



A SIDE OF BOSTON THAT'S ANYTHING BUT COMMON

BOSTON COMMON magazine is Massachusetts's leading luxury lifestyle publication covering the finest in the worlds of art, beauty, business, culture, dining, entertainment, fashion, interior design, jewelry and watches, nightlife, philanthropy, real estate and society. The magazine provides affluent residents a side of Boston that is anything but common.

CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 SPRING (SPRING FASHION)	January 9, 2012	January 23, 2012	February 20, 2012
2 MAY/JUNE	March 12, 2012	March 26, 2012	April 23, 2012
3 SUMMER	May 7, 2012	May 21, 2012	June 18, 2012
4 FALL (FALL FASHION)	July 16, 2012	July 30, 2012	August 20, 2012
5 OCT/NOV (MENS)	August 27, 2012	September 10, 2012	October 8, 2012
6 DECEMBER/JANUARY	October 22, 2012	November 5, 2012	December 3, 2012

RATES

PRINTED AND DISTRIBUTED: 50,000

AD SIZE	1X	3X	6X
FULL	\$17,500	\$15,750	\$14,175
SPREAD	\$33,250	\$29,925	\$26,900
HALF PAGE	\$10,500	\$9,450	\$8,505
QUARTER PAGE	\$7,000	\$6,300	\$5,670
COVER 2/PAGE 1	\$40,250		
COVER 3	\$21,000		
COVER 4	\$23,900		

- All rates are net
- Premium positions +15%
- Calendar, availability, and rates subject to change based on strategic opportunities, reader and market needs

WHERE YOU CAN FIND US...

Adamo Day Spa	Dress	Furnishings	Safar
Andrew Zona Studio	Dresscode	Lester Harry's	Saks Fifth Avenue
Arlene & Roberta	EA Davis & Company	Links of London	Salem Plumbing Supply
Barneys New York	Elie Tahari	Long's Jewelers	Salon Marc Harris
Beaucage Salon	EMERGE Spa and Salon	Louis Boston	Sara Campbell
Beauty & Main	Empower Yoga	Louis Vuitton	Scalamandré
Bella Sante	Equinox Fitness	Lucky Brand Jeans	Scarlet Oak Tavern
Belvedere Residences	Escada	Lux Bond & Green	Shreve, Crump & Low
Betsey Johnson	Exhale Spa	M2L	SieMatic Boston
Bloomingdales	Flores Mantilla	Macys	Signature Aviation
BMW Herb Chambers	Four Seasons Residences	Manchester Athletic Club	SkinHealth
BMW of Peabody	G2O Spa & Salon	Mandarin Oriental Boston	Social Graces
BodyScapes Fitness	Gia B	Mario Russo	Sonsie
Boston Athletic Club	Giblees	Maxime Salon	Splash
Boston Common Lounge at Copley Place	Glee	MELT	Square Café
Boston Design Center	Gretta Cole	Mitchell Gold + Bob Williams	St. John Boutique
Boston Harbor Hotel	Gucci	Mizu	Tess & Carlos
Boston Park Plaza Hotel	Guess	Montage	The Beauty Mark
Boston Volvo	Healthworks Fitness Centers for Women	Morson Collection	The Langham Hotel Boston
Brooks Brothers	Hearts on Fire	Morton's The Steakhouse	The Lenox Hotel
Cabot House	Herb Chambers Auto Group	Moxie	The Residences at the InterContinental Boston
California Closets	Hermes	Neiman Marcus	The Residences At W Boston
Calypso	Hingham Jewelers	Newbury Center for Cosmetic Facial Plastic Surgery	The Ritz-Carlton Residences
Chanel	Hingham Square Flowers	Olives	The Sports Club/LA
Chelsea Clock Company	Holiday	Optical Shop of Aspen	Tiffany & Co.
Chimera	Homsy Jewelers	Opticians 3	Tosca
Circle Furniture	Hugo Boss	Pageo Jewelers	Toscana European Day Spa
Commonwealth Sports Club	Hummer Herb Chambers	Passport	Verge Jewelers
Commonwealth Transportation	Icon	Petite Maison	Vespa Herb Chambers
Crush Boutique	InterContinental Boston	Poggenpohl	Vidal Sassoon
David & Company	Juicy Couture	Porsche Herb Chambers	Waterworks
David Yurman	Karina Mattei Jewelry	Ports and Company	Webster & Company
Dayle's European Day Spa	Kartell	Riccardi	Wellbridge Athletic Club
De Scenza Diamonds	Kelly Automotive	Robin's Nest	Winston Flowers
DePrisco Jewelers	Land Rover	Roche Bobois	Wish
Diane Von Furstenberg	Landry and Arcari	Roffi Salon & Day Spa	XV Beacon
Dorfman Jewelers	Lauren's Nails	ROLF BENZ/hulsta Studio	
Dover Rug	Lee Imports	Ruth's Chris Steak House	
	Lekker Unique Home		