

## A SIDE OF BOSTON THAT'S ANYTHING BUT COMMON

*BOSTON COMMON* is the one lifestyle magazine in Boston delivered directly to the wealthiest and most sophisticated readers in New England. Since its launch in 2005, the publication has reflected the tastes of this discerning crowd, providing exclusive peeks into the best the city has to offer in jewelry and watches, fashion, dining, home décor, real estate, sports, culture, cars, fitness, beauty and travel. From celebrity features with a local twist to insider profiles on movers-and-shakers, *BOSTON COMMON* informs, surprises and entertains.

# DISTRIBUTION

Six times a year, 50,000 copies of **BOSTON COMMON** (ABC-audited) are printed and distributed\*, targeting affluent residents with the highest disposable income and spending power in the market.

**EXCLUSIVE HOME DELIVERY {55%}**: *BOSTON COMMON* is mailed to the home residences, brownstones, and condominiums of qualified, high-net-worth individuals throughout the Boston metropolitan area.

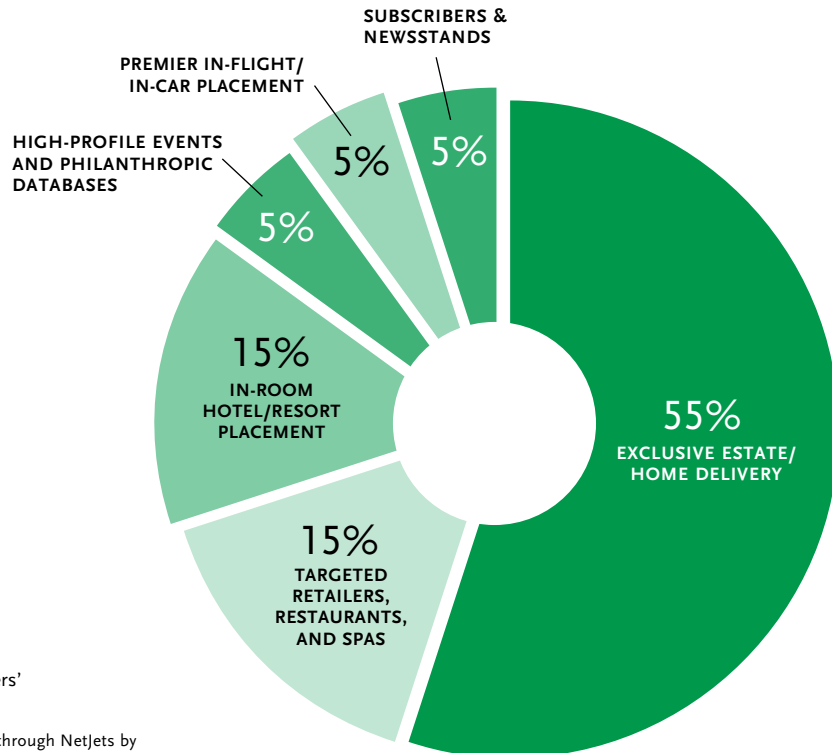
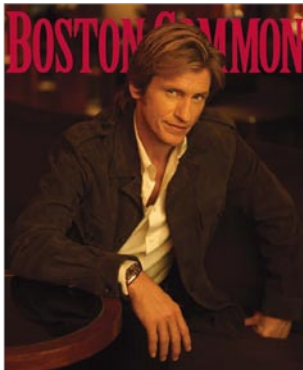
**TARGETED RETAILERS, RESTAURANTS, AND SPAS {15%}**: *BOSTON COMMON* is distributed in-store at 300 of the finest establishments, boutiques, health clubs, private clubs, resorts, restaurants, salons and spas in Boston and the surrounding suburbs.

**IN-ROOM HOTEL/RESORT PLACEMENT {15%}**: *BOSTON COMMON* is available in-room and/or at the concierge desks of the most prestigious hotels in Boston. These include but are not limited to: Back Bay Hotel, Beacon Hill Hotel & Bistro, Boston Harbor Hotel, Boston Park Plaza Hotel & Towers, Bulfinch Hotel, the Charles Hotel, Charlesmark Hotel, the Colonnade Hotel, Copley Square Hotel, the Eliot Hotel, Harborside Inn, Hilton Boston Logan Airport, Hotel Indigo, Hotel Marlowe, Hyatt Harborside, Hyatt Regency Cambridge, InterContinental Boston, the Langham, the Liberty Hotel, Mandarin Oriental Boston, Nine Zero Hotel, Omni Parker House, Radisson Hotel Boston, Ritz-Carlton Boston Common, Salem Waterfront Hotel & Marina, Taj Boston, and the Westin Copley Place.

**PREMIER IN-FLIGHT/IN-CAR PLACEMENT {5%}**: *BOSTON COMMON* is distributed in private planes, airports, and in the vehicles of the most prominent executive car and limousine services. This includes our unique partnership with Netjets\*\* and executive car and limousine services that include Commonwealth Worldwide, Dav El, and EmpireCLS.

**SUBSCRIBERS AND NEWSSTANDS {5%}**: *BOSTON COMMON* can be found at upscale newsstands, retailers, and bookstores (Barnes & Noble, Borders, and B. Dalton) throughout Boston. The newsstand price is \$6.99 per copy. Subscriptions are sold at the premium price of \$42 per year.

**HIGH-PROFILE EVENTS AND PHILANTHROPIC DATABASES {5%}**: *BOSTON COMMON* is distributed at the most exclusive red-carpet, philanthropic, sporting, and cultural events in the city. These include but are not limited to: the American Heart Association's Heart Ball, Artists for Humanity, Children's Hospital Boston, the Esplanade Association, Facing History and Ourselves, Joshua Frase Foundation Muscle Dream Team Gala, Massachusetts General Hospital Cancer Center, Massachusetts General Hospital's "StoryBook Ball" the Michael J. Fox Foundation for Parkinson's Research, Monte Carlo Night to benefit the Cam Neely Foundation for Cancer Care, Morgan Memorial Goodwill Industries, Nantucket Wine Festival, and Room to Grow Gala.



\*Distribution subject to change based on readers' and markets' needs.

\*\*60% of all private planes are purchased or leased through Netjets by consumers who have an average net worth of more than \$25 million.

# READERSHIP

## DEMOGRAPHICS

HOUSEHOLD INCOME	
\$200+	94%
\$250+	61%
GENDER	
FEMALE	52%
MALE	48%
AGE	
18-24	1%
25-34	17%
35-44	26%
45-54	30%
55+	26%
MARRIED	78%
HOME VALUE	
OVER \$1 MILLION	71%
LIQUID ASSETS	
OVER \$1 MILLION	86%
OVER \$2 MILLION+	23%



## BUYING POWER

**PERCENTAGE OF BOSTON COMMON READERS WHO:**  
 PURCHASED FINE JEWELRY AND WATCHES IN THE PAST YEAR 60%  
 OWN A SECOND HOME OR VACATION HOME 94%

**COMPARED TO THE GENERAL POPULATION, BOSTON COMMON READERS ARE:**

**2X MORE LIKELY** TO DRIVE A LUXURY VEHICLE  
 (AUDI, ASTON MARTIN, BENTLEY, BMW, CADILLAC, FERRARI, INFINITI, JAGUAR, LAND ROVER, LEXUS, MASERATI, MERCEDES-BENZ, PORSCHE)  
**2X MORE LIKELY** TO CONTRIBUTE TO CHARITABLE ORGANIZATIONS

## READER LIFESTYLE

**PERCENTAGE OF BOSTON COMMON READERS WHO:**  
 DINE OUT MORE THAN ONE TIME PER WEEK 75%  
 DRINK LUXURY SPIRITS, PREMIUM BEERS, IMPORTED WINES 54%  
 VACATION ABROAD AT LEAST ONCE PER YEAR 77%  
 EXERCISE MORE THAN TWO TIMES PER WEEK 82%  
 VACATION AT A SKI RESORT 89%  
 VISIT A SPA/GOLF COURSE DURING VACATION 85%

**COMPARED TO THE GENERAL POPULATION, BOSTON COMMON READERS ARE:**

**2X MORE LIKELY** TO SPEND MORE THAN \$3,000 ON DOMESTIC TRAVEL  
**75% MORE LIKELY** TO SPEND MONEY ON SPAS AND OTHER PERSONAL SERVICES  
**2X MORE LIKELY** TO TAKE A FOREIGN VACATION OR CRUISE YEARLY

Statistical information gathered from Claritas, part of the Nielsen Company, a world-leading demographic research information and media company. Claritas ensures access to consumers with household incomes in excess of \$200,000 and liquid assets of more than \$750,000. PRIZM NE 2008. Demographic information is based on the direct mail program.

*“Boston Common is a part of our great city’s history and culture, just like the park it’s named after.”* — JOHN KERRY, DEMOCRATIC SENATOR FROM MASSACHUSETTS

# CALENDAR

ISSUE	SPACE RESERVATION	MATERIALS	AVAILABLE
1 <b>SPRING (SPRING FASHION)</b>	January 13, 2010	January 27, 2010	February 22 - April 18, 2010
2 <b>MAY/JUNE</b>	March 10, 2010	March 24, 2010	April 19 - June 17, 2010
3 <b>SUMMER</b>	May 5, 2010	May 26, 2010	June 18 - August 22, 2010
4 <b>FALL (FALL FASHION)</b>	July 14, 2010	July 28, 2010	August 23 - October 10, 2010
5 <b>OCT/NOV (MENS)</b>	September 1, 2010	September 15, 2010	October 11 - November 30, 2010
6 <b>DECEMBER/JANUARY</b>	October 20, 2010	November 3, 2010	December 1 - February 21, 2011

# RATES

PRINTED AND DISTRIBUTED: 50,000  
ABC-AUDITED

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%
- For Niche Network Corporate Rates, contact your representative
- Calendar, availability, and rates subject to change based on reader and market needs

# WHERE YOU CAN FIND US... (and more)

Acote Salon	Dover Rug	Lamborghini Boston	Ralph Lauren
Adamo Day Spa	Dress	Land Rover	Red Wagon
Alex & Co.	Dresscode	Landry and Arcari	Riccardi
Andrew Zona Studio	Drinkwater's	Lauren's Nails	Robin's Nest
Arlene & Roberta	Duffy Design Group	Lee Imports	Roche Bobois
Bambara	EA Davis & Company	Lekker Unique Home Furnishings	Roffi Salon & Day Spa
Barneys New York	Emerge Spa	Lester Harry's	Rolf Benz
Beacon Hill Showroom	Empower Yoga	Long's Jewelers	The Ruby Door
Beaucage Salon	Equinox Fitness	Louis Boston	Safar
Beauty and Main	Exhale Spa	Lucca	Saks Fifth Avenue
The Beauty Mark	Felt	Lucky Brand Jeans	Salem Plumbing Supply
Bella Sante The Spa on Newbury	Flagship Motors	Luigi Borrelli	Salon Marc Harris
Belvedere Residences	Flores Mantilla	Lux Bond & Green	Scalamandre
Betsey Johnson	Focus Fitness	M2L	Scarlet Oak Tavern
Bloomingdales	Foreign Motors West Herb Chambers	Mahri	Serenella
BMW Herb Chambers	Four Seasons Car	Manchester Athletic Club	Signature Aviation
BMW of Peabody	G20	Marc Jacobs	SkinHealth
BodyScapes Fitness	Gia B	Mario Russo	Social Graces
Boston Athletic Club	Giblees	Maxime Salon	Sonsie
Boston Design Center	Glee	MELT	Splash
Boston Volvo	Great Bay	Mistral	Sports Club L.A.
Bouchee	Gretta Cole	Montage	Square Café
Brooks Brothers	Gspa	Moo	St. John Boutique
Cabot House	Healthworks Fitness Centers for Women	Morson Collection	Stuart Weitzman
California Closets	Hearts on Fire	Moxie	Tesorino Gallery
Calypso	Herb Chambers Auto Group	Neiman Marcus	Tess & Carlos
Centennial BMW	Hingham Jewelers	Newbury Center for Cosmetic Facial Plastic Surgery	Tosca
Chelsea Clock Company	Hingham Square Flowers	Olives	Toscana European Day Spa
Chimera	Holiday	Optical Shop of Aspen	Tourneau
Circle Furniture	Homsy Jewelers	Opticians 3	Verge Jewelers
Commonwealth Sports	Hugo Boss	Pageo Jewelers	Vespa Herb Chambers
Copley Place Office	Hummer Herb Chambers	Passport	Via Matta
Crush Boutique	Icon	Petite Maison	Vidal Sassoon
Daryl Christopher	J. Jill	Pink Tulip	Vinalia
David & Company	Juicy Couture	Pixie Stix	Waterworks
Davio's Restaurant	Karina Mattei Jewellery	Poggen Pohl	Webster and Co.
Dayles European Day Spa	Kartell	Porsche Herb Chambers	Wellbridge
De Scenza Diamonds	Kelly Automotive	Ports and Company	Winston Flowers
DePrisco Jewelers	Kingfish Hall	Radius	Wish
Dorfman Jewelers			