



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 **86,500 magazines** to a loyal audience of more than **550,000 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 20	HEALTH & BEAUTY
FEBRUARY 3	BACHELOR/ETTE <i>Mardi Gras (2/9), Valentine's Day (2/14), Bachelor/ette Event</i>
FEBRUARY 17	CHEFS
MARCH 2	SPRING FASHION
MARCH 16	SPRING ARTS PREVIEW <i>St. Patrick's Day (3/17), Best Judges Dinner</i>
MARCH 30	DRINK
APRIL 13	RED SOX <i>Marathon (4/18)</i>
APRIL 27	INNOVATORS <i>Cinco de Mayo (5/5), Mother's Day (5/8)</i>
MAY 11	GETAWAY <i>Graduation</i>
MAY 25	SUMMER PREVIEW <i>Memorial Day (5/30), Graduation</i>
JUNE 8	SUMMER DINING <i>Father's Day (6/19), Summer Dining Event</i>
JUNE 22	SUMMER STYLE <i>Independence Day (7/4)</i>
JULY 6	BOSTON'S BEST <i>Boston's Best Event</i> 
JULY 27	MUSIC
AUGUST 10	25TH ANNIVERSARY <i>25th Anniversary Event</i>
AUGUST 24	FALL FASHION <i>Labor Day (9/5)</i>
SEPTEMBER 7	PATRIOTS
SEPTEMBER 21	FALL ARTS PREVIEW <i>Fall Arts Event</i>
OCTOBER 5	FALL DINING
OCTOBER 19	WEDDING <i>Halloween (10/31)</i>
NOVEMBER 2	WINTER SPORTS
NOVEMBER 16	HOLIDAY ENTERTAINING <i>Thanksgiving (11/24)</i>
NOVEMBER 30	HOLIDAY SHOPPING <i>Holiday Season, Holiday Shopping Event</i>
DECEMBER 14	LUXURY <i>Holiday Season</i>
DECEMBER 28	NEW YEAR'S <i>Holiday Season, New Year's</i>

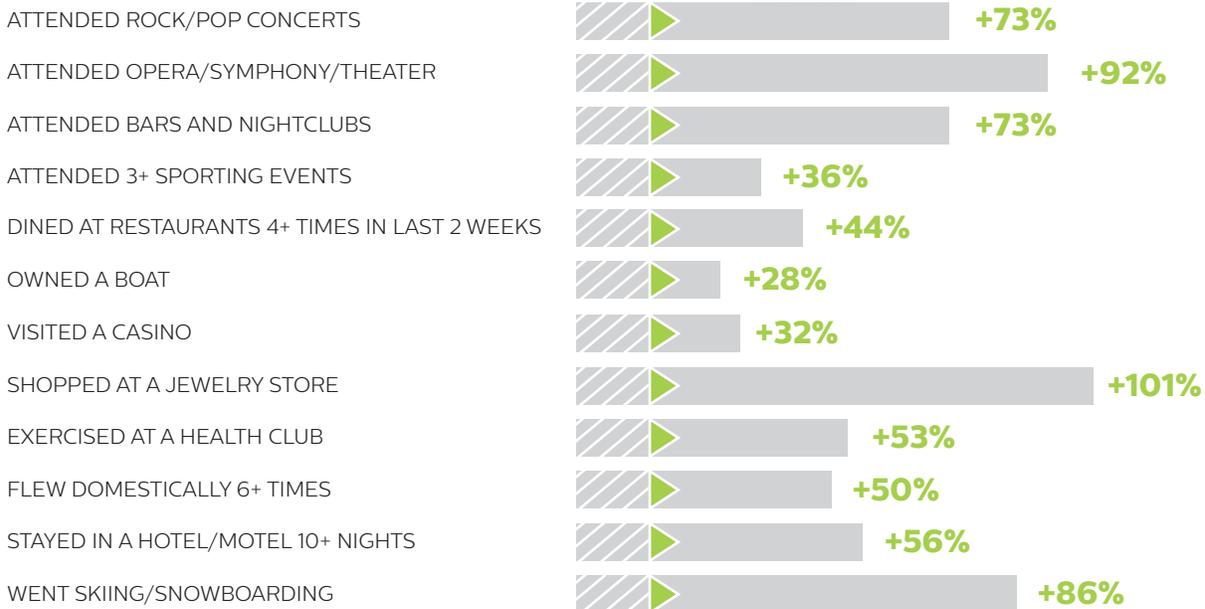
 100K COPIES, OUT FOR THREE WEEKS!

	PUBLICATION DATE (WED)	NON-PRINT READY AD MATERIALS (FRI)	SPACE RESERVATIONS AND PRINT READY MATERIALS (WED)
JANUARY	January 20, 2016	December 29, 2015 (*Tues)	January 6, 2016
FEBRUARY	February 3, 2016 February 17, 2016	January 14, 2016 (*Thurs) January 29, 2016	January 20, 2016 February 3, 2016
MARCH	March 2, 2016 March 16, 2016 March 30, 2016	February 11, 2016 (*Thurs) February 26, 2016 March 11, 2016	February 17, 2016 March 2, 2016 March 16, 2016
APRIL	April 13, 2016 April 27, 2016	March 25, 2016 April 8, 2016	March 30, 2016 April 13, 2016
MAY	May 11, 2016 May 25, 2016	April 22, 2016 May 6, 2016	April 27, 2016 May 11, 2016
JUNE	June 8, 2016 June 22, 2016	May 20, 2016 June 3, 2016	May 25, 2016 June 8, 2016
JULY	July 6, 2016 July 27, 2016	June 3, 2016 (*) July 8, 2016	June 8, 2016 (*) July 13, 2016
AUGUST	August 10, 2016 August 24, 2016	July 22, 2016 August 5, 2016	July 27, 2016 August 10, 2016
SEPTEMBER	September 7, 2016 September 21, 2016	August 19, 2016 September 1, 2016 (*Thurs)	August 24, 2016 September 7, 2016
OCTOBER	October 5, 2016 October 19, 2016	September 16, 2016 September 30, 2016	September 21, 2016 October 5, 2016
NOVEMBER	November 2, 2016 November 16, 2016 November 30, 2016	October 14, 2016 October 27, 2016 (*Thurs) November 9, 2016 (*Wed)	October 19, 2016 November 1, 2016 (*Tues) November 14, 2016 (*Mon)
DECEMBER	December 14, 2016 December 28, 2016	November 21, 2016 (*Mon) December 7, 2016 (*Wed)	November 29, 2016 (*Tues) December 12, 2016 (*Mon)

* EARLY DEADLINE

OUR READERS ENJOY ALL BOSTON HAS TO OFFER

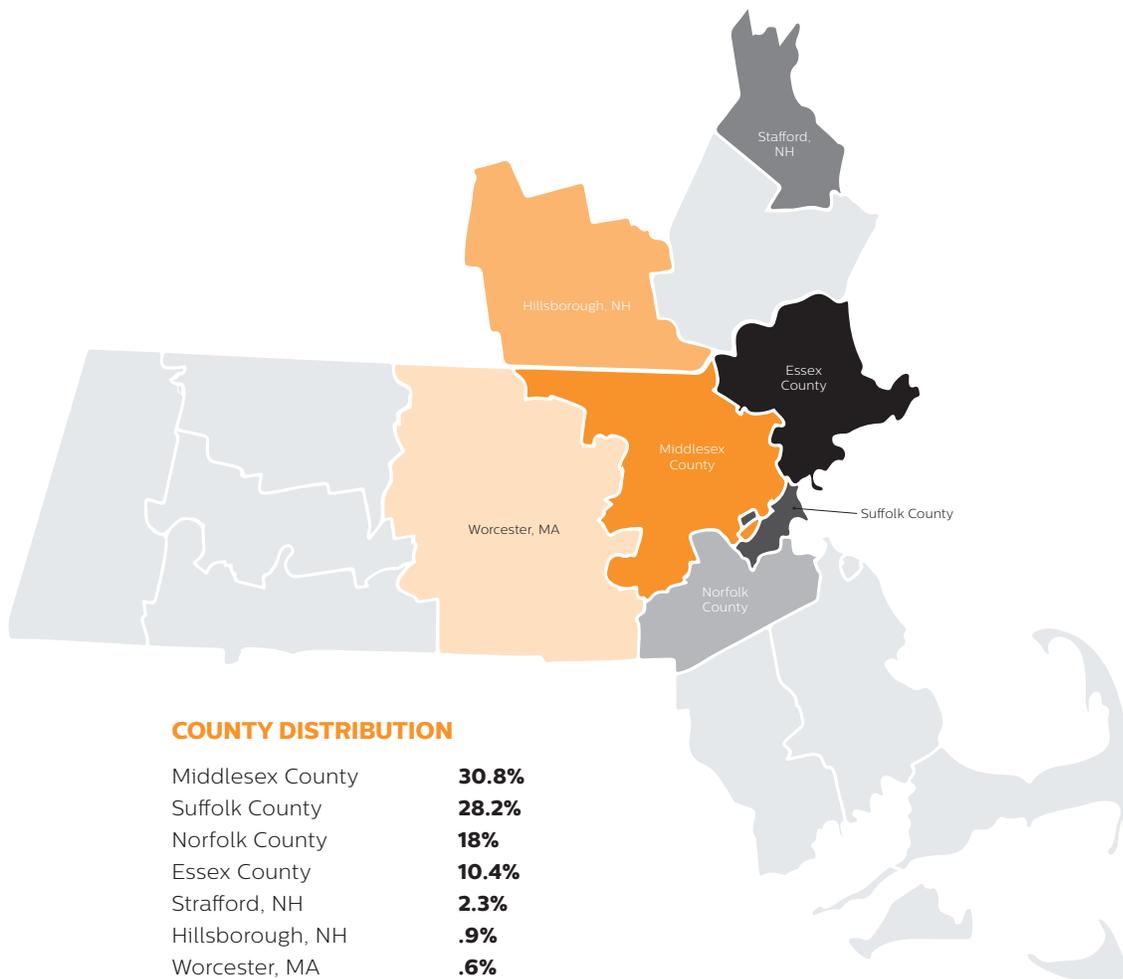
ACTIVITIES IN THE PAST YEAR



PLAN TO BUY



GUARANTEED RATE BASE: 86,500
BOSTON'S BEST: 100,000



OVER 550,000 READERS EVERY TWO WEEKS

260
NEWSBOX LOCATIONS

13K
HOMES RECEIVE DOORSTEP DELIVERY

800
DROP LOCATIONS


DIRECT MAIL DELIVERY

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

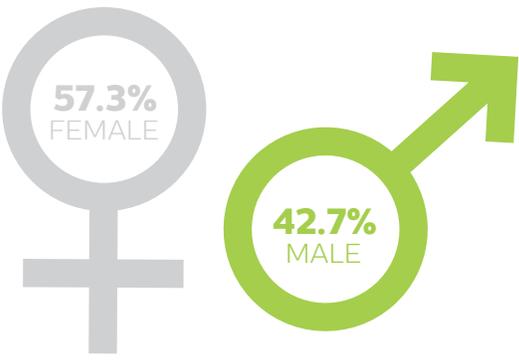
GUARANTEED RATE BASE: 86,500
BOSTON'S BEST: 100,000

INCOME

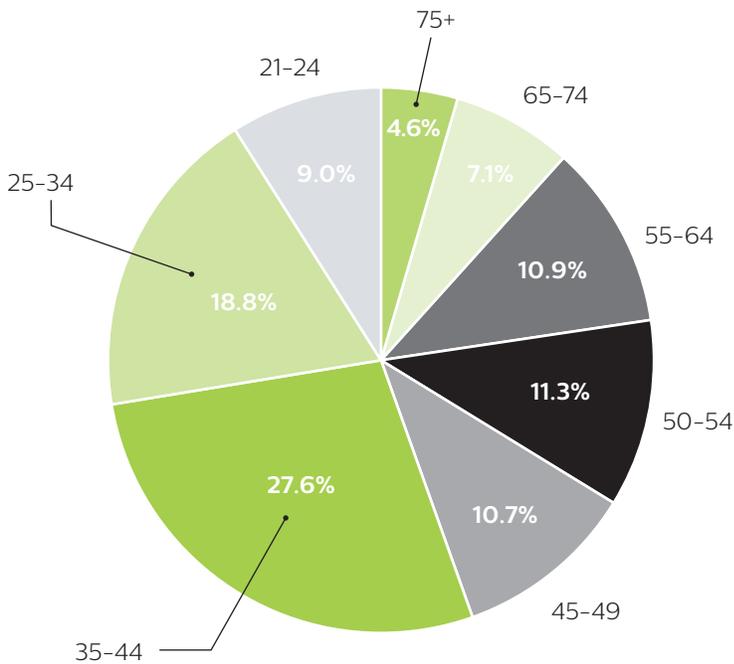
AVERAGE HOUSEHOLD INCOME **\$99,000**
**OVER-INDEXES THE BOSTON MARKET BY +29%*
 ANNUAL HOUSEHOLD INCOME OF **\$150,000** OR MORE
**OVER-INDEXES BY +71%*
 MARKET VALUE OF HOME **\$1,000,000**
OVER-INDEXES BY +85%

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.



7K
INSTAGRAM
FOLLOWERS



80K
TWITTER
FOLLOWERS



11K
FACEBOOK
LIKES





MAKE YOUR BRAND THE LIFE OF THE PARTY.

SPONSOR ONE OF OUR SIGNATURE EVENTS!

BACHELOR/ETTE
FEBRUARY 2016

BOSTON'S BEST DINNER
MARCH 2016

SUMMER DINING
JUNE 2016

BOSTON'S BEST
JULY 2016

25TH ANNIVERSARY
AUGUST 2016

FALL ARTS
SEPTEMBER 2016

WEDDING
OCTOBER 2016

HOLIDAY SHOPPING
NOVEMBER/DECEMBER 2016



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.

16K+
SUBSCRIBERS



BANNER ADVERTISING

UNIT	SIZE (WIDTH X HEIGHT)	FILE TYPES	FILE SIZE
LEADERBOARD	728 x 90	jpg, png, gif, swf RGB	150KB OR SMALLER
<i>(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)</i>			
HALF PAGE	300 x 600	jpg, png, gif, swf RGB	150KB OR SMALLER
MEDIUM RECTANGLE	300 x 250	jpg, png, gif, swf RGB	150KB OR SMALLER

- *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.