

Boston
MAGAZINE

I N T E G R A T E D

MEDIA KIT

2017

INNOVATIVE. INTEGRATED.

Boston is more than a magazine; it is an integrated media company producing powerful content shared through print, digital, and event experiences.

BOSTON MAGAZINE MEDIA READERS

46%

of *Boston* magazine readers are more likely than the market to buy furniture in the next 12 months

46%

of *Boston* magazine readers have purchased women's clothing in the last 4 weeks

41%

of *Boston* magazine readers purchased men's clothing in the past 4 weeks

64%

of bostonmagazine.com readers have stayed at a hotel 10+ nights in the past year





ABOUT BOSTON MAGAZINE MEDIA

3,799,519+

active, influential, and engaged readers, who have the discretionary income to purchase the products and services that cater to their dynamic lifestyles.

BOSTON MAGAZINE

GENDER

54% Female

46% Male

AGE

52% 25-54

AVERAGE HHI

\$216,600

AVERAGE NET WORTH

MARITAL STATUS

63% Married

35% Single

WELL EDUCATED

74% College Graduate

BOSTONMAGAZINE.COM

GENDER

40% Female

60% Male

AGE

33% 25-34

AVERAGE HHI

BOSTON HOME

GENDER

45% Female

55% Male

AGE

55% 25-54

AVERAGE HHI

2017 PLANNING CALENDAR

1ST QUARTER

JANUARY

BOSTON MAGAZINE
◦ Boston Traveler
◦ *Boston Wellness*

SPECIAL SECTIONS:
Retirement Living
Your Healthiest, Wealthiest 2017
Ultimate Wedding Guide
What You Need to Know

EVENTS
Boston Weddings Launch

FEBRUARY

BOSTON MAGAZINE
◦ The Money Issue

SPECIAL SECTIONS:
Family Friendly Travel
Pamper Yourself
What You Need to Know

BOSTON HOME SPRING

EVENTS
Boston Home Breakfast Series

MARCH

BOSTON MAGAZINE
◦ Real Estate 2017
◦ Spring Fashion Preview
◦ Home + Property

SPECIAL SECTIONS:
Rejuvenate Your Look
With Honors
What You Need to Know

EVENTS
Best Places to Live

2ND QUARTER

APRIL

BOSTON MAGAZINE
◦ Boston Traveler
◦ *Boston Wellness*
◦ Spring Arts Preview

SPECIAL SECTIONS:
Summer Sessions/Camps
Spring Guide to your Home
What You Need to Know

BAA MARATHON PROGRAM

EVENTS
Power

MAY

BOSTON MAGAZINE
◦ The Power Issue

SPECIAL SECTIONS:
Rejuvenate Your Look
Watches
Faces Of Family Business
What You Need to Know

BOSTON HOME SUMMER

EVENTS
Boston Home Breakfast Series
Boston Wellness Series

JUNE

BOSTON MAGAZINE
◦ Summer Travel
◦ Style
◦ Home + Property

SPECIAL SECTIONS:
Healthy Summer Guide
What You Need to Know

BOSTON WEDDINGS: VOLUME 2

EVENTS
Best of *Boston Weddings*® Launch:
Volume 2

3RD QUARTER

JULY

BOSTON MAGAZINE
◦ Best of Boston® 2017

SPECIAL SECTIONS:
Cosmetic Enhancements
Health Experts
What You Need to Know

AUGUST

BOSTON MAGAZINE
◦ *Boston Wellness*

SPECIAL SECTIONS:
Staycation Inspiration
Childhood Development
Resources
Dental Experts
What You Need to Know

BOSTON HOME FALL

CHINESE-LANGUAGE EDITION

EVENTS
The Cue
Battle of the Burger

SEPTEMBER

BOSTON MAGAZINE
◦ Top Schools 2017
◦ Fall Fashion Preview
◦ Home + Property
◦ Fall Arts Preview

SPECIAL SECTIONS:
With Honors
What You Need to Know

EVENTS
Boston Home Breakfast Series
Boston Wellness Series

4TH QUARTER

OCTOBER

BOSTON MAGAZINE
◦ Innovation and Technology in Boston
◦ Fall Real Estate Guide
◦ *Boston Wellness*

SPECIAL SECTIONS:
Women's Health
Kitchen and Bath
Faces of Women Led Business
What You Need to Know

NOVEMBER

BOSTON MAGAZINE
◦ Top New Restaurants 2017
◦ Boston Traveler
◦ Style

SPECIAL SECTIONS:
Aging Well
Super Lawyers
Guide to Private Schools
Men's Health
What You Need to Know

BOSTON HOME WINTER

EVENTS
Taste
Boston Home Breakfast Series

DECEMBER

BOSTON MAGAZINE
◦ Top Docs 2017
◦ Home + Property
◦ Style

SPECIAL SECTIONS:
Guide to Colleges & Universities
Holiday Guide
Winterize Your Home
Health Experts
What You Need to Know

BOSTON WEDDINGS: VOLUME 1

EVENT
Best of *Boston Home*®

SIGNATURE EVENTS

Boston magazine now executes over 40 events every year, including several signature programs, reaching an audience of influential taste-makers beyond our subscribers. From new, large scale programs such as Best Fest and our two-day food festival featuring The Cue and Battle of the Burger, we produce high end, diverse events and brand experiences that are well known throughout the city. Well-heralded for our food events for years, we are also prominent in the fashion/retail, health/wellness, wedding, home, and entertainment categories. Through our attention to detail, creative approach, and wealth of resources, we successfully create custom, integrated programs to best activate a brand.





BEST FEST

DATE: JULY 2017

LOCATION: TO BE ANNOUNCED JANUARY 2017

GUESTS: 2,500

In July, all eyes are on *Boston* magazine in anticipation of the annual Best of Boston® issue, a perennial newsstand superstar. This ticketed event brings together stylish Bostonians and of course, the winners. Featuring regional and local acts, delicious food served up by past and current Best of Boston® winners. Best Fest is the ultimate culmination of the best the city has to offer, bringing together upwards of 2,500+ of the city's best at a central and easily accessible location in downtown Boston. Sponsorship opportunities capitalize on this highly-coveted brand through several benefits including, but not limited to, in-book exposure, online visibility, onsite brand integration and display, and product sampling. *Ticketed event*



THE CUE & BATTLE OF THE BURGER

AUGUST

These annual summer events are hosts to the most mouthwatering food and drink competitions in Boston.

THE CUE

DATE: JULY 2017

LOCATION: CRUISEPORT BOSTON

GUESTS: 1,000

The Cue celebrates the craft of the cocktail. This classy event is a cocktail connoisseur's dream, bringing the best bartenders in the city together as curated by our award-winning food and beverage editorial team, with complementary BBQ and summer food pairings. Before the event, top local mixologists will be pitted against each other on bostonmagazine.com showcasing an original cocktail recipe, competing for the public's vote. Twelve finalists selected in early June will be mixing cocktails live at the final event, competing for each guest's vote. *Ticketed event*



BATTLE OF THE BURGER

DATE: JULY 2017

LOCATION: CRUISEPORT BOSTON

GUESTS: 2,000

Boston magazine will host the 6th annual Battle of the Burger this summer. Leading up to the event, we'll invite the public to vote on bostonmagazine.com for the restaurants that have the best burger in town. The top vote recipients will be invited to compete at this one night event to see who comes out on top and will be invited to an annual event in Miami in February 2017. Guests will be able to sample burgers from each competitor and place their final vote. *Ticketed event*

TASTE

DATE: NOVEMBER 2017

LOCATION: BOSTON CHILDREN'S MUSEUM

GUESTS: 1,000

This annual, signature *Boston* magazine event is a culinary experience not to be missed, featuring Boston's best chefs and restaurants. Over 1,000 guests mingle with friends and the chefs as they enjoy delectable bites, beverages and cocktails, all to benefit the Greater Boston Food Bank. *Ticketed event*



IN-STORE EVENTS

Boston magazine hosts in-store events with local retailers to assist in the coordination and promotion of hip and trendy cocktail hours on-site. These in-store events are always a huge hit as guests are able to shop while listening to live DJs, sip on delicious cocktails, taste scrumptious snacks and enjoy an incredible and unique experience from the stores they love. *Boston* magazine has worked with retailers such as NIC+ZOE, The Frye Company, Burberry, Versace, Prada and VINCE.

DIGITAL

BOSTONMAGAZINE.COM

BOSTON MAGAZINE, THE AWARD-WINNING PRINT PUBLICATION that reaches more than 3.7 mm readers in Boston and beyond, is brought to life online with bostonmagazine.com. Bostonmagazine.com features the same authoritative journalism and insider information found in the pages of *Boston* magazine, complemented by daily blogs, helpful guides, and e-newsletters. Viewed by more than 1.1 mm unique visitors a month, bostonmagazine.com is the online resource of choice for stylish, sophisticated Bostonians.

WEBSITE STATS

1.1 mm unique visitors
2.3 mm page views

MOBILE

Reach readers on the go through our mobile-friendly websites.

SOCIAL

Engaged community on *Boston* magazine

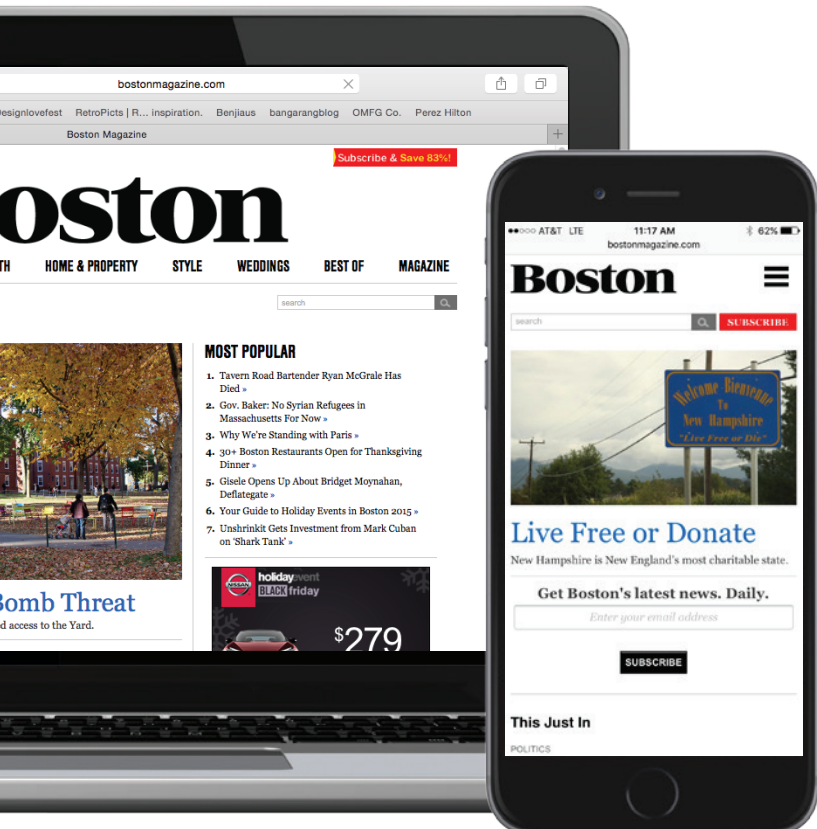
- Facebook (108,000+ 'likes')
- Twitter (147,000+ 'followers')

NEWSLETTER

A suite of newsletters to reach readers interested in dining, shopping, arts & entertainment and wellness.

DISPLAY

Section Roadblocks
Custom Landing Page Packages
Re-skins
Rich Media (sliding billboards, expandables, hover units, etc.)
Sweepstakes/Contests
Custom Content
Facebook apps





CHINESE-LANGUAGE EDITION

Boston magazine is excited to continue the annual Chinese-Language edition following a very successful first two years. Advertising in this special edition establishes your business as a go-to destination for this continually growing, affluent group of travelers and students in the city. Align with the best in luxury and position your brand in front of a continually growing audience with the capital to spend on high end services.

- Showcase your brand's unique offerings to over **147,000** Chinese tourists visiting Boston annually
- Visitors from China spend an average of **\$2,039**, with an emphasis in luxury retail and in education
- The number of Chinese visitors to the US is growing at an astounding **20+% per year**
- Recent advertisers: Attract China, Bella Sante, Boston Celtics, Cartier, Chanel, Inc, E.B. Horn, Emirates, Harvard Arts Museum, Marimekko, Neiman Marcus, New Balance, Saks Fifth Avenue, Salon Capri, Simon Malls, The Tannery, Tourneau, UggAustralia, UNIQLO USA

To view the August 2016 issue, please visit:

connect.metrocorpmedia.com/files/html/flipbooks/boc16b/boc16b.htm

Source: Attract China October 2014



BOSTON HOME

Boston magazine media now brings you an integrated source for home and real estate—Introducing Home & Property. Home & Property is your source for the best design inspiration and real estate news from Boston and the greater New England region. We feature local real estate listings, extraordinary house tours, vacation properties, neighborhood news, home design products, and expertise from local designers.

Through multiple channels, our brand is committed to bringing the highest quality and most intriguing home design projects to our audience.

***Boston* magazine** features monthly insight into how Boston area residents live and includes a larger focus on home design twice a year.

Boston Home delivers sophisticated, meticulously curated home design four times per year.

bostonmagazine.com reaches the digital home design and real estate audience through both articles from the issues, as well as through daily online only content.

Our signature events and custom client programs bring tremendous exposure to the design community, connecting fellow trade professionals with consumers.

- **49%** of *Boston Home* readers plan to remodel their home in the next 12 months
- *Boston* magazine readers are **more than 2x as likely** as the average Bostonian to own a home with a **market value of over a million dollars**
- Visitors to **bostonmagazine.com** are **more than 3x** more likely to buy a home in the next two years than the rest of the market

Source: Media Audit Winter 2016





BOSTON WEDDINGS

Boston Weddings, the most trusted, comprehensive and visually stunning resource for New England brides and grooms from the editors of *Boston* magazine, connects local brides with the area's most exceptional experts via innovative, original editorial content and striking photography, and offers a curated take on national trends. Written, photographed, designed, and edited by people who live here and know the local market, *Boston Weddings* showcases the many elements that are part of planning a picture perfect wedding. An established guide with a fresh, modern sensibility, *Boston Weddings* is a true reflection of the expectations, tastes and honored traditions of the New England bride and groom and their families.

BEST OF BOSTON WEDDINGS®

Boston **weddings** For over 50 years *Boston* magazine has awarded Best of Boston® recognition to local industry leaders in a variety of categories. Historically, this highly curated list included 10-15 wedding category awards each year, hand-selected by the *Boston* magazine editorial team. Best of Boston Weddings Launched in 2016 and we are now expanding the brand to the pages of *Boston Weddings*. This dedicated award highlights 30-40 of the industry's best on the pages of *Boston Weddings*.

The Best of Boston Weddings® issue will feature categories that brides and grooms truly want to know about, while sharing with them the very best professionals, venues and businesses in and around the Greater Boston area. When the Best of Boston Weddings® issue hits newsstands, all winners will launch live simultaneously on bostonmagazine.com delivering not only the planning bride and groom a digital resource to navigate and learn more to help plan their big day, but will also serve as a platform to drive business to the Best of Boston Weddings® winners.

- **31%** of *Boston Weddings* readers have an income of over **\$100,000**
- *Boston Weddings* reaches over **222k** readers
- More than **a quarter** of *Boston Weddings* readers stayed in a hotel at least **10x** in the past **12 months**

FOR MORE INFORMATION

Contact Christina Miller at
cmiller@bostonmagazine.com

617.974.8431