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Boston magazine is committed to delivering continuous and exceptional health and wellness content and marketing opportunities that engage highly interested, active, and influential consumers in the Boston market.

BOSTON MAGAZINE ■ 2012



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

NEW 2012 INITIATIVE

IN GOOD HEALTH

Editorial and Special Sections



Our new 2012 In Good Health initiative will cover relevant issues of health and wellness through an integrated approach across editorial, in-book special sections, events, and digital.

Editorial Commitment

Our editorial content will feature local medical breakthroughs, everyday healthy living recommendations, and much more.

(See page 4 for full editorial schedule)

- 3 Issues featuring heavy editorial focus on health and wellness.
 - January “Health & Wellness”
 - June “Summer Fitness”
 - December “Top Doctors”
- 6 Issues (every other month) include a medical/health “snapshot” editorial piece.

Special Sections

Cosmetic Dentistry [JANUARY]

This section showcases the premium procedures used in today’s cosmetic dentistry practice.

Women’s Health [FEBRUARY] [OCTOBER]

Dealing with issues related to women’s health, this special section will discuss medical breakthroughs, common concerns, and the best places to seek treatment.

Dental Profiles [MARCH] [AUGUST]

This section will feature informative full page profiles on the best local dental care providers.

Cosmetic Surgery [MAY]

Boston magazine readers turn to the Cosmetic Surgery section as a reliable source for where they should go for their cosmetic surgery needs.

Medical Profiles [JUNE] [DECEMBER]

This section will feature informative full-page profiles on the best local healthcare providers specializing in all areas of medicine.



Digital

Showcased Healthcare Provider

Reach health-conscious readers through high-impact placements by exclusively owning the 728x90 and 160x600 ads on every page of the health section.

Additionally, share content with our audience with two sponsored posts throughout the course of the month on our health blog.

- 500 words, image, link
- Must be educational in nature



Ultimate Hospital Guide

Within the pages of bostonmagazine.com, there will be a guide to all local hospitals with real-time news about each one

- Each hospital can pay to have their Facebook feed embedded



Boston Daily Sponsorship

The Boston Daily is our premier online content covering the most important news in the city with daily analysis and insights.

Placements:

- Homepage
- Boston Daily pages
- Boston Daily newsletter

200,000 impressions/week
Ad units: 728x90, 300x250, 160x600, 180x90
 100% SOV



Hub Health Newsletter

bostonmagazine.com will be introducing our Health e-newsletter with medical related content to reach readers in their inboxes.

Frequency: bi-weekly
Opt-ins: 7,000 (estimate)
Ad unit: 160x600 and text box

IN GOOD HEALTH

2012 Planning Calendar

TIMING	EDITORIAL FOCUS	SPECIAL SECTION	PROMOTIONAL OPPORTUNITY
January	Health & Wellness	Cosmetic Dentistry	Print, Digital*, In Good Health Launch Event
February		Women's Health	Print, Digital*,
March	Hub Health Snapshot	Dental Profiles	Print, Digital*
April			Print, Digital*, HAIRraising Media Sponsor Opportunity
May	Hub Health Snapshot	Cosmetic Surgery	Print, Digital*
June	Summer Fitness	Medical Profiles	Print, Digital*
July	Hub Health Snapshot		Print, Digital*
August		Dental Profiles	Print, Digital*
September	Hub Health Snapshot		Print, Digital*
October		Women's Health	Print, Digital*
November	Hub Health Snapshot		Print, Digital*
December	Top Doctors	Medical Profiles	Print, Digital*, Top Docs Launch Event

* Digital promotions can be supported all year long or selected on a targeted basis

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