

The IMPROPER BOSTONIAN

READERSHIP

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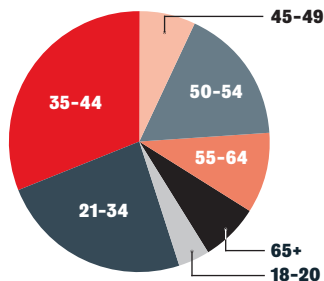
407,945

GUARANTEED RATE BASE

86,500

5 times a year/**100,000**

AGE



18-20 **4%**

21-34 **24%**

35-44 **31%**

45-49 **7%**

50-54 **17%**

55-64 **10%**

65+ **7%**

EDUCATION

Attended college **80%**

Advanced degree **24%**

MARITAL STATUS

Single **46%**

Married **54%**

GENDER

Male **44%**

Female **56%**

OCCUPATION

Full-time employee **76%**

INCOME PER YEAR

Average household **\$90,071**

READING HABITS

Read it cover to cover **60%**

Times reread **2**

Retained copies **67%**



We've been advertising in THE IMPROPER BOSTONIAN since it started. It gets the word out and creates awareness of all our restaurants. It helps keep our loyal customers coming back and brings in new ones – particularly the younger, hipper group we want to reach. THE IMPROPER BOSTONIAN is a great investment.”

ROGER BERKOWITZ
CEO
Legal Sea Foods

To Advertise Call 617-859-1400
Or E-mail advertising@improper.com

ABC
AUDITED Dec. 2009

The Media Audit, 2009
THE IMPROPER BOSTONIAN
Subscriber Study

DISTRIBUTION

DISTRIBUTION WITH IMPACT

86,500 copies in Greater Boston:

1. Qualified Shelf Distribution (over 770 locations)
2. Direct Mail (1,900 copies)
3. Target Doorstep Delivery (13,000 homes)
4. 260 Newsboxes

MORE READERS WHERE THEY MATTER

The entire *Improper Bostonian* circulation is concentrated in affluent, highly populated areas, all within a 20-mile radius of the city. Its readers share a common desire for the active lifestyle and easy accessibility that living in a metropolitan area has to offer. *The Improper Bostonian* guides its readers to events, restaurants, nightlife, the arts, shopping and many other varieties of activities.

ON THE MONEY DISTRIBUTION

62,200 Circulation in Boston Proper. *The Improper Bostonian* hand-delivers to Beacon Hill, the Back Bay, the South End and the North End. These four neighborhoods represent the strongest geographic concentration of disposable income in the city.

QUALIFIED DISTRIBUTION

The Improper Bostonian targets Boston's most influential consumers where they live, work and play. Our large network of controlled distribution sites makes *The Improper Bostonian* available at over 770 restaurants, bars, health clubs, hotels, tourist centers, universities, convenience stores, offices, doctors' offices, cafés, car dealerships and high-profile and charity events.

READERSHIP

Circulation **86,500**
Bonus circulation 5x a year

Total readership **over 400,000** in the 6-county Boston metropolitan area including Suffolk, Middlesex, Essex, Norfolk, Plymouth, and Worcester.

E

IMPROPER also reaches our target customer: young, urban trendsetters. Since it's distributed in the most upscale areas of the city, it gets into the hands of affluent purchasers. We feel THE IMPROPER BOSTONIAN is an effective, cost-efficient advertising vehicle for us."

SALLY FUNK
*Manager, Public Relations
Neiman-Marcus*

SPENDING

\$36.7 BILLION IN SPENDING POWER

Percentage Above Market Average:

INCOME

Young with money — Age 18-34/\$100,000+ **40**

Annual Household Income \$150,000+ **89**

NOW OWN

Luxury cars **71**

Market value of homes \$1 Million+ **285**

PLAN TO BUY

New vehicle **17**

Home in the next two years **80**

Furniture **98**

Cosmetic surgery **766**

ACTIVITIES

Exercise at health club 12+ times a year **37**

Plan to take college-level courses in the next 12 months **65**

Golf **86**

Attend rock/pop concerts **93**

Attend country music concert **60**

Attend opera/symphony/theater **65**

Bars and nightclubs **29**

Restaurant 4+ times in last 2 weeks **48**

Frequent wine drinker — 3+ times in the last 2 weeks **75**

Foreign air travel — flew 2+ times in the last two years **144**



THE IMPROPER BOSTONIAN delivers exceptional response. Our ad campaign far surpassed our expectations, delivering many times the number of responses we anticipated. We were extremely satisfied with the results and plan to use THE IMPROPER for future *Lincoln-Mercury* campaigns.”

CHRIS ARKELL
Account Supervisor
Young & Rubicam, Boston

The IMPROPER BOSTONIAN

BOSTON'S IRREVERENT GUIDE TO AMERICA'S FINEST CITY

2010 EDITORIAL CALENDAR

ISSUE DATE	TITLE
January 6, 2010	HEALTH & BEAUTY
January 20, 2010	WINE
★ February 3, 2010 <small>(Valentine's Day, Mardi Gras)</small>	BACHELOR/ETTE
February 17, 2010	MOVIES
★ March 3, 2010 <small>(St. Patrick's Day)</small>	SPRING FASHION
★ March 17, 2010	BAR FOOD
★ March 31, 2010 <small>(Easter)</small>	RED SOX SPECIAL
April 14, 2010 <small>(Marathon)</small>	MAN
★★ April 28, 2010 <small>(Cinco De Mayo, Mother's Day, Graduation)</small>	BARTENDERS
May 12, 2010 <small>(Graduation)</small>	FITNESS
May 26, 2010 <small>(Memorial Day)</small>	SUMMER STYLE
◆ June 9, 2010 <small>(Father's Day)</small>	SUMMER DINING
June 23, 2010 <small>(Independence Day)</small>	CAPE & THE ISLANDS
◆ July 7, 2010	BOSTON'S BEST
July 28, 2010	EDUCATION
★ August 11, 2010	MUSIC
★ August 25, 2010	FALL FASHION
September 8, 2010	FALL ARTS PREVIEW
September 22, 2010	HOMES/REAL ESTATE
★★ October 6, 2010	FALL DINING
October 20, 2010 <small>(Halloween)</small>	NEW ENGLAND TRAVEL
November 3, 2010	LUXE LIFE
★ November 17, 2010 <small>(Thanksgiving, Holiday Season)</small>	WEDDING
December 1, 2010 <small>(Holiday Season)</small>	HOLIDAY SHOPPING
◆ December 15, 2010 <small>(Holiday Season, New Years)</small>	YEAR-END DOUBLE

★ Guaranteed cover

◆ Bonus distribution of an additional 13,500 copies

The IMPROPER BOSTONIAN

BOSTON'S IRREVERENT GUIDE TO AMERICA'S FINEST CITY

ISSUE DATES

Publication Date (Wed)	Non-Print Ready Ad Materials (Fri)	Space Reservations/ Print Ready Materials (Wed)
January 6, 2010	December 18, 2009	December 23, 2009
January 20, 2010	December 31, 2009 (Thurs)	January 6, 2010
February 3, 2010 (Valentine's Day, Mardi Gras)	January 15, 2010	January 20, 2010
February 17, 2010	January 29, 2010	February 3, 2010
March 3, 2010 (St. Patrick's Day)	February 12, 2010	February 17, 2010
March 17, 2010	February 26, 2010	March 3, 2010
March 31, 2010 (Easter)	March 12, 2010	March 17, 2010
April 14, 2010 (Marathon)	March 26, 2010	March 31, 2010
April 28, 2010 (Cinco De Mayo, Mother's Day, Graduation)	April 9, 2010	April 14, 2010
May 12, 2010 (Graduation)	April 23, 2010	April 28, 2010
May 26, 2010 (Memorial Day)	May 7, 2010	May 12, 2010
June 9, 2010 (Father's Day)	May 21, 2010	May 26, 2010
June 23, 2010 (Independence Day)	June 4, 2010	June 9, 2010
July 7, 2010	June 18, 2010	June 18, 2010 (Fri)
July 28, 2010	July 9, 2010	July 14, 2010
August 11, 2010	July 23, 2010	July 28, 2010
August 25, 2010	August 6, 2010	August 11, 2010
September 8, 2010	August 20, 2010	August 25, 2010
September 22, 2010	September 3, 2010	September 8, 2010
October 6, 2010	September 17, 2010	September 22, 2010
October 20, 2010 (Halloween)	October 1, 2010	October 6, 2010
November 3, 2010	October 15, 2010	October 20, 2010
November 17, 2010 (Thanksgiving, Holiday Season)	October 29, 2010	November 3, 2010
December 1, 2010 (Holiday Season)	November 12, 2010	November 17, 2010
December 15, 2010 (Holiday Season, New Years)	November 24, 2010 (Wed)	December 1, 2010

No other advertising vehicle—inside Boston or out—so effectively delivers the young, hip, urban crowd the way THE IMPROPER BOSTONIAN does.”

JOSEPH QUATTROCCHI, *President, Vox Populi*

To Advertise Call 617-859-1400 or E-mail advertising@improper.com

CONTENT

LAST SCENE HERE

Our man-about-town, **Jonathan Soroff**, writes about the city's most glamorous soirees, galas, fashion shows, fundraisers and events in his column "Last Scene Here."

SOROFF ON

Jonathan's offbeat Q&A column, with the snappiest repartee this side of *Vanity Fair*, can be found in every issue. Interviewees have included Jay Leno, Denis Leary, Kate Bosworth and Joan Rivers.

EZ SEZ

The ever wry, über-popular **Ezra Dyer** has been chronicling life in Boston as *The Improper's* humor columnist since 1999, in addition to penning frequent feature stories. A car buff and regular contributor to *Esquire* and *Automobile* magazines, Ezra was awarded a bronze medal in the 2004 International Automotive Media Awards.

CELEBRITY COVER PHOTOGRAPHER

The city's busiest photographer, **Kerry Brett** of the famed Brett photography family, has been catching famous faces on film in the magazine for more than a decade.

FASHION

Our fashion editor, **Noria Morales**, formerly at *Lucky* magazine, has a chic, approachable sensibility that matches *The Improper's* feel. She creates looks that mix pieces at all price points from department stores and local boutiques.

WINE

Sandy Block, the first American living on the East Coast to be awarded Master of Wine certification, pens *The Improper* wine column. Sandy is vice president of beverage operations for Legal Sea Foods.

MOPSY

Shopping maven **Mopsy Strange Kennedy**, whose byline has also appeared in *The Boston Globe*, *Mademoiselle* and *Glamour*, scours the city for eclectic goods and cutting-edge services that add style, comfort and beauty to your life.

DISH

For tasty tidbits, hot news and food gossip, read **Carolyn Faye Fox**. In addition to her column in *The Improper*, she has appeared on the television shows *Chronicle*, *The Phantom Gourmet* and *Greater Boston*.

NICK & CHOOSE

Deputy Editor **Nick Altschuller** tackles lifestyle trends—

from dining to products—in his comedic column. His work has also appeared in *Maxim*, *Esquire.com* and *Men's Fitness*.

FILM

Film editor **Sean Burns** dissects the latest movies for *The Improper* with his witty reviews and capsules. His movie musings have also appeared in *Philadelphia Weekly*, *The Boston Metro*, *The Nashville Scene* and *Time Out New York*.

MUSIC

Paul Robicheau, a long-time correspondent for *Rolling Stone* magazine and *The Boston Globe*, keeps readers up-to-date on the latest album releases, concerts, music personalities and local performances.

THE DANCE

With his column for *The Improper*, "The Dance," writer and investment advisor **John D. Spooner** turns his attention to the dance of life in all its absurdities. Spooner's books include nonfiction bestsellers as well as novels, and his articles have appeared in *Playboy*, *Town and Country*, *The Atlantic Monthly*, *Esquire* and *The Boston Globe*.

THE COLLINS CARD

With the passion of a lifelong Boston sports fan, NECN's **Chris Collins** offers no-holds-barred opinions on the city's teams and players.

TAKE 5

Sports Editor **Rich Levine** presents this light-hearted look at athletics, complete with player interviews, detailed analysis and fearless predictions. He also writes for Comcast SportsNet.

DINING

J. Charles Mokriski, lawyer by day and restaurant reviewer by night, taste-tests new restaurants and checks in on old favorites, keeping readers in the know about where to spend their calorie quotas and their hard-earned dining dollars.

IMPERATIVES

This front-of-the-book section covers all things lifestyle from food and drinks to sports and shopping. Check out the latest looks and coolest cocktails. Also find "Impersonals" here.

IMPULSES

Look no further: This is Boston's largest calendar, with more than 20 pages of events, exhibits, lectures, tours, workshops, concerts and performances in and around the city.