

## IN GOOD HEALTH: WOMEN'S HEALTH FEBRUARY 2012 | SPECIAL SECTION



**AD CLOSE DEADLINE: DECEMBER 30**

**ON-SALE DATE: FEBRUARY 1**

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



Women in Boston are incredibly health-conscious and are constantly looking for ways to improve or sustain their physical and mental wellness. In Good Health: Women's Health allows you to reach your target audience. The section will serve as an informative guide to our female readers looking for reliable answers dealing with medical breakthroughs, common concerns, and the best places to seek treatment.

### 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: Women's Health special section, you will receive:

- A full-color ad within the section
  - Ad will run within a section written about trends in women's health
- Business name 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**

- **96%** of our female readers have used a health/medical service in the past year (ie. day spa, cosmetic, dermatologist, nutritionist, physical fitness trainer, etc)
- **75%** of our female readers consider *Boston* magazine as authoritative in health/medicine
- About **1/5** of our female readers use *Boston* magazine for health and wellness information

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