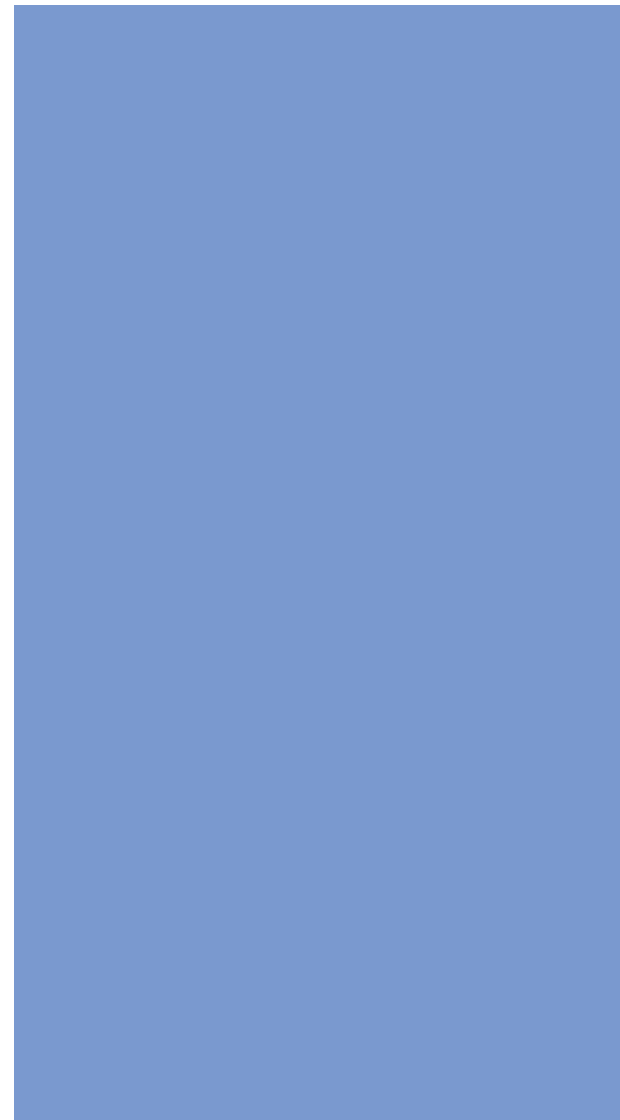




## Co-Op Advertising Program

Stretch your advertising dollars and amplify your efforts by participating in the MBVB Co-op Advertising Program! Our print and digital ad campaigns include a wide range of New England-based and national publications with tremendous reach to travelers and residents alike. With normal ad costs up to \$10,000 per ad, these publications are often outside the budget of many MetroWest organizations...but with co-op advertising, you can pay a fraction of that cost and still reach hundreds of thousands of prospective visitors. Subsidized by the Visitors Bureau, and with cost-sharing from other member organizations buying in, cooperative advertising is a very effective tool for small business owners, especially those with limited resources to fund the type of advertising campaign that can be critical to a company's survival and success.

**Read on to learn more about the various ads you can participate in, and feel free to reach out with any questions!**

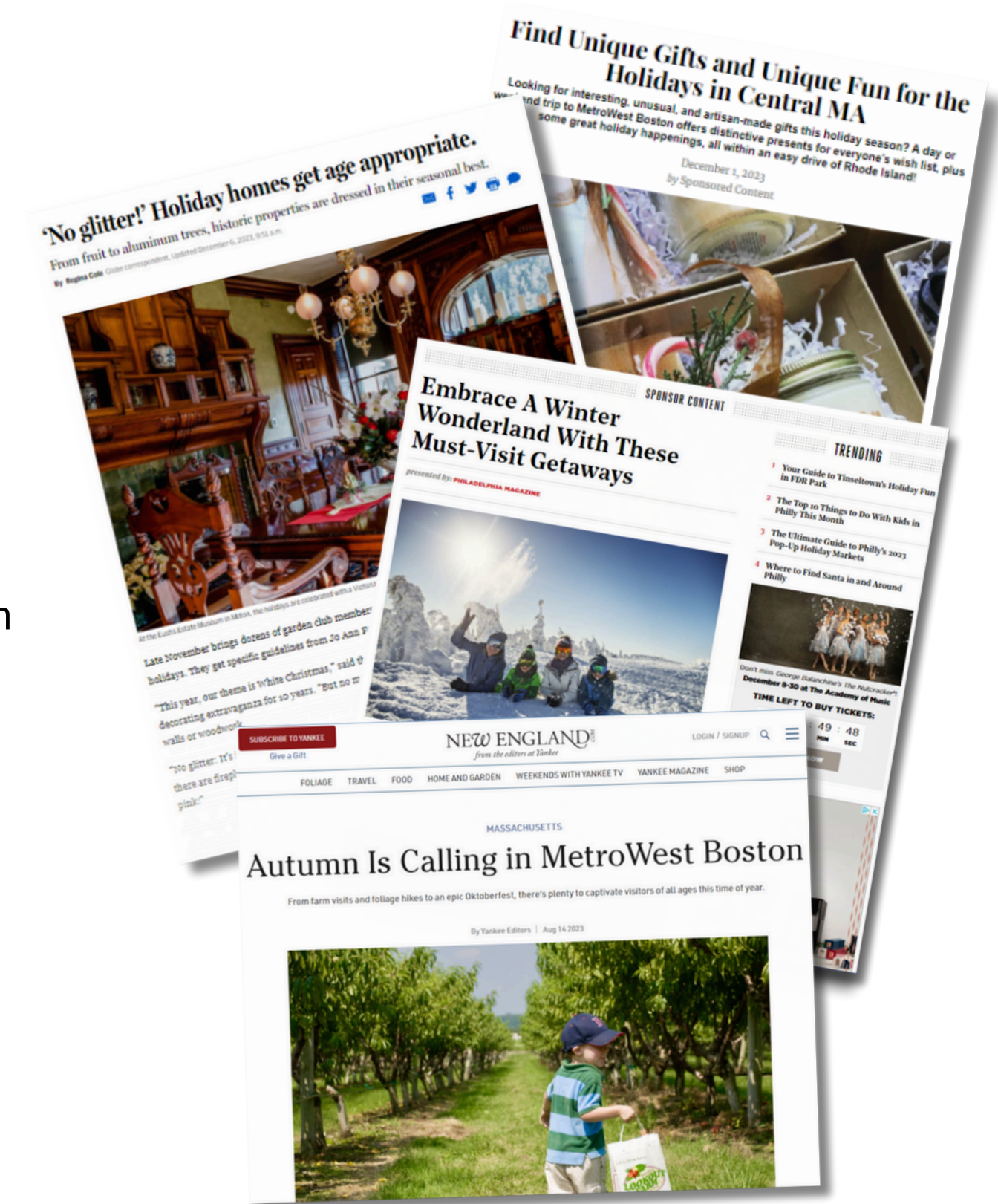


# Co-Op Advertising Program

The MetroWest Visitors Bureau Co-op Advertising Program is a strategic marketing initiative designed to promote collaboration among local businesses within the MetroWest region to enhance their visibility and attract more visitors. This program leverages shared resources to create impactful advertising campaigns with New England-based publications, focusing on display ads and sponsored content. In 2024-25, we are engaged in campaigns with Rhode Island Monthly, Connecticut Magazine, Down East Magazine, New Hampshire magazine, Canada Travel, Yankee Magazine and more...all publications targeting our top travel markets for visitors.

**Display Ads** are either 2/3 page or full page fully graphical advertisements that can be found in the magazine's print publication that goes to both their subscriber base and is sold at newsstands.

**Sponsored Content** are paid articles that allow us to describe the region's attractions through suggested itineraries and activities. Articles may be in print, in the publication's digital magazine, or a dedicated feature in an email sent to the publication's database. View an example of one of these articles at [www.metrowestvisitors.org/yankee](http://www.metrowestvisitors.org/yankee).



# Rhode Island Monthly Magazine



### CIRCULATION

31,519+ / month

### PRINT READERS

130,000

### DIGITAL UNIQUE VISITORS

150,403 / month

### TOTAL READERSHIP


166,000+


### DISPLAY ADS


<b>Feb - Winter Fun</b> <i>Full Page Print Ad</i>	.....	<b>\$350</b>
<b>Jun - Summer Travel Guide</b> <i>Full Page Print AND Digital Ad</i>	.....	<b>\$500</b>
<b>Sep 2025 - Fall Travel</b> <i>Full Page Print Ad</i>	.....	<b>\$350</b>

### SPONSORED CONTENT

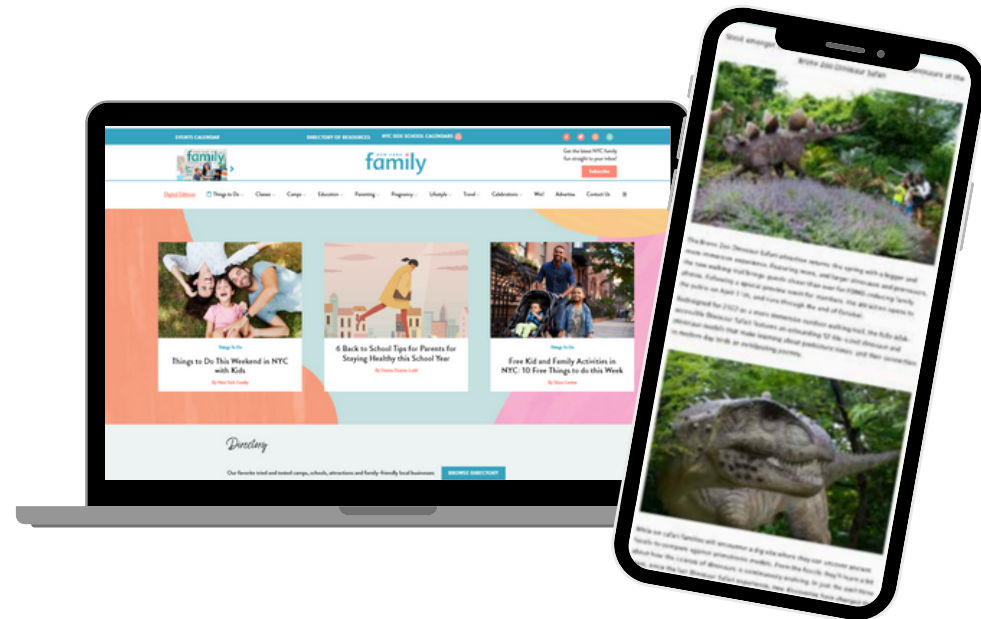
<b>Digital Articles</b>	.....	<b>\$125</b>
<i>Nov - Holiday Gift Guide (article + image)</i>		<i>(per article)</i>
<i>Dec - Holiday (article + image)</i>		
<i>Jan - Feb Vaca Week Roadtrips (article + image)</i>		
<i>Mar - Spring Road Trips (article + image)</i>		
<i>May - Summer Fun (article + image)</i>		

 **49,300**  
Followers

 **40,860**  
Followers

 **70,275**  
Followers

# New York Family



## MAGAZINES PRINTED

2.8 Million / yr

## PRINT & DIGITAL READERS

600,000 +

## DISTRIBUTION PARTNERS

4,500

## DIGITAL UNIQUE VISITORS


180,000 / month


## WEBPAGE VIEWS


8.1 Million / yr

## EMAIL SUBSCRIBERS

193,000

 27,000  
Followers

 14,100  
Followers

 24,300  
Followers

## DISPLAY ADS

### December Winter Road Trips

Full Page Print & Digital Advertorial in 8 issues: Manhattan, Brooklyn, Bronx, Queens, Staten Island, Long Island, Westchester, Rockland ..... \$600

### June Summer Travel Guide

Full Page Print & Digital Display Ad, PLUS Editorial Mention in 8 issues: Manhattan, Brooklyn, Bronx, Queens, Staten Island, Long Island, Westchester, Rockland ..... \$750

# Boston Spirit



### CIRCULATION

20,000 / month

### PRINT READERS

50,000


### DISPLAY ADS


#### Nov / Dec Holiday Happenings

Full Page Print Ad & Full Page Editorial ..... \$350

#### Mar / Apr Weddings

Full Page Print Ad & Full Page Editorial ..... \$350

 8,500 Followers

 500 Followers

# Connecticut Magazine



## MAGAZINE CIRCULATION

63,725 / month

## PRINT READERS

245,341

## NEWSSTAND

2,633

## DIGITAL UNIQUE VISITORS


180,000 / month

## TOTAL READERSHIP


498,217

## EMAIL SUBSCRIBERS

7,165

 16,000  
Followers

 15,000  
Followers

 73,600  
Followers

## DISPLAY ADS

### Nov - Holiday Shopping

Full Page Print Ad

..... \$325

### Dec - Winter Fun / Shopping

Full Page Print Ad

..... \$325

### Feb - Staycations / Mini Vacays

Full Page Print Ad

..... \$325

### Mar - Spring Road Trips

Full Page Print Ad

..... \$325

### Apr - Brides Issue

Full Page Print Ad

..... \$325

### Jun - Summer Travel Guide

2/3 Page Print Ad

..... \$225

### Aug - Summer Fun

2/3 Page Print Ad

..... \$225

## SPONSORED CONTENT

includes write up in article plus an image

### Nov - Holiday Happenings (100K emails)

..... \$250

### Jan - Feb Vaca Week Fun (100K emails)

### May - Summer Fun (50K emails)

..... \$125

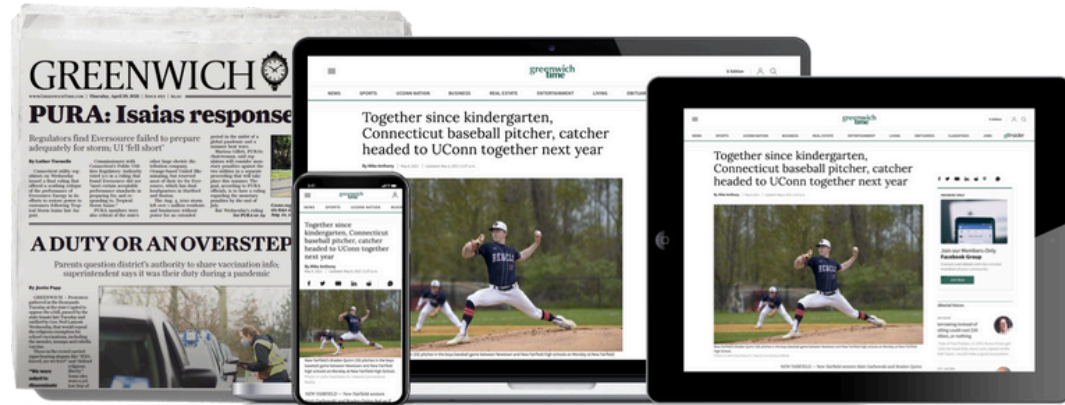
### Jul - Summer Fun (50K emails)

(per email)

### Dec - Winter Fun (permanent website article)

..... \$125

# Hearst's Connecticut newspapers



## NEWSPAPERS CIRCULATION

77,391 / month

## PRINT READERS

193,477

## DIGITAL DRIVERS

60,000 / impressions



Includes full page print ad in special section of the following newspapers:

- Connecticut Post
- Stamford Advocate
- Greenwich Time
- Danbury News Times
- Norwalk Hour
- Ridgefield Press
- New Canaan Advertiser
- Darien Times
- Wilton Bulletin
- Fairfield Citizen
- Westport News

## DISPLAY ADS

Nov - Winter Fun

Full Page Print Ad + digital ad drivers

..... \$325

Jun - Best of Summer

Full Page Print Ad + digital ad drivers

..... \$325

# Yankee Magazine



## YANKEE CIRCULATION

295,000

## PRINT READERS

1,300,000

## MONTHLY PAGE VIEWS

1,400,000

## UNIQUE DIGITAL VISITORS

700,000 / month

## E-NEWSLETTER SUBSCRIBERS

150,000

## OFFICIAL MARATHON GUIDE CIRC.

67,000

## MARATHON GUIDE DIGITAL VIEWS

800,000



171,000  
Followers



142,000  
Followers

## DISPLAY ADS

### Winter Travel Issue

Full Page Print Ad

..... \$500

### Boston Marathon Guide

Full Page Print Ad

..... \$350

## SPONSORED CONTENT

Dec - Holiday Happenings (email article)

..... \$150

Jul - Summer Fun (email article)

(per article)



# Springfield Republican Newspaper



## CIRCULATION

161,500

## PRINT READERS

250,000

## DIGITAL UNIQUE VISITORS

5M+ / month on MassLive

Each travel guide will be inserted into the Springfield Republican newspaper, with bonus distribution at their Fall or Spring Travel Show, and distributed digitally via MassLive




## DISPLAY ADS

<b>Oct - Fall / Winter Travel Guide</b>	.....	<b>\$350</b>
<i>Full Page Print Ad + Article Inclusion with Image</i>		
<b>Apr - Spring / Summer Travel Guide</b>	.....	<b>\$350</b>
<i>Full Page Print Ad + Article Inclusion with Image</i>		
<b>Fall or Spring Travel Guide PLUS booth at Dream Destinations Travel Show (Oct 20, 2024 or Apr 20, 2025)</b>	.....	<b>\$500</b>

# New Hampshire Magazine



 21,000  
Followers

 22,000  
Followers

## CIRCULATION

26,000 / month

## NEWSSTAND

Over 200 locations

## WEBSITE VIEWS

200,000 / month

## WEBSITE VISITORS

100,000 / month

## TOTAL READERSHIP

110,000+

## EMAIL SUBSCRIBERS

45,000+

## DISPLAY ADS

### Dec - Holiday Gift Guide

2/3 Page Print Ad

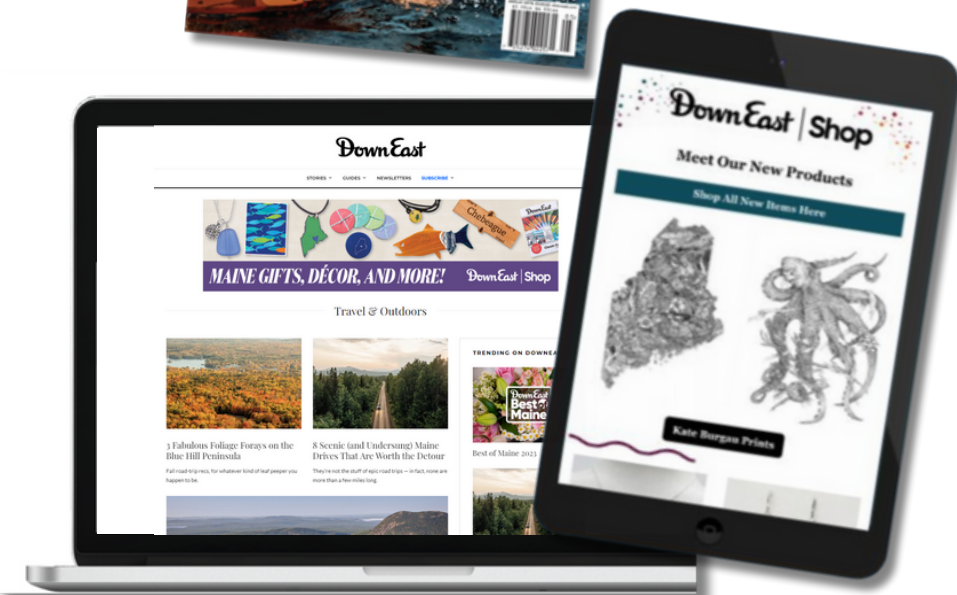
..... \$250

### Jan - Winter Fun

2/3 Page Print Ad

..... \$250

# Down East Magazine



## CIRCULATION

70,326 / month

## PRINT READERS

283,062

## NEWSSTAND

10,490

## WEBSITE VIEWS

202,600 / month

## TOTAL READERSHIP

485,662

## EMAIL SUBSCRIBERS

91,500

## SPONSORED CONTENT

### Dec - Holiday Gift Guide

*Full Page Print Advertorial* ..... \$350

### Jan - Winter Vacation Planner

*Full Page Print Advertorial* ..... \$350

### May - Summer Vacation Planner

*Full Page Print Advertorial* ..... \$350

 119,843  
Followers

 134,865  
Followers

 36,016  
Followers

# Groups Today (B2B)



## TOTAL REACH

33,000 +

## MAILED BIMONTHLY DIRECTLY TO

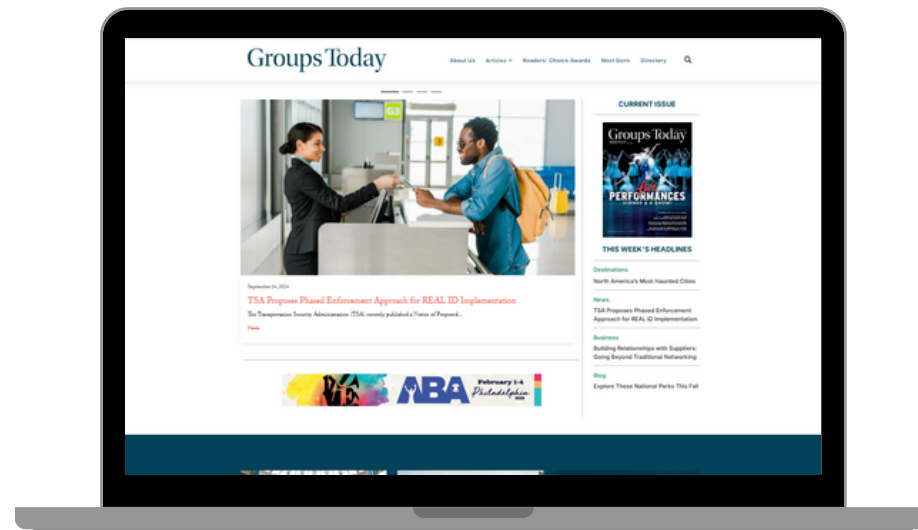
10,000 Travel Professionals


## DISPLAY ADS

Mar / Apr - New England

Full Page Print Ad + editorial

..... \$500



 2,800 Followers

 853 Followers

 1,709 Followers

# Destinations (B2B; American Bus Association)



## CIRCULATION

12,500 tour operators

## PRINT READERS

31,250

## WEBSITE VISITORS

9,200 / month

## AVG. PAGE VIEWS

48,900

## EMAIL SUBSCRIBERS

14,000



9,200  
Followers



2,250  
Followers

## DISPLAY ADS

Nov / Dec

Full Page Print Ad

..... \$500

Jan / Feb

Full Page Print Ad

..... \$500

# Deadline Calendar

Publication	Type	Theme	Deadline date	Cost
Connecticut Magazine	Print	Nov - Holiday Shopping	9/27/24	\$325
Down East Magazine	Digital	Dec - Holiday Gift Guide	9/27/24	\$350
Boston Spirit	Print	Nov / Dec Holiday Happenings	10/4/24	\$350
New Hampshire Magazine	Print	Dec - Holiday Gift Guide	10/9/24	\$250
Destinations	Print	Nov / Dec Full Page Print Ad	10/17/24	\$500
Rhode Island Monthly	Digital	Nov - Holiday Gift Guide	10/18/24	\$125
Connecticut Magazine	Digital	Dec - Winter Fun	10/23/24	\$125
Hearst's Connecticut Newspapers	Print	Nov - Winter Fun	10/28/24	\$325
New York Family	Print	Dec - Winter Road Trips	10/30/24	\$600
Down East Magazine	Digital	Jan - Winter Vacation Planner	10/30/24	\$350
Connecticut Magazine	Print	Dec - Winter Fun / Shopping	11/1/24	\$325
Yankee Magazine	Print	Winter Travel Issue	11/4/24	\$500
New Hampshire Magazine	Print	Jan - Winter Fun	11/5/24	\$250
Rhode Island Monthly	Digital	Dec - Holiday	11/18/24	\$125
Destinations	Print	Jan / Feb Full Page Print Ad	11/20/24	\$500
Rhode Island Monthly	Print	Feb - Winter Fun	12/4/24	\$350
Rhode Island Monthly	Digital	Jan - Feb Vaca Week Roadtrips	12/30/24	\$125
Connecticut Magazine	Digital	Jan - Feb Vaca Week Fun	12/30/24	\$250
Connecticut Magazine	Print	Mar - Spring Road Trips	1/24/25	\$325
Yankee Magazine	Print	Boston Marathon Guide	1/27/25	\$350
Boston Spirit	Print	May / Apr Weddings	1/31/25	\$350
Rhode Island Monthly	Digital	Mar - Spring Road Trips	2/17/25	\$125
Down East Magazine	Digital	May - Summer Vacation Planner	3/4/25	\$350
Rhode Island Monthly	Print	Jun - Summer Travel Guide	3/25/25	\$500
Rhode Island Monthly	Digital	May - Summer Fun	4/17/25	\$125
New York Family	Print	Jun - Summer Travel Guide	5/2/25	\$750
Rhode Island Monthly	Print	Sep - 2025 Fall Travel	7/2/25	\$350
Groups Today	Print	Mar / Apr - New England	2/14.25	\$500

Publication	Type	Theme	Deadline date	Cost
Connecticut Magazine	Print	Feb - Staycations / Mini Vacays	TBD	\$325
Connecticut Magazine	Print	Apr - Brides Issue	TBD	\$325
Connecticut Magazine	Print	Jun - Summer Travel Guide	TBD	\$225
Connecticut Magazine	Print	Aug - Summer Fun	TBD	\$225
Connecticut Magazine	Digital	Nov - Holiday Happenings	TBD	\$250
Connecticut Magazine	Digital	May - Summer Fun	TBD	\$125
Connecticut Magazine	Digital	Jul - Summer Fun	TBD	\$125
Hearst's Connecticut Newspapers	Print	Jun - Best of Summer	TBD	\$325
Yankee Magazine	Digital	Dec - Holiday Happenings	TBD	\$150
Yankee Magazine	Digital	Jul - Summer Fun	TBD	\$150
Springfield Republican Newspaper	Print	Oct - Fall / Winter Travel Guide	TBD	\$350
Springfield Republican Newspaper	Print	Apr - Spring / Summer Travel Guide	TBD	\$350
Springfield Republican Newspaper	Print	Fall or Spring Travel Guide PLUS booth at Dream Destinations Travel Show	TBD	\$500



**MetroWest** BOSTON  
VISITORS BUREAU

## Contact Information

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