

## Holiday GIFT GUIDE



### Heart of the Square

Pendants Designer Diana Gaikazova sends hearts aflutter with her dazzling array of hand-painted pendants. These sweet yet sophisticated designs tug at everyone's heartstrings. Diana's studio and gallery, Heart of the Square, features this new line of Swarovski crystal-encrusted hearts. Visit museumoffine.com for more information. The collection. The and historic De smitten shopping gift. Please co and peruse he and gifts. The Collection is at Vineyard of Cl 574 High Street | De 781.493.3112 | muse



Each profile is the equivalent of a 1/6 page ad with up to 60 words of text and one image.

## Why the Gift Guide?

With a gift profile in *Boston* magazine's Holiday Gift Guide, you'll reach more than half a million shoppers in the Boston area, ready to begin their holiday shopping. Our gift guide is available in the two most important issues for those gearing up for the holiday advertising season: November and December. It is a custom-designed piece aimed to catch the attention of the reader. Plus this year we are offering special packages to include are-newsletter sponsorship distributed on Fridays--right when shoppers are making their weekend to-do list! Don't miss out on this special opportunity.

### NOVEMBER:

AD CLOSE.....Sept. 28, 2012  
ON SALE.....Oct. 30, 2012

### DECEMBER:

AD CLOSE.....Oct. 26, 2012  
ON SALE.....Nov. 27, 2012

To reserve space, contact your Account Executive or Lauren Savit at 617.262.9700 x224 or lsavit@bostonmagazine.com

## Print & Online Program

### THE EXPOSURE

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

### PRINT

As an advertiser in *Boston* magazine's Holiday Gift Guide, you will receive:

- A four-color image (300 DPI) of your product positioned within the section, supplied by you and edited by a *Boston* magazine designer
- Up to 60-word description of the product or service you are showcasing, supplied by you and edited by *Boston* magazine

*Boston* magazine will design the section and show you a proof for approval before it goes to print.

### DIGITAL EXTENSION:

Add a Bostonista e-newsletter exclusive sponsorship to extend your marketing reach online. Bostonista newsletters are released each Friday.

### Sponsorship includes:

- 160x600 skyscraper ad linking to your site.
- 25-word text listing

### THE AUDIENCE

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

- **82%** of our readers find the magazine to be helpful when considering which shopping mall/boutique/store location to visit
- **44%** of our readers have shopped in a store as a result of reading *Boston* magazine
- **41%** of our readers use *Boston* magazine as a resource for shopping destinations/retailers

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