




The Improper Bostonian

MEDIA KIT



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.

JANUARY 18	HEALTH & FITNESS
FEBRUARY 1	BACHELOR/ETTE <i>Valentine's Day (2/14), Bachelor/ette Event</i>
FEBRUARY 15	CHEFS <i>Mardi Gras (2/28)</i>
MARCH 1	SPRING FASHION <i>Boston's Best Dinner</i>
MARCH 15	SPRING ARTS PREVIEW <i>St. Patrick's Day (3/17), Spring Arts Preview Event</i>
MARCH 29	RED SOX
APRIL 12	DRINK <i>Marathon (4/17)</i>
APRIL 26	DESIGN <i>Cinco de Mayo (5/5)</i>
MAY 10	GETAWAY <i>Mother's Day (5/14), Graduation</i>
MAY 24	SUMMER ARTS PREVIEW <i>Memorial Day (5/29), Graduation</i>
JUNE 7	SUMMER DINING <i>Father's Day (6/18)</i>
JUNE 21	STYLE <i>Independence Day (7/4)</i>
JULY 5	BOSTON'S BEST <i>Boston's Best Event</i> 
JULY 26	MUSIC
AUGUST 9	INFLUENCERS
AUGUST 23	FALL FASHION <i>Labor Day (9/4)</i>
SEPTEMBER 6	PATRIOTS
SEPTEMBER 20	FALL ARTS PREVIEW
OCTOBER 4	FALL DINING <i>Fall Dining Event</i>
OCTOBER 18	WEDDING <i>Halloween (10/31), Wedding Event</i>
NOVEMBER 1	WINTER SPORTS
NOVEMBER 15	HOLIDAY ENTERTAINING <i>Thanksgiving (11/23)</i>
NOVEMBER 29	HOLIDAY SHOPPING
DECEMBER 13	LUXURY
DECEMBER 27	NEW YEAR'S

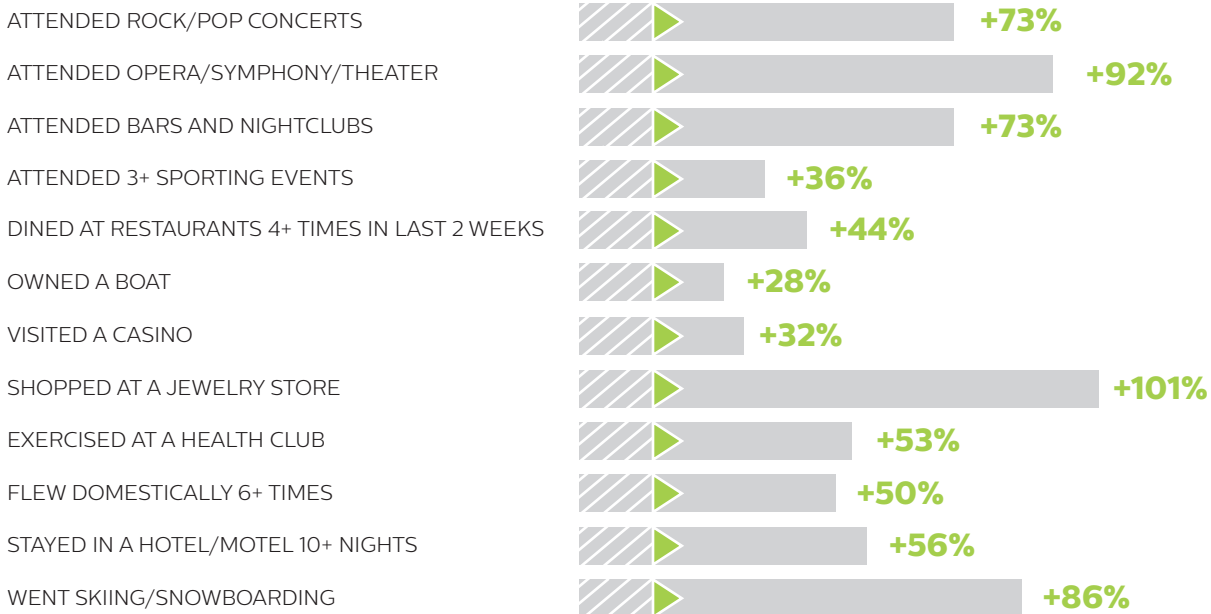
 100K COPIES, OUT FOR THREE WEEKS!
*EVENTS SUBJECT TO CHANGE

	PUBLICATION DATE (WED)	NON-PRINT READY AD MATERIALS (FRI)	SPACE RESERVATIONS AND PRINT READY MATERIALS (WED)
JANUARY	January 18, 2017	December 27, 2016 (*Tues)	January 4, 2017
FEBRUARY	February 1, 2017 February 15, 2017	January 12, 2017 (*Thurs) January 27, 2017	January 18, 2017 February 1, 2017
MARCH	March 1, 2017 March 15, 2017 March 29, 2017	February 10, 2017 February 24, 2017 March 10, 2017	February 15, 2017 March 1, 2017 March 15, 2017
APRIL	April 12, 2017 April 26, 2017	March 24, 2017 April 7, 2017	March 29, 2017 April 12, 2017
MAY	May 10, 2017 May 24, 2017	April 21, 2017 May 5, 2017	April 26 2017 May 10, 2017
JUNE	June 7, 2017 June 21, 2017	May 19, 2017 June 2, 2017	May 24, 2017 June 7, 2017
JULY	July 5, 2017 July 26, 2017	June 2, 2017 (*) July 7, 2017	June 7, 2017 (*) July 12, 2017
AUGUST	August 9, 2017 August 23, 2017	July 21, 2017 August 4, 2017	July 26, 2017 August 9, 2017
SEPTEMBER	September 6, 2017 September 20, 2017	August 18, 2017 August 31, 2017 (*Thurs)	August 23, 2017 September 6, 2017
OCTOBER	October 4, 2017 October 18, 2017	September 15, 2017 September 29, 2017	September 20, 2017 October 4, 2017
NOVEMBER	November 1, 2017 November 15, 2017 November 29, 2017	October 13, 2017 October 27, 2017 November 8, 2017 (*Wed)	October 18, 2017 November 1, 2017 November 13, 2017 (*Mon)
DECEMBER	December 13, 2017 December 27, 2017	November 20, 2017 (*Mon) December 7, 2017 (*Thurs)	November 29, 2017 December 12, 2017 (*Tues)

* EARLY DEADLINE

OUR READERS ENJOY ALL BOSTON HAS TO OFFER

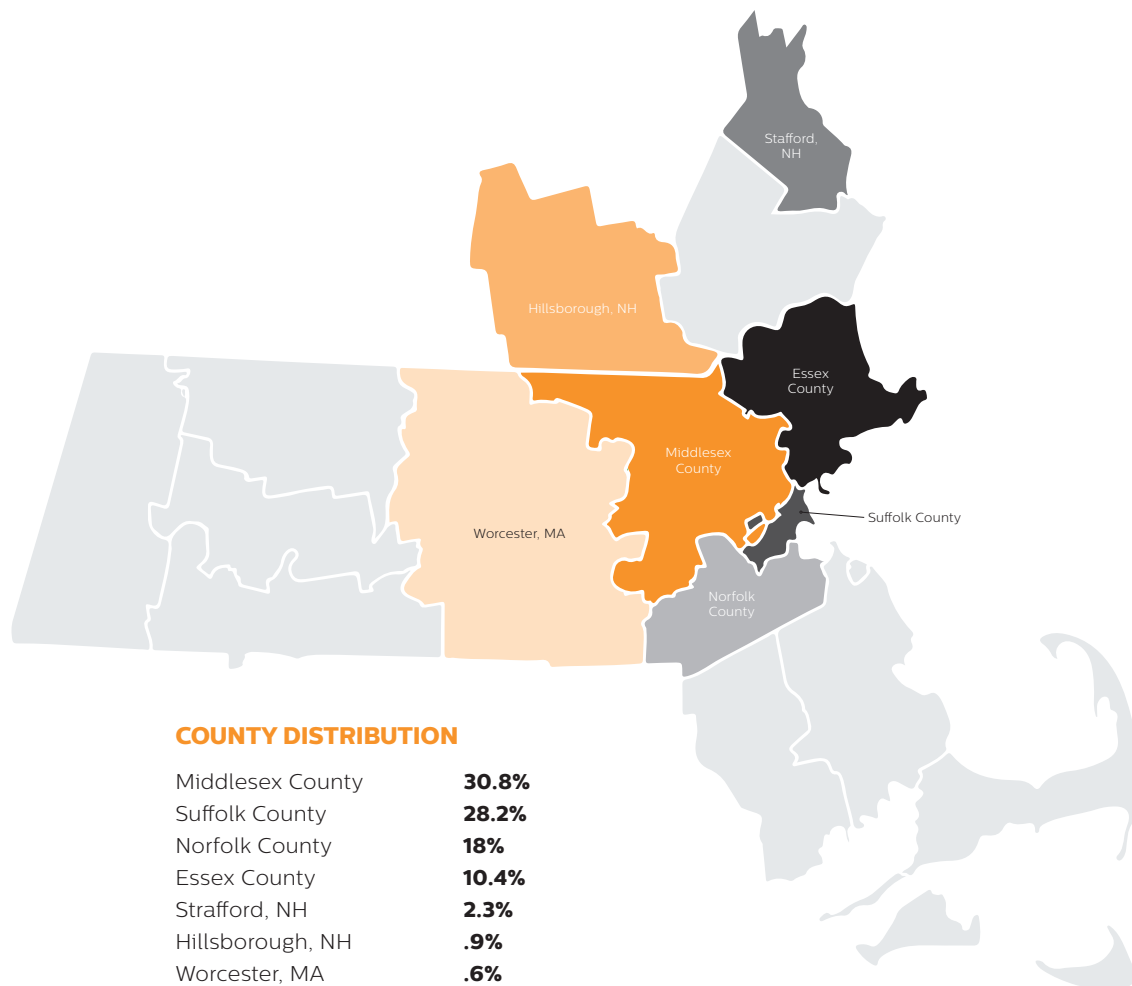
ACTIVITIES IN THE PAST YEAR



PLAN TO BUY



GUARANTEED RATE BASE: 80,000
BOSTON'S BEST: 100,000



OVER 426,000 READERS EVERY TWO WEEKS



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

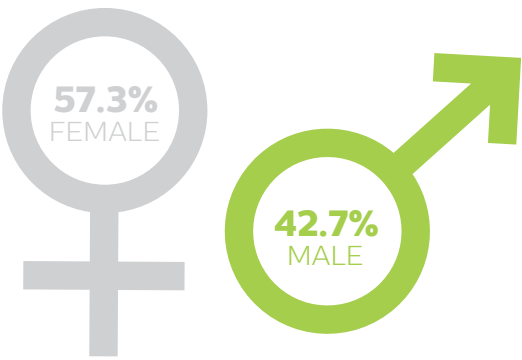
GUARANTEED RATE BASE: 80,000
BOSTON'S BEST: 100,000

INCOME

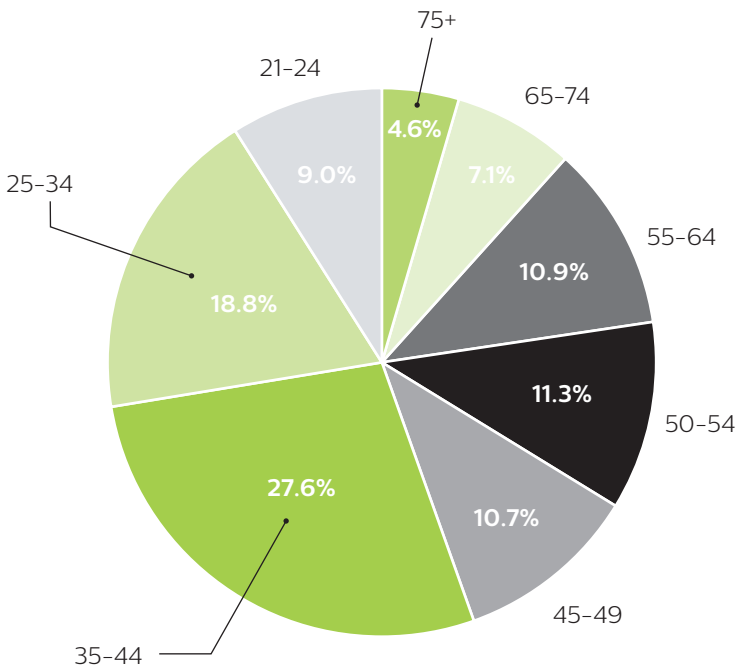
AVERAGE HOUSEHOLD INCOME **\$99,000**
**OVER-INDEXES THE BOSTON MARKET BY +29%*
 ANNUAL HOUSEHOLD INCOME OF **\$150,000** OR MORE
**OVER-INDEXES BY +71%*
 MARKET VALUE OF HOME **\$1,000,000**
OVER-INDEXES BY +85%

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 +158%*



43% MARRIED | **57% SINGLE**



IMPROPER BOSTONIAN AGE PROFILE:

- Age 21-34 **27.8%**
- Age 25-64 **80%**
- Age 25-54 **68.4%**
- Age 35-64 **60.4%**

<p>FULL PAGE</p> <p>Trim: 9" x 10.875"</p> <p>Non-bleed: 8" x 10"</p> <p>Bleed: 9.25" x 11.125"</p> <p>Live area (for bleed): 8" x 10"</p>	<p>2/3 VERTICAL 5" x 10"</p>	<p>1/3 VERT 2.375" x 10"</p>	<p>1/3 SQUARE 5" x 4.75"</p>	<p>1/6 VERT 2.375" x 4.75"</p>	<p>1/6 HORIZONTAL 5" x 2.125"</p>
<p>TWO-PAGE SPREAD</p> <p>Trim: 18" x 10.875"</p> <p>Non-bleed: 17" x 10"</p> <p>Bleed: 18.25" x 11.125"</p> <p>Live area (for bleed): 17" x 10"</p>			<p>1/2 HORIZONTAL 8" x 4.75"</p>	<p>1/2 HORIZONTAL SPREAD 17" x 4.75"</p> <p><i>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.</i></p>	

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.*

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 News 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.



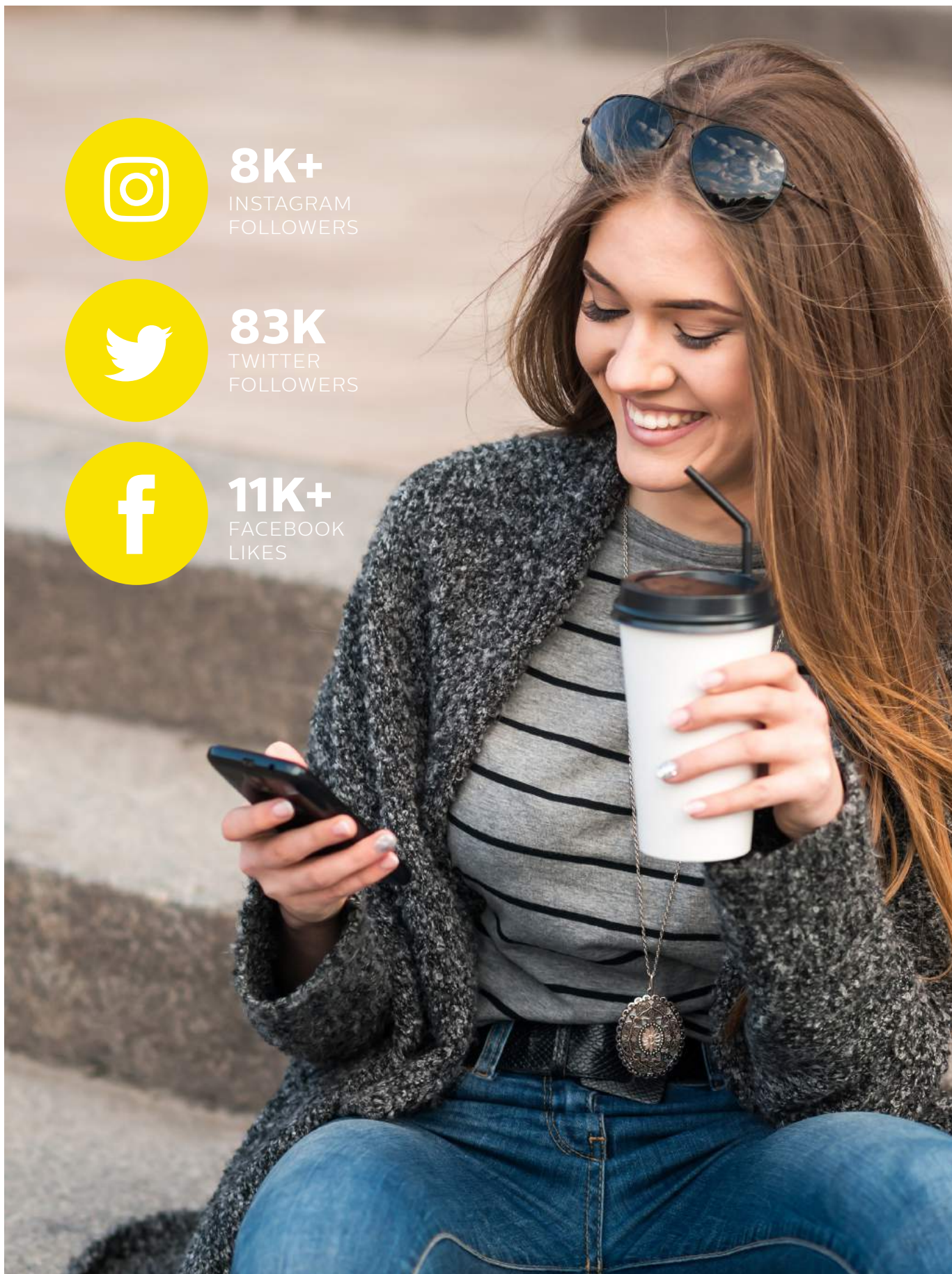
8K+
INSTAGRAM
FOLLOWERS



83K
TWITTER
FOLLOWERS



11K+
FACEBOOK
LIKES





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*



23%
OPEN RATE
(ABOVE INDUSTRY
AVERAGE)

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

16K+
SUBSCRIBERS

BANNER ADVERTISING



LEADERBOARD

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

(If you are running a leaderboard ad, you must also provide a 300 x 100 version for your ad to show up on our mobile site)

MEDIUM RECTANGLE

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

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

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

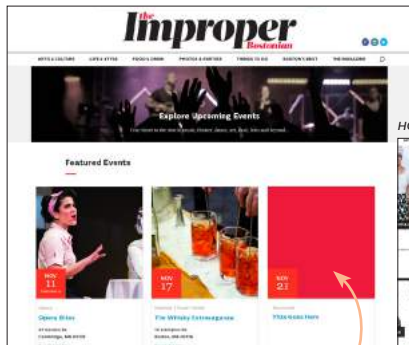
*URL link must be provided at the time of submission.

*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.

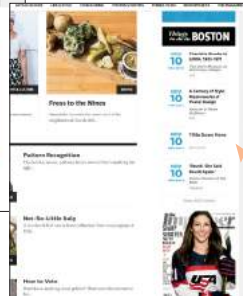
*For Flash Files: do not include site link in flash (swf) button. SEND BACKUP GIF OR JPG WITH FLASH FILES.

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

SPONSORED EVENT ON 'THINGS TO DO'



Homepage



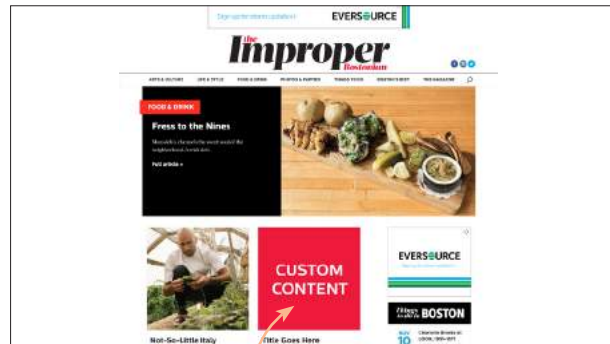
- Include brief description of event (up to 200 words)
- 1200 x 1200 photo
- Includes landing page and link to advertiser's website with event description
- 2 week run

• 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

SEND FILES TO TRAFFIC@IMPROPER.COM

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

BANNER ADVERTISING

LEADERBOARD

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

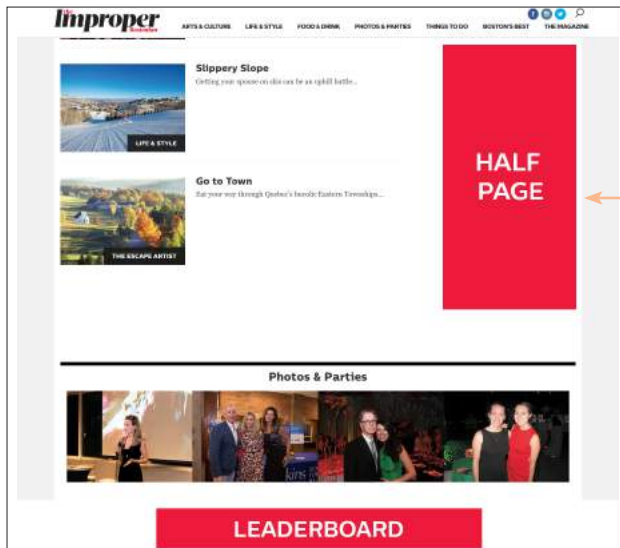
(If you are running a leaderboard ad, you must also provide a 300 x 100 version for your ad to show up on our mobile site)

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



MEDIUM RECTANGLE

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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

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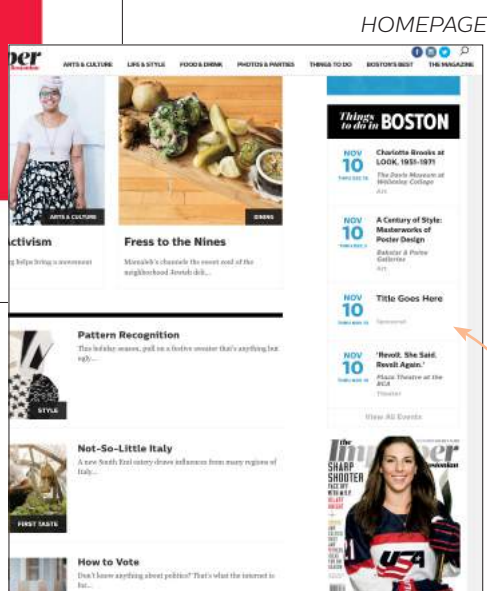
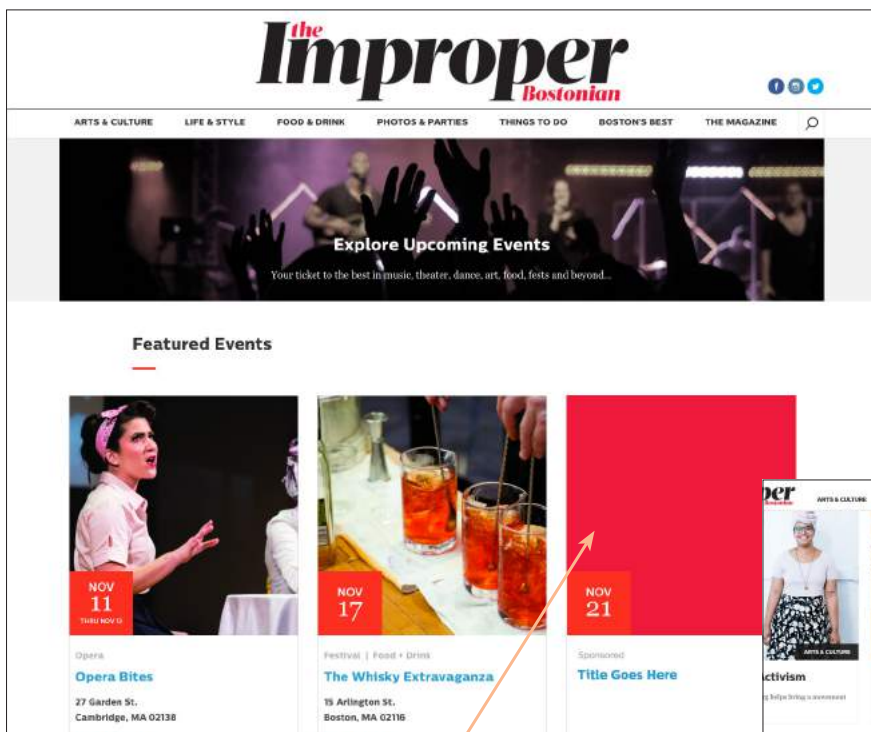
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LEAD TIME ON CREATIVE SUBMISSION IS ONE WEEK PRIOR TO THE START OF YOUR RUN DATE.

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

• 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.

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

CUSTOM CONTENT

The screenshot shows the top of the Improper Bostonian website. At the top left, there is a link to "Sign up for storm updates >" and the EVERSOURCE logo. The main header features the "the Improper Bostonian" logo and social media icons for Facebook, Instagram, and Twitter. Below the header is a navigation bar with categories: ARTS & CULTURE, LIFE & STYLE, FOOD & DRINK, PHOTOS & PARTIES, THINGS TO DO, BOSTON'S BEST, and THE MAGAZINE. The main content area is divided into three columns. The left column has a "FOOD & DRINK" tag and an article titled "Fress to the Nines" with a sub-headline "Mamaleh's channels the sweet soul of the neighborhood Jewish deli." and a "Full article >" link. The middle column features a large red square placeholder with the text "CUSTOM CONTENT" and "Title Goes Here" below it, with an orange arrow pointing to the placeholder. The right column contains an EVERSOURCE sign-up link and a "Things to do in BOSTON" event listing for "NOV 10 Charlotte Brooks at LOOK, 1951-1971 The Davis Museum at".

- 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**

ONLINE ADVERTISING & SPECS

CUSTOM CONTENT



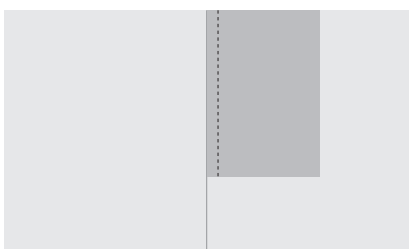
FULL PAGE DOUBLE-SIDED INSERT BOUND IN

TRIM SIZE: 9" X 10 7/8"
 4-Color Process + Perforation
 Paper: 100# Coated Text



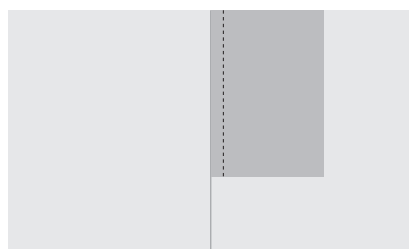
4 PAGE GATEFOLD BOUND IN

TRIM SIZE: 9" X 10 7/8"
 4-Color Process + Perforation
 Paper: 100# Coated Text



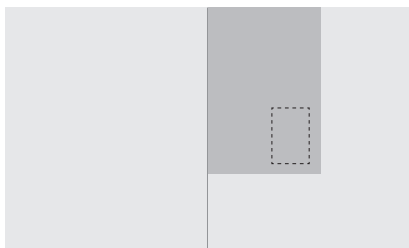
6" X 9" DOUBLE-SIDED INSERT PAGES BOUND IN

4-Color Process + Perforation
 Paper: 100# Coated Text



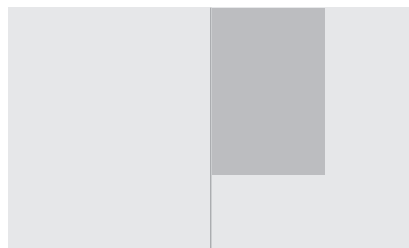
6" X 9" 4 PAGE INSERT BOUND IN

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