

PRIVATE SCHOOLS: WITH HONORS

MARCH & SEPTEMBER 2012 | SPECIAL SECTION



MARCH ISSUE DEADLINES:

AD CLOSE DEADLINE: JANUARY 27

ON-SALE DATE: FEBRUARY 28

SEPTEMBER ISSUE DEADLINES:

AD CLOSE DEADLINE: JULY 27

ON-SALE DATE: AUGUST 28

To reserve space, contact your Account Executive or Lauren Savit at 617.262.9700 x224.

COMING IN MAY

A custom published 2012 Guide to Private Schools. Call your Account Executive for details!

The With Honors special section is a go-to resource for parents seeking answers. Finding the right private school in the Boston area can be overwhelming for parents, as the Hub is known for some of the best schools in the world. This section is designed to highlight the wide variety of options in and around Boston, while exploring what's important to consider when choosing a school. Don't miss the opportunity to help parents turn this stressful process into an easy, exciting experience.

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 With Honors special section, you will receive:

- A four-color ad within the section
- Advertorial coverage of your school written by a freelance writer

THE AUDIENCE

Female: **59%**

Male: **41%**

Average HHI: **\$216,600**

Average Net Worth: **\$1,603,000**

- **74%** of readers find *Boston* magazine to be an authority on education
- **58%** of readers find *Boston* magazine special sections on education very useful
- **48%** of our readers find the ads in *Boston* magazine pertaining to education very useful
- **20%** of *Boston* magazine readers have children at home

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