HOME & PROPERTY
HOME & 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 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 has influenced a purchase
- 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

Sources: Google Analytics
          Media Audit: Winter 2016
          MMR Subscriber Study: November 2011
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)

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.

**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).

**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.
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

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 & Giving
  AD CLOSE: 11/1/19
  ON SALE: 12/17/19

IN EVERY ISSUE

SPECIAL SECTION:
Distinctive Properties
FOR PARTNERSHIP OPPORTUNITIES AND MORE INFORMATION, PLEASE CONTACT:

CHRISTINA MILLER AT CMILLER@BOSTONMAGAZINE.COM OR 857.221.5415.