



\*Cover from 2011 Guide

## Program Overview:

Partnering with The Association of Independent Schools of New England (AISNE), *Boston* magazine will design, print and distribute a guide in the May issue dedicated to educating the public on the vast choices of private schools in the New England area.

## DEADLINE FOR RESERVATIONS:

**MARCH 1, 2012**

To reserve space, contact your Account Executive at 617.262.9700 x224.

## MAY 2012

### THE GUIDE:

Coming in May, the Guide to Private Schools is a go-to resource for parents seeking answers to their private school needs. Finding the right private school in the Boston area can be overwhelming for parents, as the hub is known for some of the best schools in the world. This custom published, digest sized guide is designed to highlight the wide variety of options in and around Boston, while exploring what's important to consider when choosing a school. Don't miss the opportunity to help parents turn this tenuous process into an easy, exciting experience. Benefits of the guide also include:

- Listings of all AISNE member schools
- Articles to educate our readers on topics of interest
- Content housed on [bostonmagazine.com](http://bostonmagazine.com)
- Additional reprints available

### THE OFFER:

It is increasingly important to position your school as the leader in this competitive education market.

*Boston* magazine is offering you the opportunity to feature your private school in this 2012 guide with a full page or half page profile. These professionally designed profiles will educate our readers on the specific benefits that your school has to offer.

### THE AUDIENCE:

*Boston* magazine reaches more than **600,000** people in and around the Boston area through subscriptions, newsstands, events and more.

Female: **59.4%** Male: **40.6%**

Average HHI: **\$216,600**

Average Net Worth: **\$1,603,000**

**95%** take action as a result of reading the magazine

**49%** of our readers find the ads in *Boston* magazine pertaining to education very useful.

**42%** of readers find *Boston* magazine special section on education very useful.

Source: MMR Subscriber Study, October 2007.

## Profile Sizes & Rates

School Profiles

**Austin Preparatory School**  
Reading, MA  
austinprepschool.org | 781.944.4900

Founded in 1961 by the Augustinians, Austin Preparatory School in Reading, MA serves the academic and spiritual needs of young men and women in grades 6 through 12 from more than 60 communities. Long recognized as one of the leading Catholic independent schools north of Boston, Austin is best known for its 90-minute block schedule, offering 3 classes daily with 18 being the average class size. The rigorous academic program includes 17 AP courses, including a new first-year AP Biology class, in addition to the traditional liberal arts curriculum. Recent additions and campus improvements include a multi-purpose athletic facility housing our 40 athletic teams, completed in 2002; a complete renovation and reorganization of our science division, doubling the lab space to include 8 laboratories in 2006; and a new Media Arts Center and Library and Arts and Music wing in 2009. Austin graduates gain admission to the nation's top schools, including Boston College, Bowdoin, Colby, Cornell, Duke, Georgetown, Harvard, Holy Cross, Notre Dame, University of Pennsylvania, Tufts, Villanova, and many others.





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**FULL PAGE**  
4.5" x 7.5"  
2 Photos\*  
125-175 words

School Profiles

**Mount Saint Joseph Academy**  
Boston, MA  
mountsaintjosephacademy.org | 617.254.8383

Founded in 1886 by the Sisters of Saint Joseph of Boston, Mount Saint Joseph Academy, a Catholic high school for young women, provides a college preparatory education in a community of Christian values.

MSJA promotes the development of the whole person. Students develop academically, spiritually, and socially through its curriculum, faith life, community service, sports, and other clubs and extracurricular activities.

MSJA promotes academic excellence through its dedicated faculty and staff who recognize the distinct learning styles of all students, its honors and AP courses that challenge the students, and its small class size that ensures individualized attention.

Its location in the Allston/Brighton neighborhood of Boston makes it easily accessible by car or public transportation.





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**HALF PAGE**  
4.5" X 3.625"  
2 Photos\*  
75-125 words

\* Please supply high resolution photos for the best four color reproduction.