

BOSTON MAGAZINE

## CHINESE-LANGUAGE EDITION

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.
- China sends more students to college here than any other country does— **13,000** in 2014.
- Chinese visitors are the fastest-growing source of international tourists to the state. **150,000** Chinese travelers spent **\$465 million** in Massachusetts in 2012.
- 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  
HARVARD ART MUSEUMS

HARVARD PILGRIM HEALTH CARE  
MARIMEKKO  
MITCHELL GOLD + BOB WILLIAMS  
NEIMAN MARCUS  
NEW BALANCE  
ROOM AND BOARD  
SAKS FIFTH AVENUE  
SALON CAPRI

SIDNEY THOMAS  
SIMON MALLS  
THE TANNERY  
TOURNEAU  
UGGAUSTRALIA  
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](http://BIT.LY/1DLLWNP).

#### TO RESERVE SPACE:

CALL KRISTEN STANDISH:

**617.262.7442**

EMAIL: [kstandish@bostonmagazine.com](mailto:kstandish@bostonmagazine.com)

\*Source: *Attract China* October 2014