



**Boston**

**home**

*Media Kit 2020*

***“ A celebration of smart local architecture and interior design, Boston Home connects readers with the big ideas they’re looking for and the talented local professionals who can bring them to life.”***

— ANDREA TIMPANO, EDITOR BOSTON HOME

Boston  
home

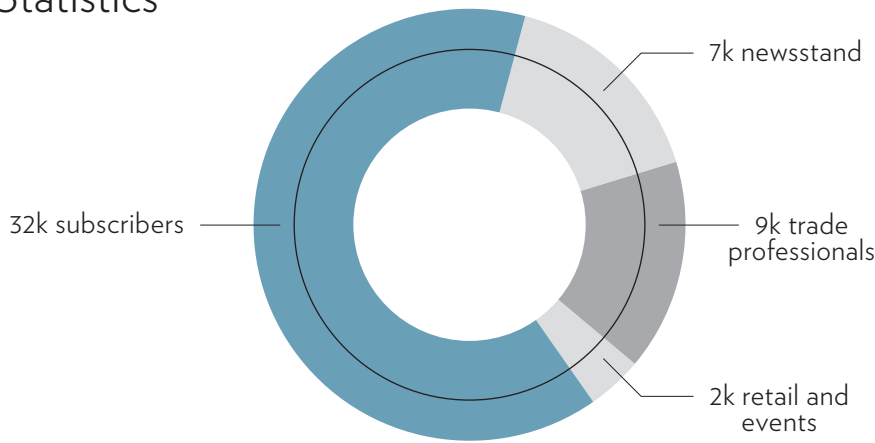
# DISTRIBUTION & OUR AUDIENCE

*Boston Home is the premier local source for design inspiration, offering creative features on standout city, suburban, and coastal abodes; round-ups of trendy furniture and décor; and spotlights on the region's most in-demand makers, design professionals, and industry influencers.*

Average Issue Statistics

TOTAL CIRCULATION

**50,000**



READERSHIP  
**204,000**

Reader Profile

**\$230,336**  
average household income

**27%**  
of readers have a net worth of \$2M+

**61%** female  
**39%** male

**85%**  
age 45+





# MEET OUR EDITORS



## ANDREA TIMPANO

Since arriving at *Boston* magazine in 2013, Andrea Timpano has covered everything from healthcare and home design to Real New England Weddings and real estate. Now the editor in chief of *Boston Home* and *Boston Weddings*, she continues to explore the local design and wedding industries while writing for *Boston* in her spare time.

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## MICHELE SNOW

Michele is the art director for *Boston Home* and *Boston Weddings*, and has been with the magazine since 2013. She brings the pages of both publications from imagination to execution to production. Born and raised on the South Shore and Cape Cod, she is proud to celebrate the best of our local New England home and wedding design talent in every issue.

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## RACHEL KASHDAN

As a staff writer at *Boston* magazine, Rachel does everything from covering weddings, home design, and travel on the web and in print to helping grow the presence of our brands on Instagram. She holds a degree in journalism from Boston University, and her writing has appeared on sites like Elle Decor and Veranda among others.

# CALENDAR

Boston Home releases four signature issues of curated home-design features.

## SPRING

AD CLOSE 12/17/19 | ON SALE 2/18/20

**Editorial Focus**  
*Materials*

## SUMMER

AD CLOSE 4/3/20 | ON SALE 5/19/20

**Editorial Focus**  
*Summer Escapes*  
**Special Section**  
*Local Talent*

## FALL

AD CLOSE 6/26/20 | ON SALE 8/18/20

**Editorial Focus**  
*Kitchens*

## WINTER

AD CLOSE 10/9/20 | ON SALE 11/24/20

**Editorial Focus**  
*Best of Boston Home*

## ESSENTIALS:

*Trendy Décor, Inspiring Mood Boards, and Other Design Must-Haves*

### EDITORS' PICKS

- FOUND ART
- PERFECT 10
- DESTINATION
- READING LIST
- PALETTES
- LANDMARK



### ADDITIONAL FEATURES

## HEADING HOME:

*The region's top design professionals invite us into their abodes.*



## INNOVATORS:

*Standout Local Influencers and Makers*

- NEW ENGLAND MADE
- SPACES
- OBSESSIONS
- RENOVATION
- COMMERCIAL GRADE
- Q&A

## STOCKIST:

*The ultimate home-design resource guide.*

# 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 Home & Property 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

**69.4%**

of readers visit bostonmagazine.com at least 1x per week

NO. 3

**91.48%**

of readers have at least one Bachelor's Degree or higher

## HOME & PROPERTY

**375,000**

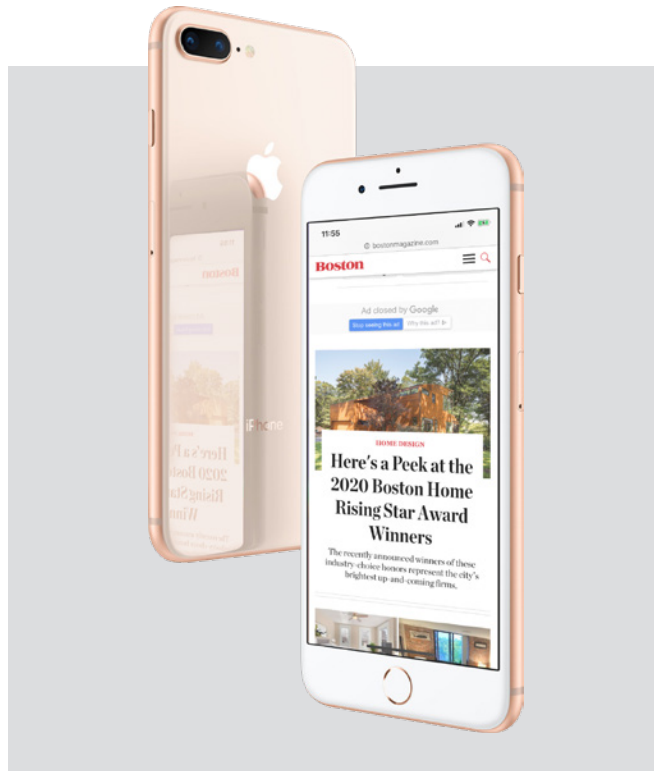
monthly pageviews of Home & Property content

**204,000**

unique monthly users of Home & Property content

**57%**

of Home & Property channel visitors are female



## BY DEVICE

MOBILE

**63%**

DESKTOP

**37%**

**2 minutes,  
46 seconds**

is the average time spent reading a home & property article

Boston Home Instagram

**12k**  
FOLLOWERS

**60%**  
AGE 25-44

**72%**  
FEMALE

# DIGITAL CAPABILITIES

*Boston Home's reach is extended via Bostonmagazine.com, an integrated source for further design inspiration and real estate news, featuring articles from the quarterly issues as well as expanded coverage with daily fresh online-only content, helpful guides and e-newsletters.*



## ENEWSLETTER SPONSORSHIP AND EBLASTS

Reach opt-in subscribers



## CUSTOM CONTENT

Partner with a *Boston* magazine writer on a custom content article



## ARTICLE ROADBLOCKS

Align your brand with 100% SOV alongside an editorial article



## SPONSORED INSTAGRAM POSTS

*Boston* magazine, *Boston Home*



## CHANNEL SPONSORSHIPS

Align directly with *Boston* magazine's Home & Property channel



# 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



### 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. The invite-only event provides a networking opportunity for home industry professionals.

### 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

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 a panel discussion.



# *Contact Us*

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