

DESTINATION: CAPE COD AND THE ISLANDS

JUNE 2012 | SPECIAL SECTION



AD CLOSE DEADLINE: APRIL 27

ON-SALE DATE: MAY 29

To reserve space, contact your Account Executive or Lauren Savit at 617.262.9700 x244 or lsavit@bostonmagazine.com

The popular summer vacation destination of Cape Cod welcomes thousands of tourists each summer. Visitors flock to the sandy beaches of the Cape in search of quaint inns, family activities, charming boutiques, and picturesque surrounding islands. The Cape is a treasured destination and in our June issue readers can catch a sneak-peek of summer attractions in this special section.

THE EXPOSURE

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

As an advertiser in *Boston* magazine's Destination: Cape Cod and the Islands special section, you will receive:

- A full-color ad within the section
- Advertorial coverage written by a freelance writer

THE AUDIENCE

Female: **59%** Male: **41%**
 Average HHI: **\$216,600**
 Average value of primary residence: **\$618,500**
 Average Net Worth: **\$1,603,000**

- **83%** of our readers think *Boston* magazine is an authoritative source on travel
- **80%** of our readers plan to take a trip/vacation in the next 12 months
- **75%** of our readers consider the ads in *Boston* magazine helpful when making a travel decision.
- About **1/3** of *Boston* magazine readers stayed in a hotel 10+ nights in the past 12 months
- Our readers spent an average of **\$13,532** on travel in the past 12 months

*Source: The Media Audit May-July 2011; MMR Subscriber Study Oct. 2011