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BOSTON MAGAZINE ■ 2012

# IN GOOD HEALTH: MEDICAL PROFILES

JUNE & DECEMBER 2012 | SPECIAL SECTION



As part of our new In Good Health program, this section will feature informative full-page profiles on the best local healthcare providers specializing in all areas of medicine.

### THE BENEFITS:

Participation in the Medical Profiles special section positions your practice within a select group of elite medical professionals in greater Boston, and informs *Boston* magazine's smart, health-conscious, and sophisticated readers of your experience and expertise.

### A PROFILE WILL CONSIST OF THE FOLLOWING:

- A full page ad in the Medical Profiles special section
- A full-color, professional photograph (an appointment will be scheduled with a *Boston* magazine photographer) with full rights to unlimited usage of the image for your own marketing and promotional needs
- 200 words of copy describing your practice

This profile will also appear in a special Medical Profiles section online for 12 months on [bostonmagazine.com](http://bostonmagazine.com).

### THE AUDIENCE:

*Boston* magazine reaches more than **700,000** people each month in and around the Boston area through subscriptions, newsstands, events, and more.

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

*Boston* magazine readers are health-conscious:

- **95%** of *Boston* magazine readers used medical/health services in the past 12 months (i.e. cardiologists, chiropractors, cosmetic surgeons, dermatologists, OB/GYN, and physical therapists)
- **96%** of our readers have taken action as a result of reading *Boston* magazine
- **70%** of our readers see *Boston* magazine as an authority on health/medicine

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



JUNE 2012 AD-CLOSE DEADLINE: **APRIL 27, 2012**

DECEMBER 2012 DEADLINE: **OCTOBER 26, 2012**

To reserve space, contact Eric Benjamin at 617.916.5416 or [bostonmagsales@comcast.net](mailto:bostonmagsales@comcast.net) or Lauren Savit at [lsavit@bostonmagazine.com](mailto:lsavit@bostonmagazine.com)