“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 IN CHIEF
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

33k subscribers
1.5k real estate partners
6.5k newsstand
9k trade professionals

TOTAL REACH PER ISSUE

317,500

Reader Profile

$234,018 average household income
27% of readers have a net worth of $2M+
62% female
38% male
70% 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.

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.
### CALENDAR

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

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<thead>
<tr>
<th>SPRING</th>
<th>SUMMER</th>
<th>FALL</th>
<th>WINTER</th>
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<tr>
<td><strong>AD CLOSE</strong></td>
<td><strong>ON SALE</strong></td>
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<td><strong>ON SALE</strong></td>
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<td>12/22/21</td>
<td>2/22/22</td>
<td>3/30/22</td>
<td>10/5/22</td>
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<tr>
<td><strong>Editorial Focus</strong></td>
<td><strong>Events</strong></td>
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<td>Arts Issue</td>
<td>Boston Home Breakfast</td>
<td>Kitchens</td>
<td>Boston Home Breakfast</td>
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<td><strong>Events</strong></td>
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<td><strong>Special Section</strong></td>
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<td>Premier Projects</td>
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<td>Boston Home Breakfast</td>
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### ESSENTIALS:

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

- **EDITORS’ PICKS**
  - FOUND ART
  - PERFECT 10
  - READING LIST
  - PALETTES
  - LANDMARK

### INNOVATORS:

*Standout Local Influencers and Makers*

- **NEW ENGLAND MADE**
- **SPACES**
- **OBSESSIONS**
- **RENOVATION**
- **Q&A**

### ADDITIONAL FEATURES

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<th>HEADING HOME:</th>
<th>STOCKIST:</th>
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<td><em>The region’s top design professionals invite us into their abodes.</em></td>
<td><em>The ultimate home-design resource guide.</em></td>
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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

<table>
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<tr>
<th>UNIQUE VISITORS</th>
<th>PAGE VIEWS</th>
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<tr>
<td>1.86 Mil</td>
<td>2.42 Mil</td>
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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

BREAKDOWN BY DEVICE

- **MOBILE/TABLET**
  - 70%

- **DESKTOP**
  - 30%

EMAIL AUDIENCE

- **11,550**
  - Home & Property Newsletter Opt-in Subscribers

- **25,000**
  - Home & Design Interest List

3 minutes is the average time spent reading a Home & Property article

- **Boston Home Instagram**
  - 16.7k FOLLOWERS
  - 53% AGE 25–44
  - 69% 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.

- **ARTICLE ROADBLOCKS**
  Align your brand with 100% SOV alongside an editorial article

- **SPONSORED INSTAGRAM POSTS**
  Boston magazine, Boston Home

- **ENEWSLETTER SPONSORSHIP AND EBLASTS**
  Reach opt-in subscribers

- **CUSTOM CONTENT**
  Partner with a Boston magazine writer on a custom content article

- **CHANNEL SPONSORSHIPS**
  Align directly with Boston magazine’s Home & Property channel
With Us, It’s a Party

Boston magazine produces more than 20 events each year, attracting the most influential guests in the Boston area, including Boston Home’s quarterly issue launch events and the annual Best of Boston Home event. These events offer one-of-a-kind, interactive experiences to our loyal home industry insiders.

EVENT CALENDAR

**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 in December.

**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.

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Contact Us

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