



Our brand new custom print and event support program invites our audience of 700,000+ adults to engage with your brand on a whole new level. Each issue of *Boston* magazine will include one “Mix it Up” feature available for sponsorship. The editorial coverage will focus on entertaining at home with valuable information, serving tips, and do-it-yourself recipes. The editorial is designed to give readers information that will encourage them to make a spirit purchase. One spirit company will literally wrap their brand around the Ms. Libation column.

The in-book program will drive readers to off-premise sampling/serving events at area locations. *Boston* magazine provides the sponsor with sales materials for your outreach to stores/partners. We'll also provide you with on-site signage to announce the upcoming off-premise appearance and one event per quarter to support your initiative.

RATES:

Quarterly: **\$45,000 net (\$105,000 value)**
 Annual: **\$160,000 net (\$420,000 value)**

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

PROGRAM DETAILS

Available on a quarterly or annual basis.

Print:

- Includes a FP ad and a 1/3V ad to run adjacent to the 2/3 editorial column (2 full page spread)
- Editorial column content will complement brand running

Event Support:

Boston magazine creates the following collateral to support your off-premise events

- Sell sheet to assist your efforts in securing off-premise locations
- In-store signage to announce the event/sampling
- One Mix it Up on or off premise event
- Overrun (up to 600) of the recipe & tips page
- One Facebook sponsored link to support event

AUDIENCE DATA:

Age 25-44: **72%**
 Male: **41%**
 Female: **59%**

Boston magazine readers spend over **\$43 million** in liquor annually.

Boston magazine readers spend **\$3,000+** average annually on catered affairs.

Source: Media Audit May-August 2011, MMR Subscriber Study November 2011.

Month	Category	Editorial Subject Examples
<i>January 2012</i>	Cognac/Brandy/Pisco	What is brandy and difference in types, how to mix and drink
<i>February 2012</i>	Cordials/Liqueurs	Uses and flavors, history of oldest brands from Europe
<i>March 2012</i>	American Whiskey	Definition of bourbons, ryes and where made
<i>April 2012</i>	Spring Beverages	Switching from brown to white
<i>May 2012</i>	Tequila	Tequila 101, what to drink when, easy margaritas
<i>June 2012</i>	Vodka	History and definition, differences in types of grains used for distillation
<i>July 2012</i>	Rum	Tiki history and recipes, story of New England rums
<i>August 2012</i>	Gin	Types and styles, summer cocktails for outdoors
<i>September 2012</i>	Vermouth/Aperitifs/Wine	Rise of popularity, how to drink and mix and store