

Over 4 out of 5 *Boston* magazine readers look to the magazine when deciding where to shop!

Holiday GIFT GUIDE

Heart of the Square
Pendants Designer Diana sends hearts aflutter with array of hand-painted pe... These sweet yet sophistic... tug at everyone's heartst... Diana's studio and galler... the Square, features this r... Swarovski crystal-encruste... museumoffinehearts.com... collection. The studio, loc... and historic Dedham Squ... smitten shoppers in searc... gift. Please come and me... and peruse her gallery fu... and gifts. The Museum of... Collection is also availab... Vineyard at Claudia Jewe... 574 High Street | Dedham Square, D... 781.493.3112 | museumoffinehearts.com

BOSTONISTA
Friday, April 13, 2013
FRESH PRODUCE
THE NEW FASHION & STYLE
PEOPLE'S CHOICE AWARDS
SPEAK UP, WEIGH IN, BE HEARD, HAVE A VOICE, VOTE
jetBlue

Each profile is the equivalent of a 1/6 page ad with up to 60 words of text and one image.

Why the Gift Guide?

With a gift profile in *Boston* magazine's Holiday Gift Guide, you'll reach more than half a million shoppers in the Boston area, ready to begin their holiday shopping. Our gift guide is available in the two most important issues for those gearing up for the holiday advertising season: November and December. It is a custom-designed piece aimed to catch the attention of the reader. Plus this year we are offering special packages to include an e-newsletter sponsorship distributed on Fridays--right when shoppers are making their weekend to-do list! Don't miss out on this special opportunity.

NOVEMBER ISSUE:

AD CLOSE DEADLINE: SEPTEMBER 27, 2013

ON SALE DATE: OCTOBER 29, 2013

DECEMBER ISSUE:

AD CLOSE DEADLINE: OCTOBER 25, 2013

ON SALE DATE: NOVEMBER 26, 2013

To reserve space, contact your Account Executive or Maggie Brooks at 857.221.5407 or mbrooks@bostonmagazine.com.

Print & Online Program

THE EXPOSURE

Boston magazine reaches over 650,000 people in and around the Boston area through subscriptions, newsstands, events, and more.

PRINT

As an advertiser in *Boston* magazine's Holiday Gift Guide, you will receive:

- A four-color image (300 DPI) of your product positioned within the section, supplied by you and edited by a *Boston* magazine designer
- Up to 60-word description of the product or service you are showcasing, supplied by you and edited by a *Boston* magazine copywriter

Boston magazine will design the section and show you a proof for approval before it goes to print.

DIGITAL EXTENSION:

Add a Bostonista e-newsletter exclusive sponsorship to extend your marketing reach online. Bostonista newsletters are released each Friday.

Sponsorship includes:

- 160x600 skyscraper ad linking to your site.
- 25-word text listing

PACKAGES:

- 1 Print Profile: \$800 net
- 1 Print Profile plus 1 Bostonista: \$1,300 net
- 2 Print Profiles: \$1,400 net
- 2 Print Profiles plus 1 Bostonista: \$1,900 net

THE AUDIENCE

Female: **55%** Male **45%**
Average HHI: **\$216,600**
Average Net Worth: **\$1,603,000**

- **82%** of our readers find the magazine to be helpful when considering which shopping mall/boutique/store location to visit
- **44%** of our readers have shopped in a store as a result of reading *Boston* magazine
- **41%** of our readers use *Boston* magazine as a resource for shopping destinations/retailers

Data from The Media Audit May-July 2012 & MMR Subscriber Study Oct. 2011