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 25 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 80,000 magazines to a loyal audience of more than 426,000 readers 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.
EDITION #17 2017

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EDITORIAL CALENDAR

JANUARY 18
HEALTH & FITNESS

FEBRUARY 1
BACHELOR/ETTE  Valentine’s Day (2/14), Bachelor/ette Event

FEBRUARY 15
CHEFS  Mardi Gras (2/28)

MARCH 1
SPRING FASHION  Boston’s Best Dinner

MARCH 15
SPRING ARTS PREVIEW  St. Patrick’s Day (3/17), Spring Arts Preview Event

MARCH 29
RED SOX

APRIL 12
DRINK  Marathon (4/17)

APRIL 26
DESIGN  Cinco de Mayo (5/5)

MAY 10
GETAWAY  Mother’s Day (5/14), Graduation

MAY 24
SUMMER ARTS PREVIEW  Memorial Day (5/29), Graduation

JUNE 7
SUMMER DINING  Father’s Day (6/18)

JUNE 21
STYLE  Independence Day (7/4)

JULY 5
BOSTON’S BEST  Boston’s Best Event

JULY 26
MUSIC

AUGUST 9
INFLUENCERS

AUGUST 23
FALL FASHION  Labor Day (9/4)

SEPTEMBER 6
Patriots

SEPTEMBER 20
FALL ARTS PREVIEW

OCTOBER 4
FALL DINING  Fall Dining Event

OCTOBER 18
WEDDING  Halloween (10/31), Wedding Event

NOVEMBER 1
WINTER SPORTS

NOVEMBER 15
HOLIDAY ENTERTAINING  Thanksgiving (11/23)

NOVEMBER 29
HOLIDAY SHOPPING

DECEMBER 13
LUXURY

DECEMBER 27
NEW YEAR’S

*EVENTS SUBJECT TO CHANGE

100K COPIES, OUT FOR THREE WEEKS!
<table>
<thead>
<tr>
<th>MONTH</th>
<th>PUBLICATION DATE (WED)</th>
<th>NON-PRINT READY AD MATERIALS (FRI)</th>
<th>SPACE RESERVATIONS AND PRINT READY MATERIALS (WED)</th>
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<tbody>
<tr>
<td>JANUARY</td>
<td>January 18, 2017</td>
<td>December 27, 2016 (*Tues)</td>
<td>January 4, 2017</td>
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<tr>
<td>FEBRUARY</td>
<td>February 1, 2017</td>
<td>January 12, 2017 (*Thurs)</td>
<td>January 18, 2017</td>
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<td>February 15, 2017</td>
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<td>March 1, 2017</td>
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<td>May 19, 2017</td>
<td>May 24, 2017</td>
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<td></td>
<td>June 21, 2017</td>
<td>June 2, 2017</td>
<td>June 7, 2017</td>
</tr>
<tr>
<td>JULY</td>
<td>July 5, 2017</td>
<td>June 2, 2017 (*)</td>
<td>June 7, 2017 (*)</td>
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<tr>
<td></td>
<td>July 26, 2017</td>
<td>July 7, 2017</td>
<td>July 12, 2017</td>
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<tr>
<td>AUGUST</td>
<td>August 9, 2017</td>
<td>July 21, 2017</td>
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<td></td>
<td>August 23, 2017</td>
<td>August 4, 2017</td>
<td>August 9, 2017</td>
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<tr>
<td>SEPTEMBER</td>
<td>September 6, 2017</td>
<td>August 18, 2017</td>
<td>August 23, 2017</td>
</tr>
<tr>
<td></td>
<td>September 20, 2017</td>
<td>August 31, 2017 (*Thurs)</td>
<td>September 6, 2017</td>
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<tr>
<td>OCTOBER</td>
<td>October 4, 2017</td>
<td>September 15, 2017</td>
<td>September 20, 2017</td>
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<td>October 18, 2017</td>
<td>September 29, 2017</td>
<td>October 4, 2017</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>November 1, 2017</td>
<td>October 13, 2017</td>
<td>October 18, 2017</td>
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<td>November 15, 2017</td>
<td>October 27, 2017</td>
<td>November 1, 2017</td>
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<tr>
<td></td>
<td>December 27, 2017</td>
<td>December 7, 2017 (*Thurs)</td>
<td>December 12, 2017 (*Tues)</td>
</tr>
</tbody>
</table>

* EARLY DEADLINE
OUR READERS ENJOY ALL BOSTON HAS TO OFFER

ACTIVITIES IN THE PAST YEAR

<table>
<thead>
<tr>
<th>Activity</th>
<th>Boston (%)</th>
<th>Over Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attended rock/pop concerts</td>
<td></td>
<td>+73%</td>
</tr>
<tr>
<td>Attended opera/symphony/theater</td>
<td></td>
<td>+92%</td>
</tr>
<tr>
<td>Attended bars and nightclubs</td>
<td></td>
<td>+73%</td>
</tr>
<tr>
<td>Attended 3+ sporting events</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dined at restaurants 4+ times in last 2 weeks</td>
<td></td>
<td>+44%</td>
</tr>
<tr>
<td>Owned a boat</td>
<td></td>
<td>+28%</td>
</tr>
<tr>
<td>Visited a casino</td>
<td></td>
<td>+32%</td>
</tr>
<tr>
<td>Shopped at a jewelry store</td>
<td></td>
<td>+101%</td>
</tr>
<tr>
<td>Exercised at a health club</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Flew domestically 6+ times</td>
<td></td>
<td>+50%</td>
</tr>
<tr>
<td>Stayed in a hotel/motel 10+ nights</td>
<td></td>
<td>+56%</td>
</tr>
<tr>
<td>Went skiing/snowboarding</td>
<td></td>
<td>+86%</td>
</tr>
</tbody>
</table>

PLAN TO BUY

<table>
<thead>
<tr>
<th>Activity</th>
<th>Boston (%)</th>
<th>Over Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>A vehicle</td>
<td></td>
<td>+51%</td>
</tr>
<tr>
<td>A home in the next two years</td>
<td></td>
<td>+35%</td>
</tr>
<tr>
<td>New furniture</td>
<td></td>
<td>+74%</td>
</tr>
<tr>
<td>Cosmetic surgery or procedure</td>
<td></td>
<td>+51%</td>
</tr>
</tbody>
</table>

*Per Media Audit (Boston, MA; Summer 2013)
GUARANTEED RATE BASE: 80,000
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%

OVER 426,000 READERS EVERY TWO WEEKS

260 NEWSBOX LOCATIONS
13K HOMES RECEIVE DOORSTEP DELIVERY
800 DROP LOCATIONS

AT KEY SERVICE PROVIDERS, PROMINENT HOTELS, COLLEGES, RESTAURANTS AND RETAIL STORES

*Per Media Audit (Boston, MA; Summer 2013/Winter 2016)
GUARANTEED RATE BASE: 80,000
BOSTON’S BEST: 100,000

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 +198%

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

#### 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”

#### 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”

### Full Page

<table>
<thead>
<tr>
<th>Section</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>9” x 10.875”</td>
</tr>
<tr>
<td>Non-bleed</td>
<td>8” x 10”</td>
</tr>
<tr>
<td>Bleed</td>
<td>9.25” x 11.125”</td>
</tr>
<tr>
<td>Live area (for bleed)</td>
<td>8” x 10”</td>
</tr>
</tbody>
</table>

### Two-Page Spread

<table>
<thead>
<tr>
<th>Section</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread</td>
<td>18” x 10.875”</td>
</tr>
<tr>
<td>Non-bleed</td>
<td>17” x 10”</td>
</tr>
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</tr>
<tr>
<td>Live area (for bleed)</td>
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</tr>
</tbody>
</table>

**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.

### 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.
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 BOSTONIANS
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.

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.
SOCIAL MEDIA

8K+ Instagram Followers

83K Twitter Followers

11K+ Facebook Likes

TO ADVERTISE: 617.859.1400 x 231 | IMPROPER.COM | publisher@improper.com
MAKE YOUR BRAND THE LIFE OF THE PARTY.

SPONSOR ONE OF OUR SIGNATURE EVENTS!

BOSTON'S BEST DINNER  
MARCH 2017

SPRING ARTS PREVIEW  
MARCH 2017

BOSTON'S BEST  
JULY 2017

FALL DINING  
OCTOBER 2017

WEDDING  
OCTOBER 2017

*Events subject to change
Can’t get enough Improper?

Score a sneak peek of our exclusive covers, celebrity interviews, event picks and more before the new issue hits the streets. Sign up for The Improper Bostonian newsletter and get insider info every two weeks!

improper.com/newsletter

- Additional newsletters will be coming
- Custom topics can be available
- Ad Specs: 440 wide x 880 high & 679 wide x 64 high

23% OPEN RATE (ABOVE INDUSTRY AVERAGE)

16K+ SUBSCRIBERS
ONLINE ADVERTISING & SPECS

**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

- 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

- 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

**SPONSORED EVENT ON ‘THINGS TO DO’**

- 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

- 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.

**CUSTOM CONTENT**

- Send files to traffic@improper.com

**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 Rectangle: 300 x 250)
FILE TYPES: jpg, png, gif, swf RGB
FILE SIZE: 150KB or smaller

(Half Page: 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.
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SEND FILES TO TRAFFIC@IMPROPER.COM
LEAD TIME ON CREATIVE SUBMISSION IS ONE WEEK PRIOR TO THE START OF YOUR RUN DATE.
SPONSORED EVENT ON ‘THINGS TO DO’

- 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.

SEND FILES TO TRAFFIC@IMPROPER.COM

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