SHOWCASE YOUR BRAND’S UNIQUE OFFERINGS to over 147,000 Chinese tourists visiting Boston annually! *Boston* magazine is excited to continue the bi-annual Chinese-Language edition following a very successful first edition in the 2015 issue featuring the Best of Boston.

Advertising in this special edition establishes your business as a go-to destination for this continually growing, affluent group of travelers and students in the city. Align with the best in luxury and position your brand in front of a continually growing audience with the capital to spend on highend services.

**STATISTICS**

- Visitors from China spend an average of $2,039, with an emphasis in luxury retail and in education.
- Chinese visitors are the fastest-growing source of international tourists to the state. 150,000 Chinese travelers spent $465 million in Massachusetts in 2012.
- China sends more students to college here than any other country does—13,000 in 2014.
- The number of Chinese visitors to the US is growing at an astounding 20+% per year.

**DISTRIBUTION**

Select Hotels: 7,500
Airports: 10,000
Luxury Retail Partners: 2,000
Universities: 3,500

Tour Partners: 2,500
Greater Boston Visitors Bureau: 12,000
TOTAL: 37,500

**PRESS**

“*Boston* magazine is making an astute observation. This makes their publication more inclusive, more of a voice for the whole community. Wise strategic move.”
-Lou Ureneck, Boston University

“Translating select articles or editions could be the future of bilingual publication.”
-Rick Edmonds, *The Poynter Institute for Media Studies*

**RECENT ADVERTISERS**

- ATTRACT CHINA
- BELLA SANTE
- BOSTON CELTICS
- CARTIER
- CHANEL, INC.
- E.B. HORN
- EMIRATES
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- HARVARD PILGRIM HEALTH CARE
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- NEW BALANCE
- ROOM AND BOARD
- SAKS FIFTH AVENUE
- SALON CAPRI
- SIDNEY THOMAS
- SIMON MALLS
- THE TANNERY
- TOURNEAU
- UGG AUSTRALIA
- UNIQLO USA

**ISSUE**

**DEADLINES:**

**MARCH 2016**
SPRING/SUMMER EDITION:
AD DEADLINE FOR S/S: JAN 25, 2016
MATERIALS FOR S/S: FEB 22, 2016

**AUGUST 2016**
FALL/WINTER EDITION:
AD DEADLINE FOR F/W: JUNE 6, 2016
MATERIALS FOR F/W: JUNE 28, 2016

**PAGING:** 130 plus pages printed with a high end cover stock and paper

Content: Best restaurants, luxury homes, high end fashion, tourist hot spots—all from *Boston* magazine and *Boston Home* and translated into simplified Chinese

**VIEW THE FALL/WINTER EDITION HERE:** bit.ly/1DLLWNP.

**TO RESERVE SPACE:**

CALL KRISTEN STANDISH:
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*Source: Attract China October 2014*