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BOSTON MAGAZINE ■ 2012

IN GOOD HEALTH: COSMETIC SURGERY

MAY 2012 | SPECIAL SECTION



AD CLOSE DEADLINE: MARCH 30

ON-SALE DATE: MAY 1

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

IN
GOOD
HEAL + H
— **Boston** magazine —

As part of our new In Good Health program readers turn to this section reliable source for where they should be going for their cosmetic surgery needs. Advertising within this section will allow you to be at the fingertips of thousands of Bostonians and in households across New England. Don't miss the opportunity to set your business apart and get noticed by our readers.

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 In Good Health: Cosmetic Surgery special section, you will receive:

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

THE AUDIENCE

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

- **96%** of our readers have taken action as a result of reading *Boston* magazine
- *Boston* magazine reaches over **47%** of adults in the Boston area considering cosmetic surgery
- Our readers are **2.5 times** more likely to be getting plastic surgery in the next 12 months

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