



INTRODUCING

MyBOSTON

SOUTH END

MYBOSTON MAGAZINE, SOUTH END EDITION, **DELIVERS CONCENTRATED WEALTH**

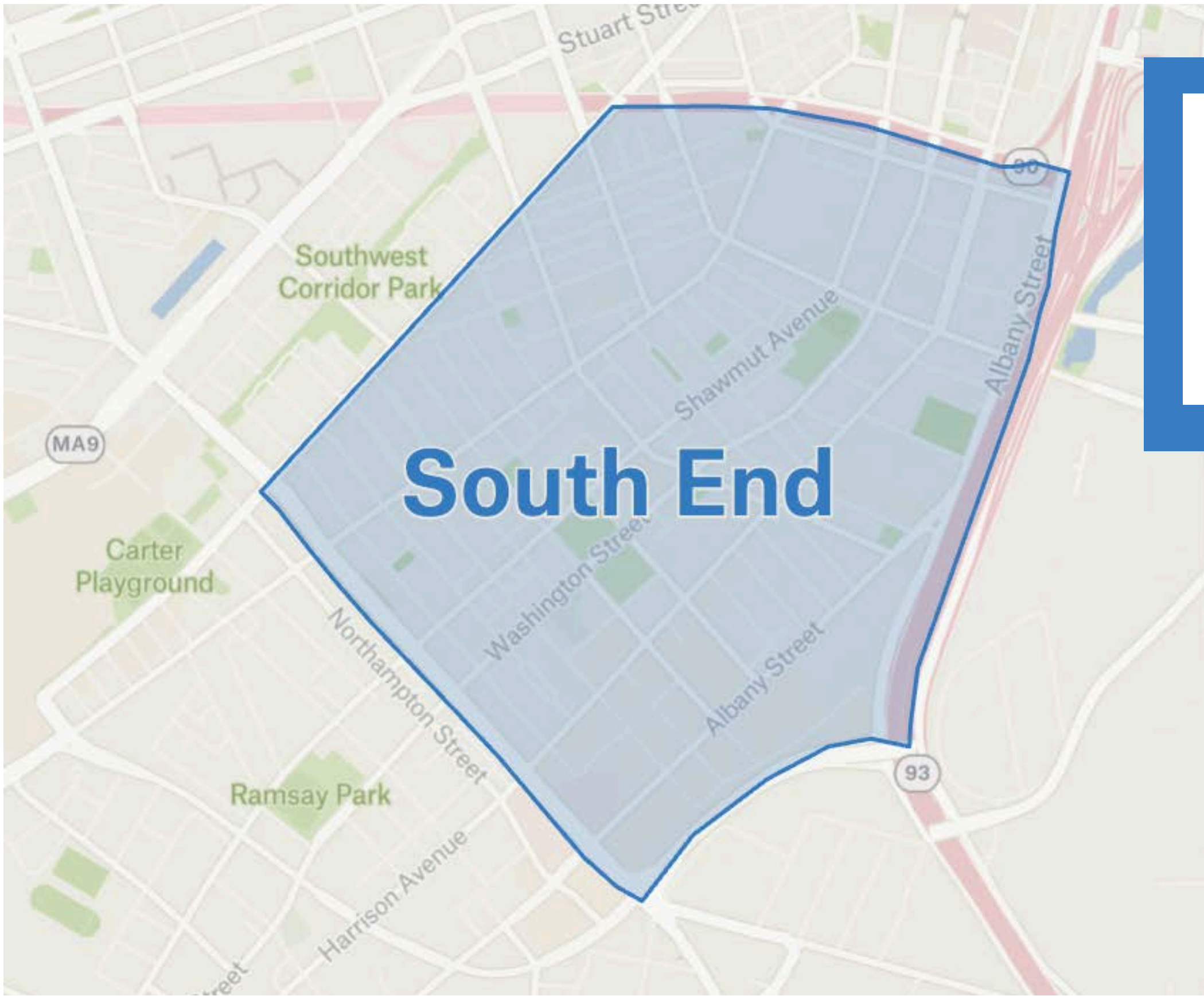
- ▶ The South End is a vibrant neighborhood where historic elegance meets contemporary living. Renowned for its iconic Victorian architecture, nationally recognized restaurants, independent boutiques, art galleries, and lush green spaces, the South End attracts affluent homeowners and professionals who value culture, design, and community.
- ▶ Its unique character, exceptional walkability, and sophisticated lifestyle make it one of Boston's premier neighborhoods—and an ideal audience for brands seeking meaningful connections with an influential and engaged readership.





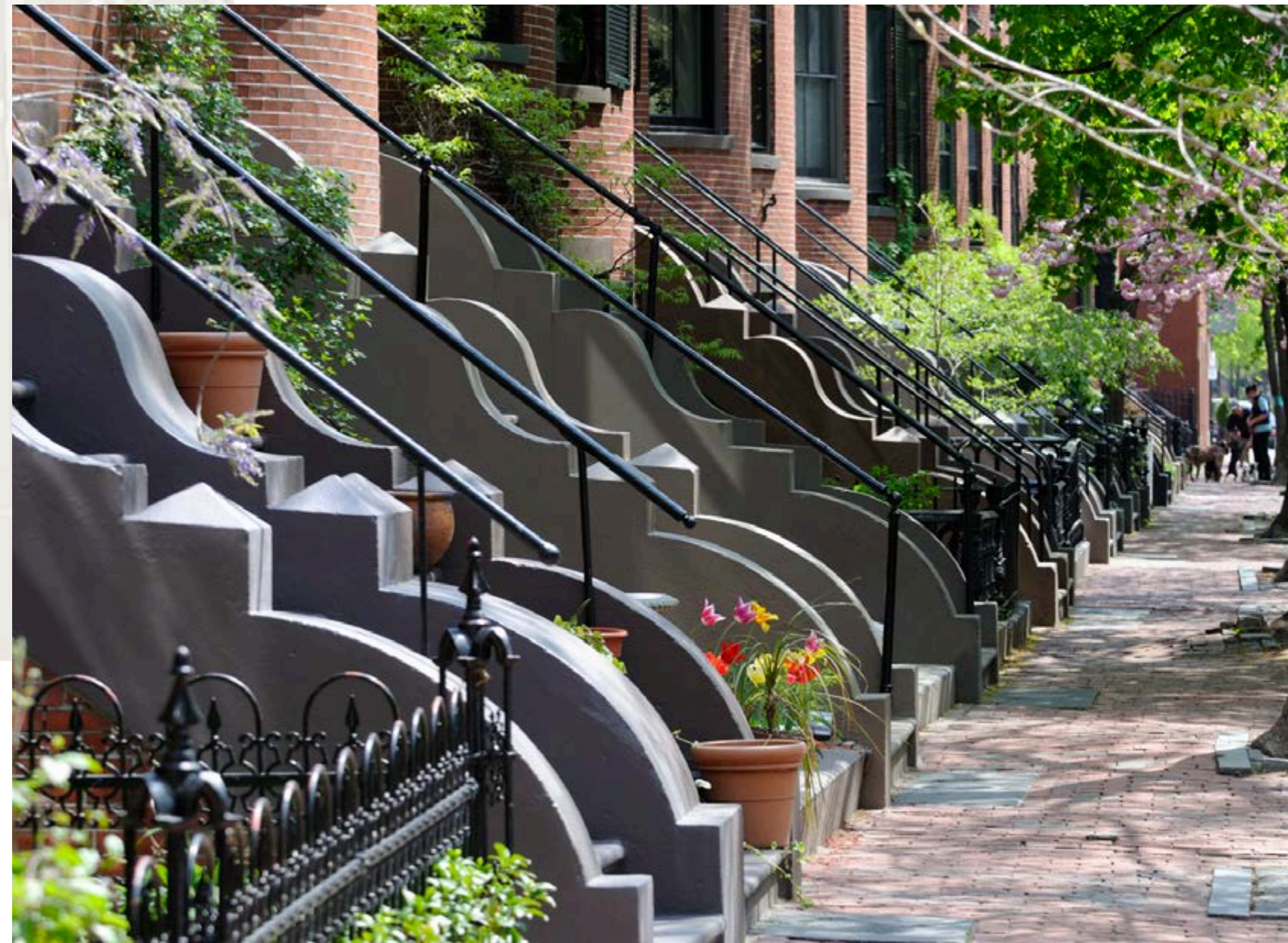
SOUTH END BY NUMBERS

- ▶ **MEDIAN HOME VALUE**
\$1.233 million
- ▶ **MEDIAN HOUSEHOLD INCOME**
\$152,481
- ▶ **EDUCATION LEVEL**
69% of South End residents have a college degree.

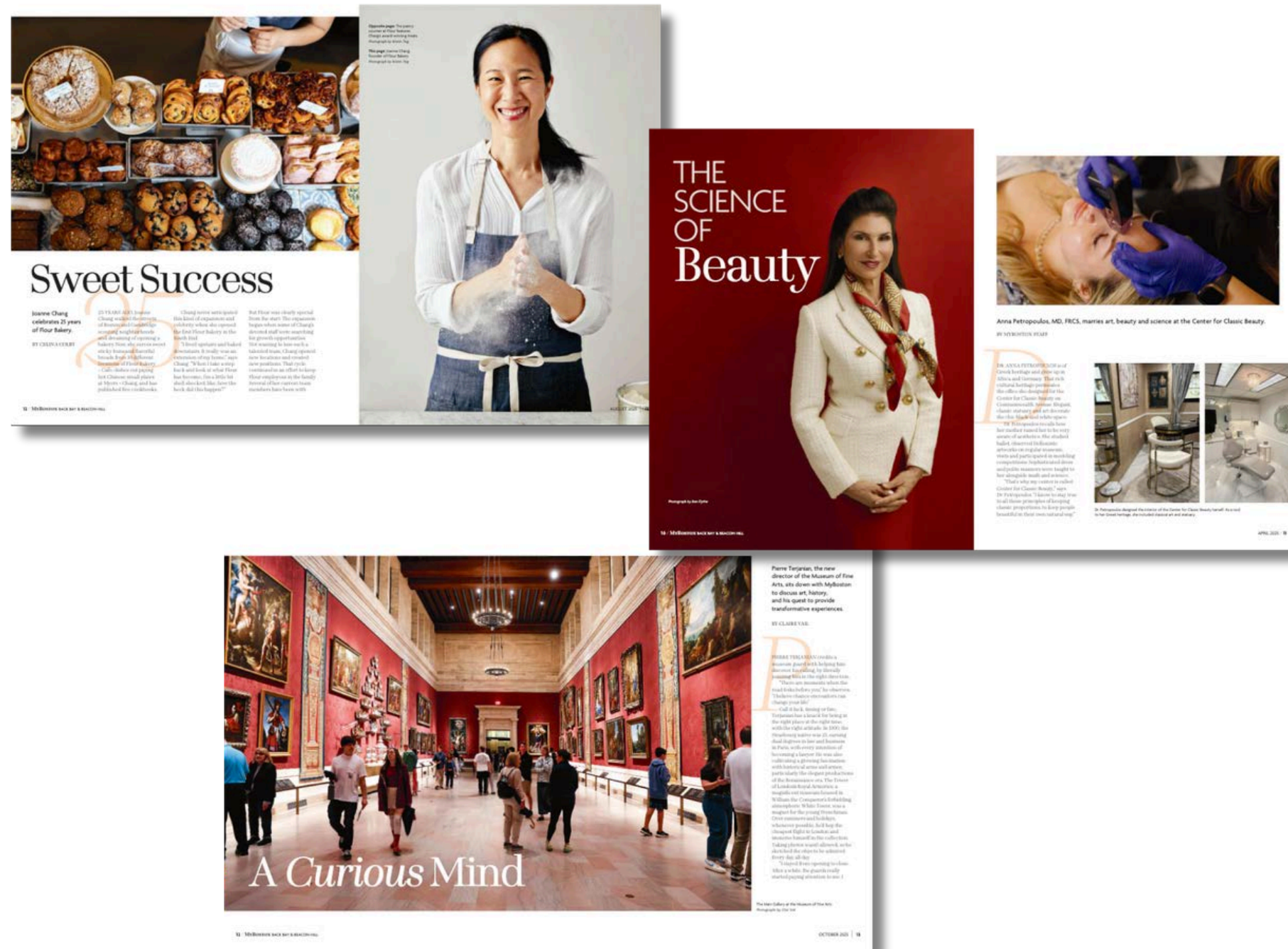


South End

The South End edition of *MyBoston* magazine is mailed directly to homes, providing saturated coverage of homeowners in the neighborhood.



HIGHLY ENGAGING LOCAL CONTENT



- ▶ Neighborhood personalities and organizations
- ▶ Artists and art galleries
- ▶ Home design and historic renovations
- ▶ Local arts, theater and music
- ▶ Community events
- ▶ Restaurants, chefs and restaurateurs

MORE THAN ADVERTISING... YOU GET A CONTINUAL MARKETING PROGRAM

As an ongoing partner of MyBoston, South End edition, you'll receive these benefits:

- ▶ A consistent, frequent branding campaign
- ▶ Custom posts on Instagram
- ▶ Editorial coverage and features
- ▶ Invitations to exclusive MyBoston events
- ▶ Media sponsorship of gala events (come as our guest!)
- ▶ Professional design services at no charge
- ▶ Further exposure in monthly online editions
- ▶ Rate protection against inflation
- ▶ Digital packages to extend your reach

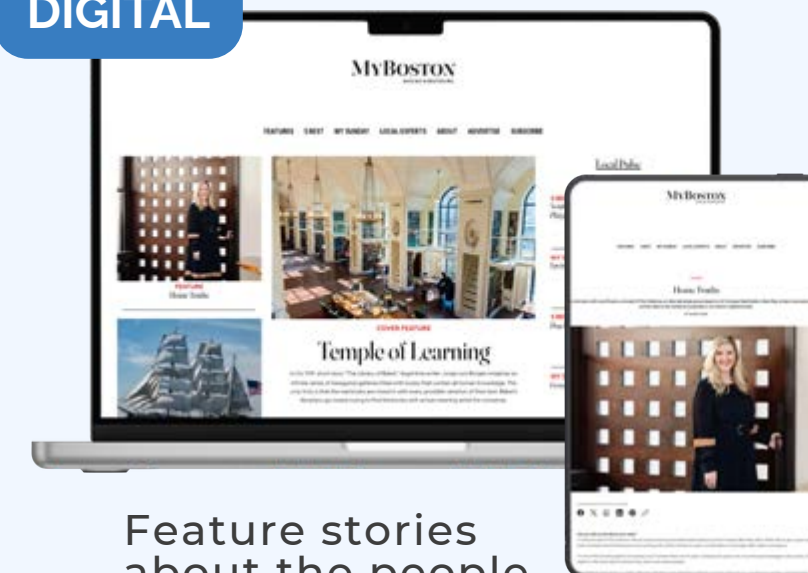
THE MYBOSTON APPROACH: MULTICHANNEL STORYTELLING



MAGAZINE

Read by 12,000+ local residents monthly

DIGITAL



Feature stories about the people you want to know

EVENTS



Join our exclusive partner events

SOCIAL



200,000+ monthly views on Instagram

50,000+ views for a single MyBoston reel

WAINSCOT MEDIA: WE BUILD COMMUNITY CONNECTIONS



We've helped leading marketers connect with high-value customers where they live, shop, and buy for more than 20 years.

- ▶ Hyperlocal, regional, and specialty/custom magazines
- ▶ Websites, newsletters, and social marketing
- ▶ Full-service digital and creative solutions

See more
of our
work here:





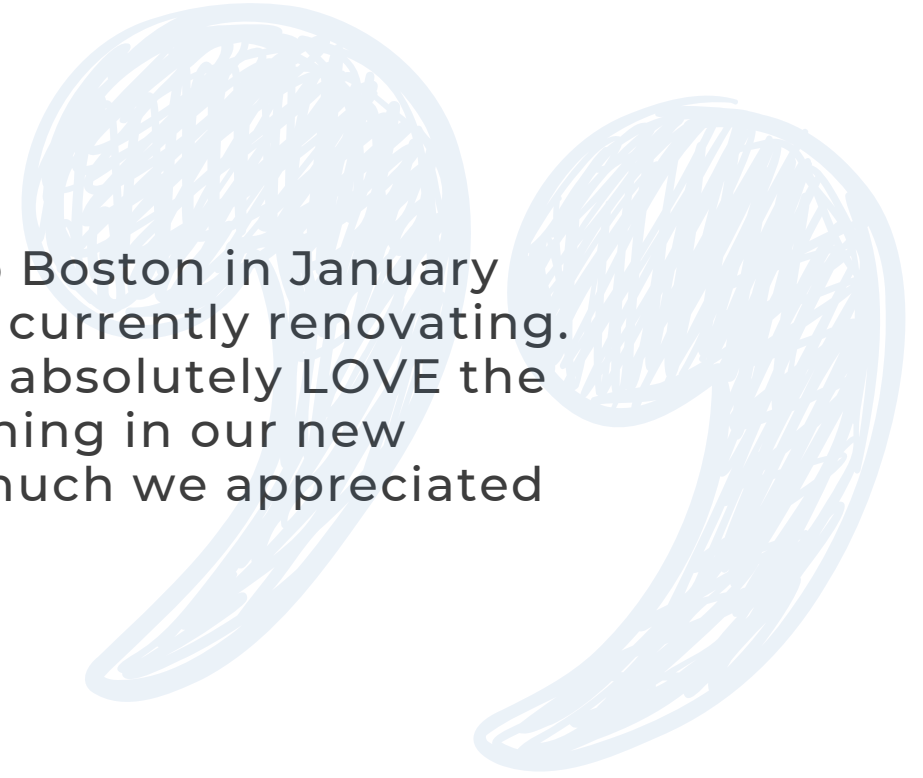
“*MyBoston* showcases the best of what our neighborhood has to offer! I love the diversity and quality of the content, from promoting restaurants and businesses to the community calendar. I also have received calls for my business from my ad! It’s a great connection to the community!”

“For both new and longtime residents, *MyBoston* informs us all with such an elegant and timely publication! We all look forward to being kept up to date each month while being introduced to the best events and businesses! Well done team!”

**CELEBRATED BY READERS,
TRUSTED BY ADVERTISERS**

“As an artist, I love how this magazine, in its short life, has already shaped Back Bay and Beacon Hill—everyone talks about it and looks forward to each monthly issue! It brings neighbors and businesses together, and makes our community vibrant and dynamic!”

“I wanted to share that my wife Jill and I moved to Boston in January and bought a place in the Back Bay in that we are currently renovating. We started receiving the *MyBoston* magazine and absolutely LOVE the stories and other information about what’s happening in our new neighborhood, and we wanted you to know how much we appreciated what you and your staff do each month!”





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