The Improper Bostonian is Boston’s leading lifestyle magazine, and we pride ourselves on highlighting the people and places that make Boston a world-class city. We publish 24 issues a year, covering everything from food and fashion to arts and entertainment to celebrities who got their start here. Every two weeks, The Improper Bostonian delivers 70,000 magazines throughout Greater Boston. From active millennials to affluent boomers, these readers rely on The Improper to plan their weekends and get the early word on local happenings as they live, work and play in and around the city.
EDITORIAL CALENDAR 2018

JANUARY 17  HEALTH + FITNESS
JANUARY 31  CHEFS  Brunch Guide Advertorial
FEBRUARY 14  BACHELOR/ETTE  Valentine’s Day (2/14), Bachelor/ette Event
FEBRUARY 28  SPRING FASHION
MARCH 14  SPRING ARTS PREVIEW  St. Patrick’s Day (3/17), Spring Arts Preview Event
MARCH 28  RED SOX  Boston’s Best Dinner
APRIL 11  DRINK  Marathon (4/16)
APRIL 25  BEAUTY + STYLE  Cinco de Mayo (5/5)
MAY 9  NEW ENGLAND TRAVEL  Mother’s Day (5/13), Graduation
MAY 23  SUMMER ARTS PREVIEW  Memorial Day (5/28), Graduation
JUNE 6  SUMMER DINING  Father’s Day (6/17), Patio Dining Guide Advertorial
JUNE 27  BOSTON’S BEST  Independence Day (7/4), Boston’s Best Event
JULY 25  MUSIC
AUGUST 8  INFLUENCERS
AUGUST 22  FALL FASHION  Labor Day (9/3)
SEPTEMBER 5  PATRIOTS
SEPTEMBER 19  FALL ARTS PREVIEW  Arts Season Schedule Advertorial
OCTOBER 3  FALL DINING
OCTOBER 17  BRUINS + CELTICS
OCTOBER 31  WEDDING  Halloween (10/31), Wedding Event
NOVEMBER 14  HOLIDAY ENTERTAINING  Thanksgiving (11/22), Holiday Event
NOVEMBER 28  HOLIDAY SHOPPING  Holiday Gift List Advertorial
DECEMBER 12  LUXURY
DECEMBER 26  NEW YEAR’S

O  100K COPIES, OUT FOR FOUR WEEKS!
*EVENTS SUBJECT TO CHANGE
<table>
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<tr>
<th>Month</th>
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<th>Non-Print Ready Ad Materials (Fri)</th>
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* EARLY DEADLINE
OUR READERS ENJOY ALL BOSTON HAS TO OFFER

ACTIVITIES IN THE PAST YEAR

- Attended Rock/Pop Concerts: +73%
- Attended Opera/Symphony/Theater: +92%
- Attended Bars and Nightclubs: +73%
- Attended 3+ Sporting Events: +36%
- Dined at Restaurants 4+ Times in Last 2 Weeks: +44%
- Owned a Boat: +28%
- Visited a Casino: +32%
- Shopped at a Jewelry Store: +101%
- Exercised at a Health Club: +53%
- Flew Domestically 6+ Times: +50%
- Stayed in a Hotel/Motel 10+ Nights: +56%
- Went Skiing/Snowboarding: +86%

PLAN TO BUY

- A Vehicle: +51%
- A Home in the Next Two Years: +35%
- New Furniture: +74%
- Cosmetic Surgery or Procedure: +51%
GUARANTEED RATE BASE: 70,000
BOSTON’S BEST: 100,000

COUNTY DISTRIBUTION
- Middlesex County: 30.8%
- Suffolk County: 28.2%
- Norfolk County: 18%
- Essex County: 10.4%
- Strafford, NH: 2.3%
- Hillsborough, NH: .9%
- Worcester, MA: .6%

TO ADVERTISE: 617.859.1400 x 231 | IMPROPER.COM | publisher@improper.com

*Per Media Audit (Boston, MA; Summer 2013/Winter 2016)
READERSHIP

INCOME
AVERAGE HOUSEHOLD INCOME $99,000
*OVER-INDEXES THE BOSTON MARKET BY +29%
ANNUAL HOUSEHOLD INCOME OF $150,000 OR MORE
*OVER-INDEXES BY +71%
MARKET VALUE OF HOME $1,000,000
OVER-INDEXES BY +85%

EDUCATION
94% COLLEGE EDUCATED
*IMPROPER READERS OVER-INDEX THE BOSTON MARKET FOR COLLEGE DEGREES BY +137%
*IMPROPER READERS OVER-INDEX THE BOSTON MARKET FOR ADVANCED DEGREES BY +158%

IMPROPER BOSTONIAN AGE PROFILE:
Age 21-34 27.8%
Age 25-64 80%
Age 25-54 68.4%
Age 35-64 60.4%

43% MARRIED | 57% SINGLE

*Per Media Audit (Boston, MA; Summer 2013/Winter 2016)
## ADVERTISING SPECS

### DIMENSIONS

**TRIM SIZE:** 9” x 10.875” / perfect bound

**RECOMMENDED LINE SCREEN:** 150 lpi, 300 dpi

**BLEED:** Allow .125” all around for bleed to trim off during binding (i.e., bleed size is 9.25” x 11.125”) Available only on full page and spreads (call for fractionals)

**LIVE/SAFETY AREA:** All type or graphics not intended to trim should be .5” in from trim (i.e. live area is 8” x 10”)

**CROSSOVER SAFETY FOR SPREADS:**
- **Headlines:** .125” each side of the gutter
- **Body text:** .25” each side of the gutter

**PREFERRED FILE TYPE:** High-res, PDFX1a.
Email files under 7MB to traffic@improper.com, or call for FTP info.

**COLOR:**
- Per CMYK Color (per page): $300
- Per Pantone Spot Color (per page): Please call.
- Metallic and fluorescent colors available: Please call.

### DEADLINES

**PUBLICATION DATES:** Alternate Wednesdays, 25 times per year

**CLOSING DATES**

**AD WORKUP:** Friday, 19 days prior*

**SPACE RESERVATIONS:** Wednesday, 14 days prior*

**CANCELLATIONS:** Wednesday, 21 days prior*

**AD MATERIALS:** Wednesday, 14 days prior*

**CLASSIFIEDS:** Wednesday, 14 days prior*

**LATE CHARGE FOR ADS RECEIVED AFTER DEADLINE:** $95 for every 48 hours late

**INSERTS:** Call for pricing. With full-insert spec information, allow 48 hours for pricing work-up. Samples required for accurate quotes.

**PREMIUM POSITIONS:** Call for price and availability on all premium positions and special requests within the magazine.

*Unless otherwise noted, refer to the issue dates sheet for detailed deadlines as some may vary.

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**FULL PAGE**

| Trim: 9” x 10.875” |
| Non-bleed: 8” x 10” |
| Bleed: 9.25” x 11.125” |
| Live area (for bleed): 8” x 10” |

**2/3 VERTICAL**

| 5” x 10” |

**1/3 VERT**

| 2.375” x 10” |

**1/3 SQUARE**

| 5” x 4.75” |

**1/6 VERT**

| 2.375” x 4.75” |

**1/6 HORIZONTAL**

| 5” x 2.125” |

**1/6 VERT**

| 2.375” x 4.75” |

**1/6 HORIZONTAL**

| 5” x 2.125” |

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The Improper Bostonian prints heat-set web offset and is perfect bound. Cover prints 175-line screen on 100 lb., glossy-coated text stock. Inside prints 150-line screen on 38 lb., glossy-coated text stock. Full production specifications are available upon request.

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**TWO-PAGE SPREAD**

| Trim: 18” x 10.875” |
| Non-bleed: 17” x 10” |
| Bleed: 18.25” x 11.125” |
| Live area (for bleed): 17” x 10” |

**1/2 HORIZONTAL SPREAD**

| 17” x 4.75” |

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The Improper Bostonian is published biweekly, on the first and third Wednesdays of each month. Its format is 9” x 10.875” and it is perfect bound. The cover is printed with 175-line screen on 100 lb. glossy coated text stock. The inside pages are printed with 150-line screen on 38 lb. glossy coated text stock. Full production specifications are available upon request.

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Soroff On + Last Scene Here

Our man-about-town, Jonathan Soroff, delivers the snappiest repartee this side of Vanity Fair in his offbeat Q&A column, Soroff On, interviewing subjects such as Mindy Kaling, David Ortiz, Kristen Kish, Joe Perry, Uzo Aduba and Denis Leary. He also writes about the city’s most glamorous soirees, galas, fashion shows and fundraisers in Last Scene Here, a social column packed with witty banter, insider info and bold-faced names.

Ez Sez

The ever wry, über-popular Ezra Dyer has been making locals laugh as The Improper's humor columnist since 1999, in addition to penning frequent feature stories. A car buff and the automotive editor for Popular Mechanics, Ezra has also been a regular contributor to The New York Times, Esquire, Yahoo Autos and Car and Driver.

Fashion

Drawing on years of experience as a runway fashion producer and stylist for clients such as Karl Lagerfeld and Giorgio Armani, Lydia Santangelo brings a progressive aesthetic and a flawless sense of taste to The Improper’s fashion coverage, producing monthly features that combine forward-looking styles with cutting-edge photography.

Dining

A dining critic with a devoted local following, MC Slim JB navigates the city’s ever-changing culinary landscape with lively wit, reviewing a new restaurant in each issue.

Wine

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

Books

Mopsy Strange Kennedy, whose byline has also appeared in The Atlantic, The Boston Globe, Glamour, Mademoiselle and The New York Times, spotlights the latest books from local authors.

Movies

A past contributor to The Boston Phoenix, The Boston Herald and The Patriot Ledger, film critic Brett Michel reviews the latest movies at the multiplex, from big blockbusters to indie darlings.

Music

Paul Robicheau, a long-time correspondent for The Boston Globe, Rolling Stone and other magazines, keeps readers up-to-date on upcoming concerts, album releases, music personalities and local performers.

The Escape Artist

Turn to our travel section for insider info on destinations throughout New England, across the US and abroad.

The Dance

With his advice column for The Improper, writer and investment adviser John D. Spooner turns his attention to the dance of life in all its absurdities, fielding queries from Bostonians of all walks of life with wit and wisdom. His numerous books include nonfiction bestsellers as well as novels, and his articles have appeared in Playboy, Town and Country, The Atlantic, Esquire and The Boston Globe.

Proper Bostomians

Dana Bisbee captures the city’s movers and shakers at galas and other nonprofit events in his signature photography column. The former Society Editor for The Boston Herald, he has covered Boston’s social scene for 30 years and is a winner of a New England Associated Press Executives Association award and a New England Press Association award.

Imperatives

This front-of-the-book section covers the latest in all things lifestyle—from food and drinks to sports and shopping. Regular columns include:

First Taste—previewing the city’s newest restaurant and bar openings.

Drink of the Moment—our timely cocktail column.

Q&A—a conversation with a visiting or local celebrity (e.g. Idina Menzel, Nicole Richie, Marcus Samuelsson).

Good Eats—a single restaurant dish that shouldn’t be missed.

Purveyors—focusing on cool new shops and local products.

Style—what to wear right now.

Agenda

Boston’s indispensable calendar, with more than 30 pages of events, exhibits, lectures, tours, workshops, concerts and performances in and around the city. Sections include:

Cityscope—listing parties and charity events.

Movies—thumbnail reviews and repertory screenings.

Music—from rock shows to string quartets.

Museums & Galleries—exhibits, big and small, including photography.

Clubs—dance nights, trivia and karaoke.

Sports—who’s playing, and where to play.

Body & Mind—everything from yoga to spa specials.

LGBT—listings, events and GLBTQ groups.

Tastings—restaurant events, special menus and deals.

Children—family-friendly events around town.

Education—classes, workshops and lectures.

Performing Arts—theater, opera, dance and comedy.

Books & Poetry—readings, signings and poetry slams.
MAKE YOUR BRAND THE LIFE OF THE PARTY.

SPONSOR ONE OF OUR SIGNATURE EVENTS!

- **BACHELOR/ETTE**
  - February 2018

- **BOSTON’S BEST DINNER**
  - March 2018

- **SPRING ARTS PREVIEW**
  - March 2018

- **BOSTON’S BEST**
  - July 2018

- **WEDDING**
  - October 2017

- **HOLIDAY**
  - November/December 2018

*Events subject to change*
Deliver your brand to 16,000+ subscribers

YOUR AD HERE

20% OPEN RATE
(ABOVE INDUSTRY AVERAGE)
SEND FILES TO TRAFFIC@IMPROPER.COM
LEAD TIME ON CREATIVE SUBMISSION IS ONE WEEK PRIOR TO THE START OF YOUR RUN DATE.

*The top and side ads and a click-through URL for each must be submitted together by the deadline.
No ad unit can prompt the download of a plug-in.

*Newsletter may look different on other mobile devices.
BANNER ADVERTISING

LEADERBOARD
SIZE: (WIDTH x HEIGHT): 728 x 90
FILE TYPES: jpg, png, gif, swf RGB
FILE SIZE: 150KB or smaller

MEDIUM RECTANGLE
SIZE: (WIDTH x HEIGHT): 300 x 250
FILE TYPES: jpg, png, gif, swf RGB
FILE SIZE: 150KB or smaller

HALF PAGE
SIZE: (WIDTH x HEIGHT): 300 x 600
FILE TYPES: jpg, png, gif, swf RGB
FILE SIZE: 150KB or smaller

Homepage or specific section takeover sponsorships available (client would own all 4 units on page)
Sponsor a section: Arts & Culture, Life & Style, Food & Drink, Photos & Parties, Things to Do, Boston’s Best - based on availability

• Include brief description of event (up to 200 words)
• 1200 x 1200 photo
• Includes landing page and link to advertiser’s website with event description
• 2 week run

*All information (a 1200 x 1200 image, a paragraph of 200 words or less, dates of event, event title, and all contact info) must be submitted together by the deadline
*One image per listing. Image must be submitted at the highest resolution possible.

SPONSORED EVENT ON ‘THINGS TO DO’

CUSTOM CONTENT

• Can be up to 500 words
• 1200 x 1200 photo
• Lives within Arts & Culture, Life & Style or Food & Drink sections
• Custom content created by advertiser
• Contact Publisher for custom content rates
• 2 week run

SEND FILES TO TRAFFIC@IMPROPER.COM
LEAD TIME ON CREATIVE SUBMISSION IS ONE WEEK PRIOR TO THE START OF YOUR RUN DATE.
LEADERBOARD
SIZE (WIDTH X HEIGHT): 728 x 90
FILE TYPES: jpg, png, gif, swf RGB
FILE SIZE: 150KB or smaller

(Medium) If you are running a leaderboard ad, you must also provide a 300 x 200 version for your ad to show up on our mobile site.

(Specific section) If you are running a takeover or section sponsorship, you must provide two different files for the top and bottom leaderboard.

MEDIUM RECTANGLE
SIZE (WIDTH X HEIGHT): 300 x 250
FILE TYPES: jpg, png, gif, swf RGB
FILE SIZE: 150KB or smaller

HALF PAGE
SIZE (WIDTH X HEIGHT): 300 x 600
FILE TYPES: jpg, png, gif, swf RGB
FILE SIZE: 150KB or smaller

Homepage or specific section takeover sponsorships available (client would own all 4 units on page)

Sponsor a section: Arts & Culture, Life & Style, Food & Drink, Photos & Parties, Things to Do, Boston’s Best - based on availability

*URL link must be provided at the time of submission.

*All ads must be submitted at the highest resolution possible, staying within the file size requirements. Files must be web friendly units and saved with the “save for web” option.

*For Flash Files: do not include site link in flash (swf) button. SEND BACKUP GIF OR JPG WITH FLASH FILES.

* No ad unit can prompt the download of a plug-in.

SEND FILES TO TRAFFIC@IMPROPER.COM

LEAD TIME ON CREATIVE SUBMISSION IS ONE WEEK PRIOR TO THE START OF YOUR RUN DATE.

TO ADVERTISE: 617.859.1400 x 231 | IMPROPER.COM | publisher@improper.com
SPONSORED EVENT ON ‘THINGS TO DO’

SEND FILES TO TRAFFIC@IMPROPER.COM

LEAD TIME ON CREATIVE SUBMISSION IS ONE WEEK PRIOR TO THE START OF YOUR RUN DATE.

• Include brief description of event (up to 200 words)
• 1200 x 1200 photo
• Includes landing page and link to advertiser’s website with event description
• 2 week run

• Homepage ‘Things To Do’ module is 1 week run

*All information (a 1200 x 1200 image, a paragraph of 200 words or less, dates of event, event title, and all contact info) must be submitted together by the deadline

*One image per listing. Image must be submitted at the highest resolution possible.
Custom Content

- Can be up to 500 words
- 1200 x 1200 photo
- Lives within Arts & Culture, Life & Style or Food & Drink sections
- Custom content created by advertiser
- Contact Publisher for custom content rates
- 2 week run
FULL PAGE DOUBLE-SIDED INSERT BOUND IN
TRIM SIZE: 9” X 10 7/8”
4-Color Process + Perforation
Paper: 100# Coated Text

4 PAGE GATEFOLD BOUND IN
TRIM SIZE: 9” X 10 7/8”
4-Color Process + Perforation
Paper: 100# Coated Text

6” X 9” DOUBLE-SIDED INSERT PAGES BOUND IN
4-Color Process + Perforation
Paper: 100# Coated Text

6” X 9” 4 PAGE INSERT BOUND IN
4-Color Process + Perforation
Paper: 100# Coated Text

DIE CUT CARD
TRIM SIZE: 6” X 9”
4-Color Process + Die Cut loyalty card 3.5” x 2”
Bound In

POST CARD
5” x 7” or 6” x 9” + 1/2” and grind off
4-Color Process + Perforation
Paper: 100# Coated Text

COVER GATEFOLD
TRIM SIZE: 9” X 10 7/8”
PAPER: 80# Coated Stock