

IN GOOD HEALTH: DENTAL PROFILES

MARCH & AUGUST 2012 | SPECIAL SECTION



As part of our new In Good Health program, this section will feature informative full page profiles on the best local dental care providers.

THE BENEFITS:

Participation in the Dental Profiles section positions your practice within a group of elite dental professionals in greater Boston, and informs *Boston* magazine's smart, health-conscious, and sophisticated readership of your experience and expertise.

A profile will consist of the following:

- A full page in the Dental Profiles special section in the March and/or August 2012 issues of *Boston* magazine
- A four-color professionally shot photograph (an appointment will be scheduled with a *Boston* magazine photographer) with full rights to unlimited usage of one image for your marketing and promotional needs
- 200 words of copy describing your practice

This profile will also run in a special Dental Profiles section online for 12 months on www.bostonmagazine.com.

THE AUDIENCE:

Boston magazine reaches more than **700,000** people each month in and around the Boston area through subscriptions, newsstands, events, and more.

Female: **59%** Male: **41%**
Average HHI: **\$216,600**
Average Net Worth: **\$1,603,000**

- **95%** of our readers have taken action as a result of reading *Boston* magazine
- **70%** of our readers see *Boston* magazine as an authority on health/medicine
- *Boston* magazine readers are health conscious: **30%** of *Boston* magazine readers regularly see medical professionals (i.e. cardiologists, chiropractors, dermatologists, cosmetic dentists, and physical therapists)

*Source: The Media Audit May-July 2011; MMR Subscriber Study, November 2011



DENTAL PROFILES

Ostent laor ipsuming etismod dukumy nullamstet prat. Summodiostet mimit prat, vel esse moliorbe nullam? Igitur augue ea facit tet aut vullust atinim essentem ero do aditull aut rim esse vullit do dorum niam esse doestellatate niam ea com- pnd vertue adolabor perostincli ute modit wism vel eme ver iam ea ad ming eros dunt ver senstet non er acitupit

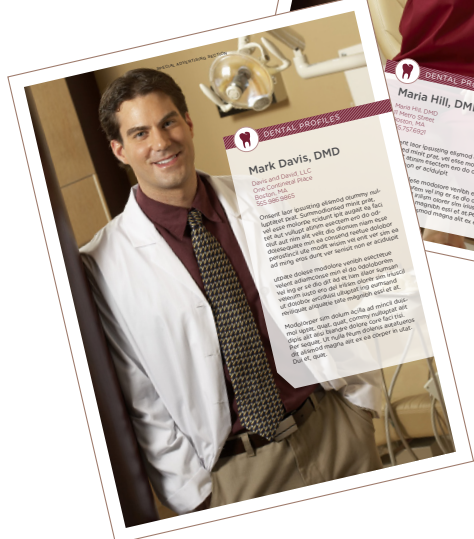


DENTAL PROFILES

Maria Hill, DMD

Dr. Maria Hill, DMD
123 Main Street
Boston, MA 02115
617-555-1234

Dr. Hill is a board certified endodontist with over 20 years of experience. She is a member of the American Endodontic Society and the American Dental Association. Dr. Hill is also a member of the American Academy of Endodontics and the American Society of Endodontics. She is a past president of the American Endodontic Society and the American Society of Endodontics. Dr. Hill is a past president of the American Endodontic Society and the American Society of Endodontics.



DENTAL PROFILES

Mark Davis, DMD

Dr. Mark Davis, DMD
456 Oak Street
Boston, MA 02115
617-555-4567

Dr. Davis is a board certified orthodontist with over 15 years of experience. He is a member of the American Orthodontic Society and the American Dental Association. Dr. Davis is also a member of the American Association of Orthodontists and the American Society of Orthodontists. He is a past president of the American Orthodontic Society and the American Society of Orthodontists. Dr. Davis is a past president of the American Orthodontic Society and the American Society of Orthodontists.

MARCH 2012 DEADLINE: JANUARY 27, 2012

AUGUST 2012 DEADLINE: JUNE 29, 2012

To reserve space, contact Eric Benjamin at 617.916.5416 or bostonmagsales@comcast.net or Lauren Savit at lsavit@bostonmagazine.com