the content on bostonmagazine.com has influenced a purchase
- Bostonmagazine.com, featuring our Property platform, is viewed by more than **1 million** unique visitors a month
- *Boston* magazine readers are more than twice as likely as the average Bostonian to own a home with a market value of over a million dollars
- Over **60%** of *Boston* magazine readers have at least one college degree and **46%** have an annual income of over **\$100,000**

BOSTON MAGAZINE AVERAGE HHI: \$216,600

BOSTON MAGAZINE AVERAGE NET WORTH: \$1,603,000

DISTRIBUTION

BOSTON HOME

Circulation: **50,000** per issue

Readership: **406,234+** per issue

APPROXIMATE DISTRIBUTION PER CHANNEL:

32,000 subscribers

8,000 newsstand

8,000 trade professionals (including all members of: BSA, BRAGB, EM NARI, ASID, IFDA, BSLA, and NKBA)

2,000 retail and events (including ABX, Best of Boston Home, and Home Breakfast Series)

BOSTON MAGAZINE

Circulation: **75,000**

Readership: **487,500**

APPROXIMATE DISTRIBUTION PER CHANNEL:

76,519 subscribers

6,560 newsstand

HOME & PROPERTY

Boston

OUR PUBLICATIONS:

BOSTON MAGAZINE

Boston magazine is more than just Boston's leading lifestyle magazine. We reach over 2.8 million active, influential and engaged readers every month who have the discretionary income to purchase the products and services that cater to their dynamic lifestyles. *Boston* magazine is a trusted and established publication providing our readers with the best local resources.

Our Home & Property editorial team delivers to our audience on a monthly basis design/home/real estate information in the pages of *Boston* magazine through a balance of both in-depth feature articles and short and informative home design snapshots.

ISSUE HIGHLIGHTS INCLUDE:

- Each issue features an exclusive Home & Property department devoted to and real estate and home design
- Four issues every year feature in-depth articles focusing on home design and real estate

SPECIAL SECTIONS:

In addition to our editorial coverage, we work with freelancers in the marketplace to write special content focused sections, providing our clients the opportunity to position their ad within relevant content, and in some cases benefit from direct advertorial coverage.

- Premiere Destinations (February)
- Aging Well (April & November)
- Distinctive Properties (every issue)



BOSTON HOME

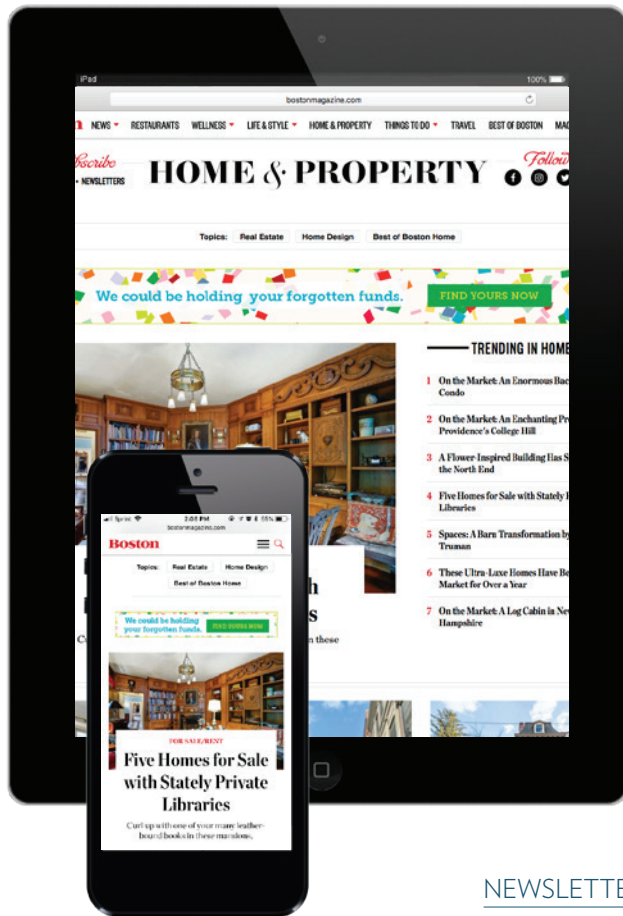
Our pages present an eclectic mix of old and new, priceless and found, elegant and casual, photographed in a sumptuous, yet seemingly effortless style. Our quarterly publication finds the most inspiring homes and design in the region and presents it to our high-end readers in unique packages, as well as extends its coverage to more non-traditional pairings, such as fashion and dining. Additionally, each winter we honor the leaders in home design within the greater Boston market in our Best of Boston Home® issue.

EACH ISSUE INCLUDES:

- **EDITORS' PICKS** A roundup of the season's must-have furniture, accessories, and design books.
- **NEW ENGLAND MADE** Manufacturing is alive and well in the state—find out about the great home-related products made right here.
- **A PERFECT TEN** From clocks to candelabras to birdhouses, we find the top ten options for the season.
- **OBSESSIONS** Boston's innovation gurus tell us about the many things that spark their creativity.
- **TREASURE** If money were no object, what would a local tastemaker desire most? You can find out on the last page of every issue.

BOSTONMAGAZINE.COM |

DIGITAL CAPABILITIES



Bostonmagazine.com features the same authoritative journalism and insider information found in the pages of our print publications, with expanded coverage of the city using fresh, daily content, helpful guides, and e-newsletters. Reaching more than 2.5 million each month, bostonmagazine.com is the online and mobile-friendly choice for stylish, sophisticated Bostonians.

Home design and real estate content has its own devoted page, Home & Property, within the site and hosts related content from *Boston Home*, *Boston* magazine, and our online editors. With its own dedicated following, our content is curated and accessible for these enthusiasts.

Reach the online readers that make up our over 2.5 million monthly page views through:

- Newsletters
- Web advertisements
- Social media
- Section roadblocks
- Video
- Native content
- Rich media (sliding billboards, expandables, hover units, etc.)
- Custom homepage sponsorships
- Sweepstakes and polls

NEWSLETTERS |

Reach our dedicated list of over 12,000 enthusiasts through the following newsletters:

HOME DESIGN BLOG |

HOME & PROPERTY

Inspiration and ideas 3-5 times daily featuring local real estate listings, extraordinary house tours, vacations properties, neighborhood news, home design products, and expertise from local designers

PROPERTY NEWSLETTER

Our Property Newsletter drops Tuesday and Friday with info from *Boston Home*'s blog, industry news, events, features from the current issue, and more.

THE HOME BUZZ

The Home Buzz is sent quarterly (corresponding with the debut of each issue) and gives a sneak peek of the highlights of the latest home issue in print and online.

EXCLUSIVE HOME EMAIL BLAST

Target our subscribers on your own schedule. We'll send a dedicated email to home design and trade enthusiasts who have opted in to hear about industry updates!

PLANNING CALENDAR:

BOSTON HOME

SUMMER 2018 |

Entertaining

AD CLOSE: 3/23/18

ON SALE: 5/15/18

FALL 2018 |

Kitchens

AD CLOSE: 6/29/18

ON SALE: 8/21/18

WINTER 2018 |

Best of Boston® Home

AD CLOSE: 9/21/18

ON SALE: 11/13/18

SPRING 2018 |

Fashion and Home Design

AD CLOSE: 12/22/17

ON SALE: 2/27/18

BOSTON MAGAZINE

JANUARY |

Travel

AD CLOSE: 11/22/17

ON SALE: 12/26/17

FEBRUARY |

Luxury

AD CLOSE: 12/21/17

ON SALE: 1/30/18

MARCH |

Real Estate

AD CLOSE: 1/24/18

ON SALE: 2/27/18

APRIL |

Wellness

AD CLOSE: 2/21/18

ON SALE: 3/27/18

MAY |

Power

AD CLOSE: 3/21/18

ON SALE: 4/24/18

JUNE |

Summer Travel

AD CLOSE: 4/18/18

ON SALE: 5/22/18

JULY |

Best of Boston® 2018

AD CLOSE: 5/23/18

ON SALE: 6/26/18

AUGUST |

Top Dentists

AD CLOSE: 6/23/18

ON SALE: 7/24/18

SEPTEMBER |

Top Schools 2018

AD CLOSE: 7/25/18

ON SALE: 8/28/18

OCTOBER |

Real Estate

AD CLOSE: 8/22/18

ON SALE: 9/25/18

NOVEMBER |

Top New Restaurants 2018

AD CLOSE: 9/19/18

ON SALE: 10/23/18

DECEMBER |

Holidays & Giving

AD CLOSE: 10/17/18

ON SALE: 11/27/18

IN EVERY ISSUE |

SPECIAL SECTION:
Distinctive Properties

— **Boston** —

HOME & PROPERTY

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CONTACT |

**FOR PARTNERSHIP OPPORTUNITIES
AND MORE INFORMATION, PLEASE CONTACT:**

CHRISTINA TASSIE MILLER AT
CMILLER@BOSTONMAGAZINE.COM
OR 857.221.5415.