



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

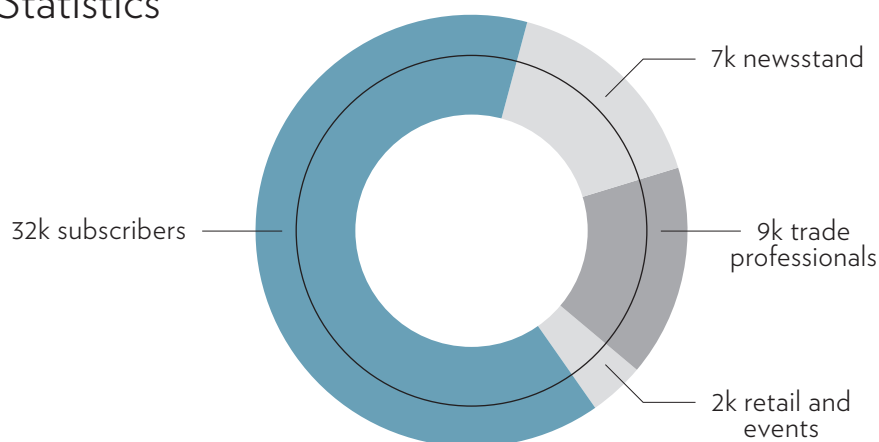
DISTRIBUTION & OUR AUDIENCE

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 publishes 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%

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

NO. 3

91%

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

HOME & PROPERTY

375,000

monthly pageviews of
Home & Property content

204,000

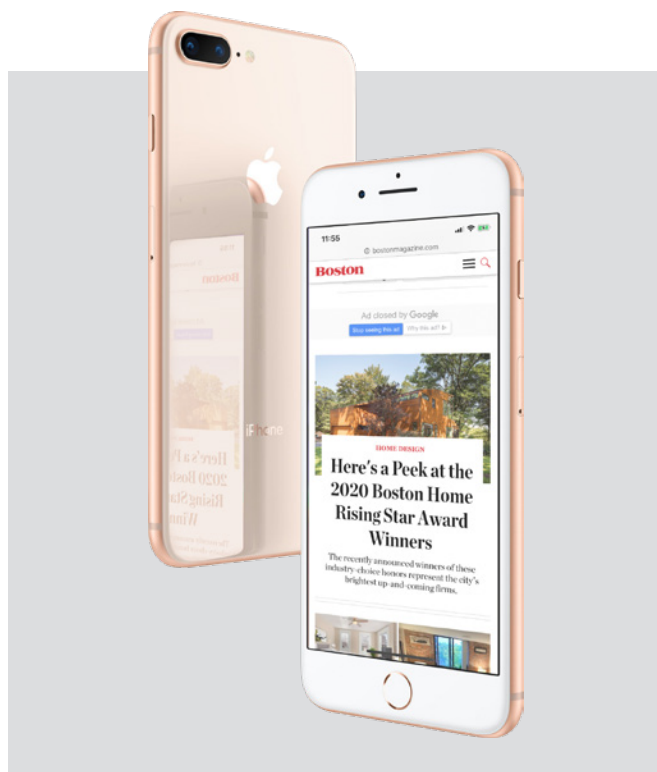
unique monthly users of
Home & Property content

57%

of Home & Property channel
visitors are female

**2 minutes,
46 seconds**

is the average time
spent reading a home
& property article



BY DEVICE

MOBILE

63%

DESKTOP

37%

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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