

The *Boston* magazine Portfolio

Along with *New England Travel*, our portfolio of publications includes *Boston* magazine, *Boston Home*, *Boston Weddings*, and *Bostonmagazine.com*.



For additional information, rates and production requirements, please contact your Account Executive at 617.262.9700.

Boston
magazine

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New England

travel

2008

NET is an annual travel magazine that explores the only true province in North America. In an energetic, clever, and informed voice, NET notes new travel trends, uncovers emerging destinations, inspires readers with innovative ways to travel, and offers the most extensive travel resource guide in New England. NET's editors and writers are *the* authority on area travel—readers can trust NET to deliver the freshest, most comprehensive coverage of our unique region, both in the magazine and online.





Best of New England™

We scoured New England's six states for the best places to stay, eat, shop, see, and play! This 40+ page section will act as our editor-approved guide to everything you need to know when booking a Northeast getaway. If we wouldn't stay at or visit a place, we won't include it—these picks are the best of the best. Winners will be divided by state, and then subdivided by geographical area and type of category.



Some of our upcoming editorial features:

Gear: A roundup of the newest, coolest travel-savvy gear.

Goods: The newest, most stylish travel-related fashions.

Rooms: The best new rooms in New England and how they stack up against old favorites.

Tours: Our take on the best new group tours in New England.

Map: A visual breakdown to save you the time and show you how to best navigate a locale.

Travelers: We pick five local personalities—cultured, cool newsmakers—and get their insight into area travel. Where do they want to go? Where are they just back from? What's their favorite NE escape?

Spending: A look at how far your money will get you in each New England state, plus a casino recap.

Culture: This story will explore a cultural New England trip.

Shopping: An insider's look at an emerging city neighborhood and its new boutiques. We'll also include any just-opened hotels, eateries, galleries, and bars.

Drive: One great New England drive centered on a particular theme, plus a sidebar review of a new car.

Shortcuts: An exploration of up-and-coming beach getaways that take less time (and stress) to get to but still offer myriad activities and fun.

Sports: A look at certain sport through the travel lens.

New England Travel Readers Trust Us When Making Travel Plans

- 87%** Consider *New England Travel* very or extremely helpful in planning a trip to New England.
- 82%** Keep their copy of *New England Travel* longer than one month.
- 85%** Spend 1, 2, or more hours with the magazine.

Source: New England Travel & Life reader study (New England Getaway Survey) April 2004.

Planning Calendar

Space Close: January 31
Material Deadline: February 8
On Sale: April 1

The New England Travel Reader

As a travel guide and lifestyle publication, *New England Travel* is appealing to active people who lead dynamic lifestyles, have refined tastes, and the flexible income to appreciate fine travel. These same people are captivated by the lure of New England charm and have a true appreciation for the arts, culture, history, and New England heritage in all its glory.

GENDER

Female 70%
 Male 30%

MARITAL STATUS

Married 68%
 Never Married 20%
 Divorced/Separated 10%

AGE

25-54 60%

HOUSEHOLD INCOME

\$75,000+ 41%
 \$100,000+ 30%
 \$150,000+ 23%

LIFESTYLE

Dine at a restaurant 4+ times in the past two weeks: 17%
 Drank wine on 3+ days within the past two weeks: 27%
 Purchased men's, women's, children's clothing this month: 64%, 72%, 53%

Shopped for jewelry within the past month: 39%
 Plan to buy a car this year: 23%

TRAVEL

Rented a car 5+ times this year: 25%
 Stayed in a hotel 10+ nights this year: 48%

Domestic travel- flew 3+, 6+ times this year: 21%, 13%
 Plan to take an ocean cruise within the next 2-3 years: 29%

**Source: Media Audit, January 2007

Distribution

Reach prospective customers with one of the largest distributions among New England travel publications!

NEWSSTAND* 62,500

DIRECT MAIL

Select *Boston* magazine subscribers 50,000

Select American Express Gold Card

Members including: 64,000

Connecticut

New Jersey

New York

OTHER

Commuter air shuttles 10,000

Hotel distribution 5,000

Chambers of commerce and

CVBs & associations 9,500

New England Wine Festivals 10,000

TOTAL DISTRIBUTION 211,000

Target travelers all year long with New England Travel!



AMERICAN EXPRESS GOLD CARD MEMBERS:

New England Travel has joined forces with American Express to bring you the most targeted travelers in the region. These Gold Card members are avid travelers and have the discretionary income to enjoy the finer things in life including leisure travel to the New England region.

DIRECT MAIL: Through our direct mail program to *Boston* magazine subscribers, as well as American Express Gold Card members, *New England Travel* places the magazine directly into targeted consumers' hands.

NEWSSTAND: In addition to our direct mail program, *New England Travel* distributes 62,500 copies per year on newsstands locations including Barnes & Noble, Borders, Stop & Shop, CVS, Shaw's and more.

ON-SALE DATES: April 1, 2008. Our all-seasonal coverage gives readers plenty of time to review the magazine and plan their vacations in New England.