

PROMOTION

Boston **weddings PLANNING GUIDE**

New England's favorite wedding vendors offer their services to make your day one of a kind!



THE LASHAM
Salon
 an international award-winning salon, is here to help you create the most memorable day of your life.

CONTEMPORARY FLOWERS
Floral Design
 Boston, MA
 617-262-9700 • www.contemporiarflowers.com



fl&r
Floral & Ribbon
 1100 Huntington Ave., Boston, MA 02115 • 617-262-9700 • www.flr.com



FROM WEDDING RINGS TO DISHES AND THINGS...
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S3
Wedding Photography
 1100 Huntington Ave., Boston, MA 02115 • 617-262-9700 • www.s3photography.com

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AD SPECS

1/4 Page Ad: 3 3/8 x 4 1/4

AD CLOSE DEADLINE: JANUARY 27

ON-SALE DATE: FEBRUARY 28

To reserve space contact Danielle Duane at 617.262.9700 x247 or dduane@bostonmagazine.com.



Bostonians look to *Boston* magazine as the authority on food, travel, home, and health. This makes *Boston* magazine a great resource for engaged couples, looking to find the best in town when it comes to planning their big day. As brides choose their idyllic setting, seek out their gown, book their wedding planner and select the invitations, cake, photographer and caterer, you'll want to make sure you are top of mind.

Participation in our **Wedding Planning Guide** will highlight your business as a go-to for the modern Boston bride.

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 **Wedding Planning Guide** special section, you will receive:

- A 1/4 page four-color ad within the section

THE INVESTMENT

\$2,000 /ad

THE AUDIENCE

Female: **47%**
 Male: **53%**
 Average HHI: **\$216,600**
 Average Net Worth: **\$1,603,000**

- *Boston* magazine reaches **68%** of all engaged adults in the Boston area
- *Boston* magazine readers are **263%** more likely than the average Bostonian to be engaged and planning a wedding

* Source: The Media Audit May-July 2011; MMR Subscriber Study Oct. 2011