

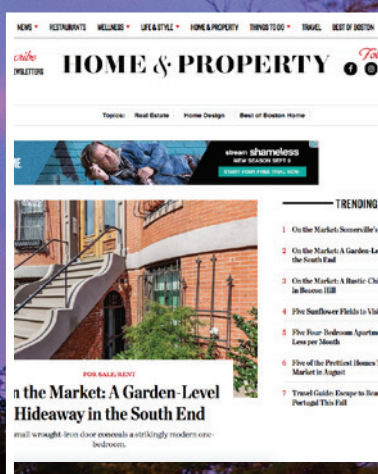


**Boston**  
MAGAZINE

# HOME & PROPERTY







## HOME &amp; PROPERTY |

## MISSION STATEMENT

*Boston* magazine brings you an integrated source for home and real estate—Home & Property. Home & Property is your source for the best design inspiration and real estate news from Boston and the greater New England region. We feature local real estate listings, extraordinary house tours, vacation properties, neighborhood news, home design products, and expertise from local designers.

Through multiple channels, our brand is committed to bringing the highest quality and most intriguing home design and real estate projects to our audience.

**BOSTON MAGAZINE** features monthly insight into how Boston area residents live through design and real estate content.

**BOSTON HOME** delivers sophisticated, meticulously curated home design four times per year in a standalone publication.

**BOSTONMAGAZINE.COM** reaches the digital home design and real estate audience through both articles from the issues, as well as through daily online only content.

**OUR SIGNATURE EVENTS AND CUSTOM CLIENT PROGRAMS** bring tremendous exposure to the design community, connecting trade professionals with consumers and/or each other.





## OUR AUDIENCE:

**BOSTON MAGAZINE MEDIA REACHES AN EXTENSIVE, AFFLUENT AUDIENCE:**

- Visitors to [bostonmagazine.com](http://bostonmagazine.com) are over **3x** more likely to buy a home in the next two years than the rest of the market.
- **40%** of *Boston Home* readers plan to buy new furniture in the next 12 months
- **49%** of *Boston Home* readers plan to remodel their home in the next 12 months
- **20%** of *Boston* magazine subscribers with a HHI over **\$200,000** have spent over **\$15,000** on apparel and accessories in the past 12 months
- **70%** say that the content on [bostonmagazine.com](http://bostonmagazine.com) has influenced a purchase
- [bostonmagazine.com](http://bostonmagazine.com), featuring our Property platform, is viewed by more than **1 million** unique visitors a month
- *Boston* magazine readers are more than twice as likely as the average Bostonian to own a home with a market value of over a million dollars
- Over **60%** of *Boston* magazine readers have at least one college degree and **46%** have an annual income of over **\$100,000**

**BOSTON MAGAZINE AVERAGE HHI: \$216,600**

**BOSTON MAGAZINE AVERAGE NET WORTH: \$1,603,000**



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# HOME & PROPERTY

## DISTRIBUTION

### BOSTON HOME

Circulation: **50,000** per issue

Readership: **204,000+** per issue

#### **APPROXIMATE DISTRIBUTION PER CHANNEL:**

**32,000** subscribers

**8,000** newsstand

**8,000** trade professionals (including all members of: BSA, BRAGB, EM NARI, ASID, IFDA, BSLA, and NKBA)

**2,000** retail and events (including ABX, Best of Boston Home, and Home Breakfast Series)

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### BOSTON MAGAZINE

Circulation: **75,000**

Readership: **406,234**

#### **APPROXIMATE DISTRIBUTION PER CHANNEL:**

**76,519** subscribers

**6,560** newsstand

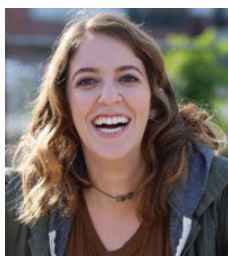


## OUR EDITORS:



**ANDREA TIMPANO** began her *Boston* magazine career as an intern, later joining the team as a writer and researcher in 2015. After eventually moving to the role of executive editor for *Boston Home* and *Boston Weddings*, Timpano was named editor-in-chief of both publications in early 2018. She holds a degree in English literature from SUNY Geneseo, and will receive her master's in journalism from Boston University this spring.

**MICHELE SNOW** is the art director for *Boston Home* and *Boston Weddings*. She brings the pages of these publications from imagination to execution to production. She is thrilled to celebrate her fifth year working on *Home* and her third year on *Weddings*. She has lived and worked in Boston since graduating from Quinnipiac University in 2013. When she's not making to-do lists or scrolling through Instagram, you can find her on the beach on Cape Cod or checking flight prices to Europe.



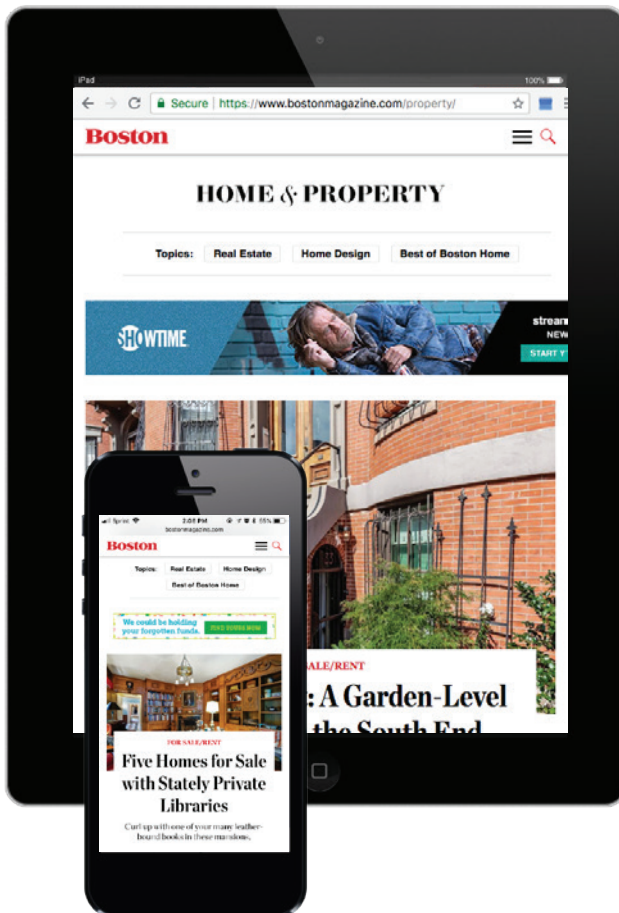
**RACHEL KASHDAN** does everything from writing daily web stories on Home & Weddings and growing our social-media presence to pitching in with print. She holds a degree in journalism from Boston University, and has written for *Elle Décor*, *Veranda*, and *Harper's Bazaar* (to name a few).





[BOSTONMAGAZINE.COM](https://www.bostonmagazine.com)

## DIGITAL CAPABILITIES



Bostonmagazine.com features the same authoritative journalism and insider information found in the pages of our print publications, with expanded coverage of the city using fresh, daily content, helpful guides, and e-newsletters. Reaching millions each month, bostonmagazine.com is the online and mobile-friendly choice for stylish, sophisticated Bostonians.

Home design and real estate content has its own devoted page, Home & Property, within the site and hosts related content from Boston Home, Boston magazine, and our online editors. With its own dedicated following, our content is curated and accessible for these enthusiasts.

Reach the online readers that make up our over 2.5 million monthly page views through:

- Newsletters
- Web advertisements
- Social media
- Section roadblocks
- Video
- Custom content
- Rich media (sliding billboards, expandables, hover units, etc.)
- Custom homepage sponsorships
- Sweepstakes and polls

## PLANNING CALENDAR:

**BOSTON HOME**SPRING 2019

Materials

**AD CLOSE: 1/19/18****ON SALE: 2/26/19**SUMMER 2019

Escapes

**AD CLOSE: 3/29/19****ON SALE: 5/14/19**FALL 2019

Kitchens

**AD CLOSE: 7/3/19****ON SALE: 8/20/19**WINTER 2020

Best of Boston® Home

**AD CLOSE: 9/27/19****ON SALE: 11/12/19****BOSTON MAGAZINE**JANUARY

Travel

**AD CLOSE: 11/21/19****ON SALE: 12/26/19**FEBRUARY

Luxury

**AD CLOSE: 12/20/19****ON SALE: 1/29/19**MARCH

Real Estate

**AD CLOSE: 1/25/19****ON SALE: 2/26/19**APRIL

Wellness

**AD CLOSE: 2/22/19****ON SALE: 3/26/19**MAY

Power

**AD CLOSE: 3/22/19****ON SALE: 4/23/19**JUNE

Summer Travel

**AD CLOSE: 4/19/19****ON SALE: 5/21/19**JULY

Best of Boston® 2018

**AD CLOSE: 5/24/19****ON SALE: 6/25/19**AUGUST

Top Dentists

**AD CLOSE: 6/25/19****ON SALE: 7/30/19**SEPTEMBER

Top Schools

**AD CLOSE: 7/26/19****ON SALE: 8/27/19**OCTOBER

Real Estate

**AD CLOSE: 8/23/19****ON SALE: 9/24/19**NOVEMBER

Top Restaurants

**AD CLOSE: 9/20/19****ON SALE: 10/22/19**DECEMBER

Holidays &amp; Giving

**AD CLOSE: 11/1/19****ON SALE: 12/17/19**IN EVERY ISSUE**SPECIAL SECTION:**

Distinctive Properties

— **Boston** —

# HOME & PROPERTY

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CONTACT |

**FOR PARTNERSHIP OPPORTUNITIES  
AND MORE INFORMATION, PLEASE CONTACT:**

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