



*Actual cover may vary

Program Overview:

Aligning with the objectives and future goals of the Harvard Square Business Association, *Boston* magazine will feature a custom special section in the December 2012 issue with editorial content aimed at promoting the various benefits and advantages of shopping and dining in Harvard Square.

Not only will the section feature custom editorial content, it will also feature full page and half page advertisements promoting businesses in Harvard Square. *Boston* magazine will also supply 1,000 additional copies of the special section to the Harvard Square Business Association.

To reserve space, contact Eliza Jones at 617.275.2008 or ejones@bostonmagazine.com

THE AUDIENCE:

Just as your brand focuses on providing customers with first class service and strives for perfection in delivering an unparalleled experience, *Boston* magazine continuously works to be the undisputed voice of contemporary life in the region.

Total readership: **700,000**

Total circulation: **91,995**

- **98%** of our readers think *Boston* magazine is authoritative on restaurants/dining out
- **96%** take action as a result of reading the magazine
- **90%** of readers found the ads in *Boston* magazine helpful when choosing restaurants
- **82%** of our readers find the ads in *Boston* magazine helpful when considering visiting shopping malls/stores/boutiques
- **80%** pass along the magazine
- Our readers are **75%** more likely than the average Bostonian to have dined at a restaurant **4** times in the last two weeks
- **71%** of our readers have dined in a restaurant in the past year as a result of reading *Boston* magazine
- **1/3** of our readers have recommended a restaurant in the past year as a result of reading *Boston* magazine

Female: **59%** Male: **41%**

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

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

AD CLOSE: October 26

ON SALE DATE: November 27

AD SIZES

FULL PAGE

7" X 9 1/2"

FULL PAGE BLEED

8 1/4" X 10 3/4"

Trim To: 8" X 10 1/2"

HALF PAGE

6" X 4"

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