“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

<table>
<thead>
<tr>
<th>TOTAL REACH</th>
<th>CIRCULATION</th>
<th>PAID SUBSCRIPTIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>781k+</td>
<td>80,171</td>
<td>47,288</td>
</tr>
</tbody>
</table>

**Breakdown**

**Age**

- 21% are 55–64
- 21% are 45–54
- 18% are 65–74
- 5% are 21–24
- 11% are 25–34
- 3% are 75–84

**Status**

- 65% MARRIED

**Gender**

- 61% FEMALE : 39% MALE

**HHI**

- $230,336

**Property**

- 94% HOMEOWNERS

**Influence**

**Engagement**

- 67% spend more than 30 minutes reading an issue
- 9.75 number of readers per copy
- 35% of readers keep issue for more than one month
- 74% of readers have read all 4 of the last 4 issues

**A Little More About Our Readers**

- **Influence** 88.8% of readers have purchased products and services seen in the magazine
- **Education** 89.5% attended college and/or have an advanced degree

### Planning Calendar pt. 1

#### January/February

- **Editorial Focus**
  - Top Docs, Travel

- **Special Sections**
  - Summer Sessions & Camps, Health Experts, Visit Florida

- **Events**
  - Boston Home Breakfast, Be Well Mind

#### March

- **Editorial Focus**
  - Top Places to Live, Spring Fashion, Extended Home & Property

- **Special Sections**
  - With Honors, Rejuvenate Your Look

- **Events**
  - Top Places to Live, Boston Weddings Bubbly Brunch

#### April

- **Editorial Focus**
  - Spring Arts Preview

- **Special Section**
  - Aging Well

- **Events**
  - Be Well Mind

#### May

- **Editorial Focus**
  - Power

- **Events**
  - Boston Home Breakfast

#### June

- **Editorial Focus**
  - Summer Travel: Beaches, Top Real Estate Producers, Extended Home & Property

- **Special Section**
  - Real Estate Experts

- **Events**
  - Best of Boston Weddings

#### July

- **Editorial Focus**
  - Best of Boston

- **Special Section**
  - Cosmetic Enhancements

- **Events**
  - Best of Boston

---

**Updated January 13, 2020. Content subject to change. For special advertising section deadlines please contact your account manager.**
# Planning Calendar

## August

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Sections</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Dentists</td>
<td>Dental Experts</td>
<td>Be Well Mind</td>
</tr>
</tbody>
</table>

**Boston Home Fall**

<table>
<thead>
<tr>
<th>Editorial Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kitchens</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRAND AD CLOSE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>6/26/20</td>
<td>7/28/20</td>
</tr>
</tbody>
</table>

## September

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Sections</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top Schools, Fall Fashion, Fall Arts Preview, Extended Home &amp; Property</td>
<td>With Honors, Holiday Party Venue Guide</td>
<td>Boston Home Breakfast</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRAND AD CLOSE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/24/20</td>
<td>8/25/20</td>
</tr>
</tbody>
</table>

## October

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Sections</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall Travel</td>
<td>Faces of Women in Healthcare</td>
<td>Be Well Mind</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRAND AD CLOSE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/21/20</td>
<td>9/22/20</td>
</tr>
</tbody>
</table>

## November

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Sections</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Top 50 Restaurants</td>
<td>Guide to Private Schools, Aging Well</td>
<td>Taste, Boston Home Breakfast</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>BRAND AD CLOSE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9/22/20</td>
<td>10/7/20</td>
</tr>
</tbody>
</table>

## December

<table>
<thead>
<tr>
<th>Editorial Focus</th>
<th>Special Sections</th>
<th>Events</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>BRAND AD CLOSE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>10/23/20</td>
<td>11/24/20</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ultimate Talent</th>
<th>BRAND AD CLOSE</th>
<th>ON SALE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Local Talent</td>
<td>11/6/20</td>
<td>12/22/20</td>
</tr>
</tbody>
</table>
Monthly Sections

The Hub:
News, Opinion, and City Life

Briefing
By the Numbers
Hot Take
Influencer
Parties

Life & Style:
How to Live the Luxe Life

What’s in Store
Impulse Buy
The Lust Lineup
Be Well Boston
Boston Traveler

Home & Property:
Interior Design, Real Estate,
and Pretty Things for Home

Real Estate Showdown
Haute Design
Spaces

The Beacon:
Culture, Food, and Fun

City Guide
Arts & Entertainment
Food

ADDITIONAL FEATURES:
The Interview:
An engaging conversation with Bostonians
determined to shape our city

The Listings:
A Select Guide to Boston’s Restaurants

UPDATED JANUARY 13, 2020. CONTENT SUBJECT TO CHANGE. FOR SPECIAL ADVERTISING SECTION DEADLINES PLEASE CONTACT YOUR ACCOUNT MANAGER.
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**

1.1 Mil

**PAGE VIEWS**

2.3 Mil

Breakdown

At a Glance

No. 1
70%
of readers are between 25–54 years of age

No. 2
62%
of readers have a HHI of over $100k

No. 3
69.4%
of readers visit bostonmagazine.com at least 1x per week

No. 4
91.48%
of readers have at least one Bachelor’s Degree or higher

By Device

Mobile
63%

Desktop
37%

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. News

3. Home & Property

4. Wellness

5. Arts & Entertainment
Social Media Snapshot

#TRENDING

720k+ 18
FOLLOWERS ACCOUNTS

INSTAGRAM
@bostonmagazine 134K+
@bostonhomemag 11K+
@bostonweddings 12.8K+
@bewellbos 8.1K+
@bostonmagevents 22.7K+
@bosfeed 9.4K+

TWITTER
@bostonmagazine 164K+
@bostonhomemag 3K+
@weddings_boston 1.7K+
@bewellbos 4.5K+
@bostonmagevents 7K+
@bosfeed 6.5K+

FACEBOOK
@bostonmagazine 121K+
@bostonhomemag 2.5K+
@bostonweddings 3.7K+
@bewellbos 1.1K+
@bostonmagevents 9.6K+
@bosfeed 1.4K+
With Us, It’s a Party

*Boston* magazine produces more than 30 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**

**MARCH**

**Top Places to Live**
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.

**Boston Weddings Bubbly Brunch**
The perfect wedding planning event for brides- and grooms-to-be! Guests enjoy brunch-themed hors d’oeuvres, bubbly, and get inspiration for their big day from top local wedding vendors.

**JULY**

**Best of Boston**
The biggest party of the year celebrates *Boston* 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.

**NOVEMBER**

**Taste**
Each November, *Boston* magazine hosts Taste, an annual event to celebrate the November “Top Restaurants” issue, which honors Boston’s culinary scene and outstanding industry experts.

**JUNE**

**Best of Boston Weddings**
In celebration of our region’s best wedding venues, vendors, and designers, the night provides an inside look at the newest issue of *Boston Weddings*. Top industry professionals enjoy an elegant night of networking at a beautiful downtown venue.

**DECEMBER**

**Best of Boston Home**
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 *Boston Home* magazine. Top industry professionals enjoy an elegant night of networking at a beautiful downtown venue.

**MARCH**

**Top Places to Live**

**Boston Weddings Bubbly Brunch**

**JULY**

**Best of Boston**

**NOVEMBER**

**Taste**

**JUNE**

**Best of Boston Weddings**

**DECEMBER**

**Best of Boston Home**

**QUARTERLY**

**Be Well Mind**
Wellness-focused Bostonians are invited to relax in a comfortable environment and learn about relevant health and wellness trends. Guests enjoy a reception followed by a discussion on a hot health topic featuring four panelists and moderated by *Boston* magazine.

**QUARTERLY**

**Boston Home Breakfast Series**
With each issue of *Boston Home*, 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.
Event Demographics

Reach a prominent, engaged audience at any of our signature events throughout the year.

**BREAKDOWN**

**Age**
- 2% are 65+
- 19% are under 24
- 8% are 55–64
- 11% are 45–54
- 20% are 35–44
- 40% are 25–34

**Gender**
- 71% FEMALE
- 29% MALE

**Location**
- 64% LIVING OUTSIDE BOSTON
- 36% LIVING IN BOSTON
Ad Submission

To submit an ad for Boston magazine, please email bosprod@bostonmagazine.com to receive an upload link and file instructions.

To submit an advertisement for Boston Weddings or Boston Home, please email branded@bostonmagazine.com to receive an upload link and file instructions.

**NOTE** Please do not email your ad directly. Use advertiser’s name as the file name. Zip your file before uploading and remove all special characters and extra periods from the file name. If you are sending native files, please package all fonts and images before zipping your files.

Proofs

Send a proof of the final ad printed at 100%. Digital proofs are acceptable for color, provided they have been calibrated to SWOP standards.

**Proofs may be mailed to...**
Metrocorp Media Production ATTN: Joshua Neal
170 S Independence Mall W, Suite 200 East
Philadelphia, PA 19106

---

**Ad Preparation**

High-resolution Adobe Acrobat PDF recommended. Mac format preferred.

**PDF Settings**

High-resolution PDF for press: PDF/X-1a:2001 (recommended) or press quality. All fonts embedded.

**Image Settings**

Color images: 300 DPI
Monochrome images (Graphic & Art Settings): 1200 DPI

- **Photoshop PDFs and PDFs created by Adobe PDF Writer are not recommended.**

InDesign, Photoshop (saved as TIFF or EPS), or Illustrator (saved as EPS) files are also accepted. Convert all fonts used in art files to outlines. Native files may be sent as long as all screen and printer fonts and all linked art files used in the ad are included. Files created in Microsoft Paint, Word or PowerPoint are not accepted.

**Images**

All high-resolution images must be a minimum of 300 DPI at 100% of final print size. Do not upsample the resolution of your image by manually changing the DPI in Photoshop. This can cause a pixilated, blurry or low-quality image.

- **Black and white ads must be grayscale. Do not submit color files.**
- **Do not use spot colors.**
- **4-color scans must be saved as CMYK, not RGB.**

**Print Specs**


**Prep Specs**

Screened tone values over 85% may print solid. Screen tone values under 3% may not print. Total density in any one area must not exceed 280%. Publisher cannot guarantee legibility of 4-color knock-out type below 7 points. Offset reproduction may not match computer generated color proofs.

---

**Boston Design Services**

If you do not have creative for your advertisement, Boston magazine can provide design services at an additional cost. For more information and rates, contact your Account Manager.

---

**Questions?**

Contact Rachel Drezner in the Client Services department at rdrezner@metrocorpmedia.com or 215-979-6557
### Traditional Display Ad Units

<table>
<thead>
<tr>
<th>Unit</th>
<th>Dimensions (PX)</th>
<th>Format</th>
<th>File Size</th>
<th>Restrictions</th>
<th>Video Option</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile Unit</td>
<td>320 x 50</td>
<td>Image or 3rd-party tag</td>
<td>100kB max</td>
<td>None</td>
<td>No</td>
</tr>
<tr>
<td>Skin (x2)</td>
<td>120x1050</td>
<td>JPG or PNG file</td>
<td>100kB max (each)</td>
<td>No animation</td>
<td>No</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300 x 250</td>
<td>Image or 3rd-party tag</td>
<td>200kB max</td>
<td>None</td>
<td>Yes</td>
</tr>
<tr>
<td>Half Page</td>
<td>300 x 200</td>
<td>Image or 3rd-party tag</td>
<td>200kB max</td>
<td>None</td>
<td>Yes</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 x 90</td>
<td>Image or 3rd-party tag</td>
<td>200kB max</td>
<td>None</td>
<td>Yes</td>
</tr>
<tr>
<td>Billboard</td>
<td>970 x 90 or 970 x 250</td>
<td>Image or 3rd-party tag</td>
<td>200kB max</td>
<td>None</td>
<td>Yes</td>
</tr>
<tr>
<td>Prestitial (Desktop)</td>
<td>600 x 400</td>
<td>JPG or PNG file</td>
<td>200kB max</td>
<td>15 seconds max</td>
<td>Yes</td>
</tr>
<tr>
<td>Social Display (Mobile)</td>
<td>N/A</td>
<td>Facebook, Instagram, Twitter</td>
<td>N/A</td>
<td>None</td>
<td>No</td>
</tr>
</tbody>
</table>

### e-Newsletters

<table>
<thead>
<tr>
<th>Format</th>
<th>Password, includes 20-25 words and URL</th>
<th>N/A</th>
<th>No animation</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>e-Newsletter</td>
<td>300 x 250</td>
<td>100kB max</td>
<td>No animation</td>
<td>No</td>
</tr>
<tr>
<td>e-Blast</td>
<td>460 x 640</td>
<td>N/A</td>
<td>No animation</td>
<td>No</td>
</tr>
</tbody>
</table>

### Video

<table>
<thead>
<tr>
<th>Format</th>
<th>Dimensions (PX)</th>
<th>File Size</th>
<th>Restrictions</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>In-Banner</td>
<td>300 x 250</td>
<td>200kB initial load; 11MB additional</td>
<td>User-initiated sound</td>
<td>Site-serving; design up-charge</td>
</tr>
<tr>
<td>In-Article</td>
<td>1280 x 720 (16:9 aspect ratio) expands to frame</td>
<td>20MB max</td>
<td>15 or 30 seconds</td>
<td>24 FPS</td>
</tr>
</tbody>
</table>

### Breakdown

**Ad Submission**
Creative can be emailed to your Account Manager and will be sent to the online marketing department.

**Image Files**
200kB max file size (.jpg, .png, .gif)

**Rich Media**
200kB max file size for site-served; 300kB for 3rd-party serving

- HTML5 sent as .zip file that can only contain the following elements: .html, .js, .json, .jpg, .gif, .png, .swf, .css, .xml. All files in the provided .zip must be referenced in your .html file. Do not send any that are not referenced.

Any creative with additional elements (video, expansion, etc. MUST be served through a 3rd-party ad-server or be subject to additional production fees of $1,500 per creative and $1.50 CPM up-charge.

**clickTag sample:**

```javascript
<script type="text/javascript"> var clickTag = "http://www.yourURLhere.com";
</script>
```

Flash no longer accepted.

**Required Resolution**
72 DPI; 24 FPS

### Boston Design Services
If you do not have creative for your advertisement, Boston magazine can provide design services at an additional cost. For more information and rates, contact your Account Manager.