



**AD CLOSE DEADLINE: FEBRUARY 24**

**ON-SALE DATE: MARCH 27**

To reserve space, contact your Account Executive or Lauren Savit at 617.262.9700 x224 or [lsavit@bostonmagazine.com](mailto:lsavit@bostonmagazine.com)

Our readers are always looking for the newest tips, tricks, and trends to help with their home improvement projects. With spring in the near future, it's the perfect time to show what you have to offer. This special advertising section will provide both proficient home improvers and novices, a guide to help them transform a house into the home of their dreams.

### 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 Home: Renovation Guide you will receive:

- A four-color ad within the section
  - Running adjacent to a relevant article about trends in home design
- Your business and contact information in a resource section within the special section

### THE AUDIENCE

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

- **56%** of *Boston* magazine readers consider the ads for home furnishings to be helpful in making a purchasing decision.
- **56%** of *Boston* magazine readers consider home-related special sections to be very useful.
- **1/3** of our readers plan to remodel their homes and purchase new in the next **12 months**

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