



# B

**YOUR CITY**  
**YOUR MAGAZINE**

# Boston



MEDIA KIT  2012

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## CONNECTING YOUR BRAND WITH OUR AUDIENCE:

Boston magazine is more than just Boston's leading lifestyle magazine. We are a media company leveraging our powerful print, digital, strategic partnerships, and on-site consumer-facing programs to develop custom marketing integrated campaigns for our clients.



## Boston magazine readers are loyal and engaged.

### BOSTON MAGAZINE SUBSCRIBERS:

- Have read 4 out of 4 issues ..... **83%**
- Find the ads very helpful ..... **64%**
- Passed along the magazine ..... **57%**

**90%** of readers describe the magazine as Excellent or Good.

**70%** of readers use the magazine for coverage of local issues, events and people.

**52%** of readers consider advertisers in the magazine to be of higher quality than others.

**42%** of readers spend **30-59** minutes reading the magazine.

Source: MMR Subscriber Study, November 2011



## IN AN AGE OF INTERRUPTION

### MAGAZINES ENGAGE

Magazines are the #1 medium of engagement across all dimensions

When asked to pull 10 pages that best demonstrate the essence of their favorite magazines, readers pull ads 3 out of 10 times

Consumers enjoy magazine advertising more than advertising in other media

Magazines are a leading influence on word of mouth

Consumers consider magazine advertising more relevant and targeted than advertising in other media

Seeing a magazine ad increased web traffic by more than 40%

Source: Magazine Publishers' of America's Magazine Handbook 2008-2009



## Who's Reading Boston magazine?

Boston magazine reaches 600,000+ active, influential, and engaged readers, who have the discretionary income to purchase the products and services that cater to their dynamic lifestyles.

### GENDER

Male **53%**  
Female **47%**

### AGE

18-34	<b>32%</b>	55-64	<b>12%</b>
35-44	<b>21%</b>	65+	<b>11%</b>
45-54	<b>24%</b>		

### MARITAL STATUS

Married **56%**  
Single **31%**

### WELL EDUCATED

Attended College **92%**  
College Graduate **78%**  
Advanced Degree **39%**

### HOUSEHOLD INCOME

\$50,000+	<b>90%</b>	\$250,000+	<b>21%</b>
\$75,000+	<b>79%</b>	\$1,000,000+	<b>2%</b>
\$100,000+	<b>66%</b>		

Average HHI **\$306,800**  
Average Net Worth **\$1,727,000**

### HOMEOWNERS

Own Primary Residence **76%**  
Average Value of Primary Residence **\$837,000**

### INFLUENTIAL

Made Philanthropic Donations in the past 12 months **91%**  
Voted in a federal, state, or local election in the past 12 months **87%**  
Sit on Board of Directors/Trustee Members for Community/  
Philanthropic Organizations **68%**  
Sit on Board of Directors/Trustee Members for  
Commercial Companies/Organization **48%**

Sources: Media Audit May-July 2011; MMR Subscriber Study, November 2011

### BOSTON DMA

#### COUNTY:

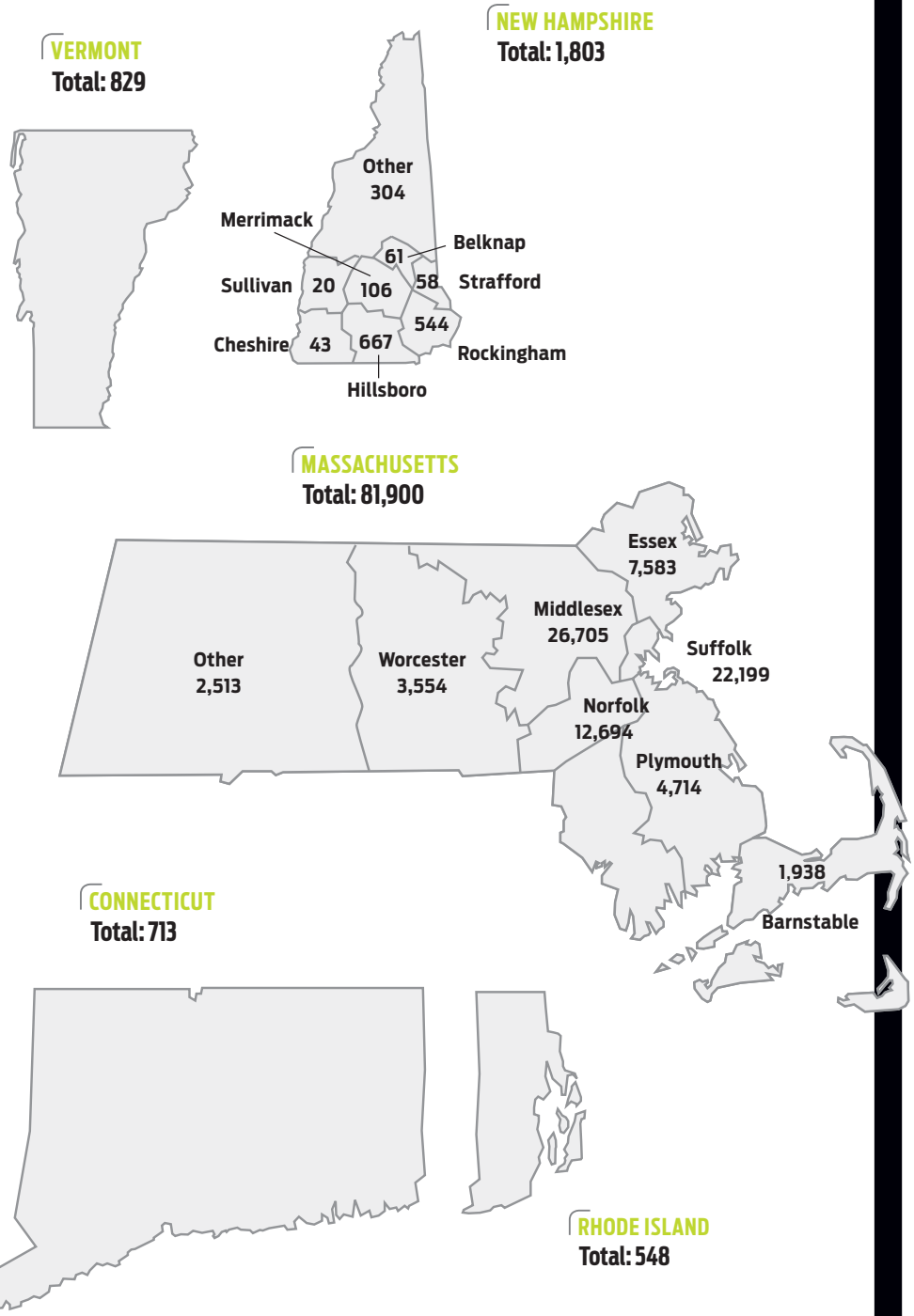
Middlesex.....	<b>26,705</b>
Suffolk.....	<b>22,199</b>
Norfolk.....	<b>12,694</b>
Essex.....	<b>7,583</b>
Worcester.....	<b>3,554</b>
Plymouth.....	<b>4,714</b>
Barnstable.....	<b>1,938</b>
Hillsboro, NH.....	<b>667</b>
Rockingham, NH.....	<b>544</b>
Merrimack, NH.....	<b>106</b>
Belknap, NH.....	<b>61</b>
Strafford, NH.....	<b>58</b>
Cheshire, NH.....	<b>43</b>
Sullivan, NH.....	<b>20</b>

**TOTAL..... 80,886**

### CIRCULATION\*

Massachusetts.....	<b>81,900</b>
New Hampshire.....	<b>1,803</b>
Vermont.....	<b>829</b>
Connecticut.....	<b>713</b>
Rhode Island.....	<b>548</b>
Other States.....	<b>8,508</b>

**TOTAL..... 94,301**



*Circulation numbers based on Publisher's own data-March 2011 issue. Includes subscription, verified, and newsstand copies.*