



## Program Overview

This April section will highlight your school's Summer Session program and the educational and recreational benefits it offers students who may not have the option of attending your private school during the academic year. This program also offers inclusion in a Summer Sessions email blast.

**AD CLOSE DEADLINE: APRIL 24**

To reserve space, contact Reagan Driscoll at 617.262.9700 x233 or [rdriscoll@bostonmagazine.com](mailto:rdriscoll@bostonmagazine.com).

### THE SECTION:

*Boston* magazine is pleased to feature its first special section profiling the Summer Session programs offered across New England private schools. Summer academic enrichment and recreational programs offer students of all backgrounds access to the educational resources of a top private school. This section will highlight such programs, their offerings, and their benefits through promotional ads and advertorial content.

### THE OFFER:

#### ***Boston* magazine & bostonmagazine.com**

Here's your chance to highlight the unique summer program your school offers to our audience of more than 700,000 readers. As an advertiser in *Boston* magazine's Private School Summer Sessions, you will receive:

- 4-color ad within the section
- Advertorial coverage within the section written by a freelance writer
- Inclusion in a Summer Sessions email blast highlighting your program to our opt-in subscribers

### THE AUDIENCE:

*Boston* magazine reaches 700,000+ 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%**

#### **Well Educated**

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

Average HHI.....**\$216,600**  
Average Net Worth.....**\$1,603,000**

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