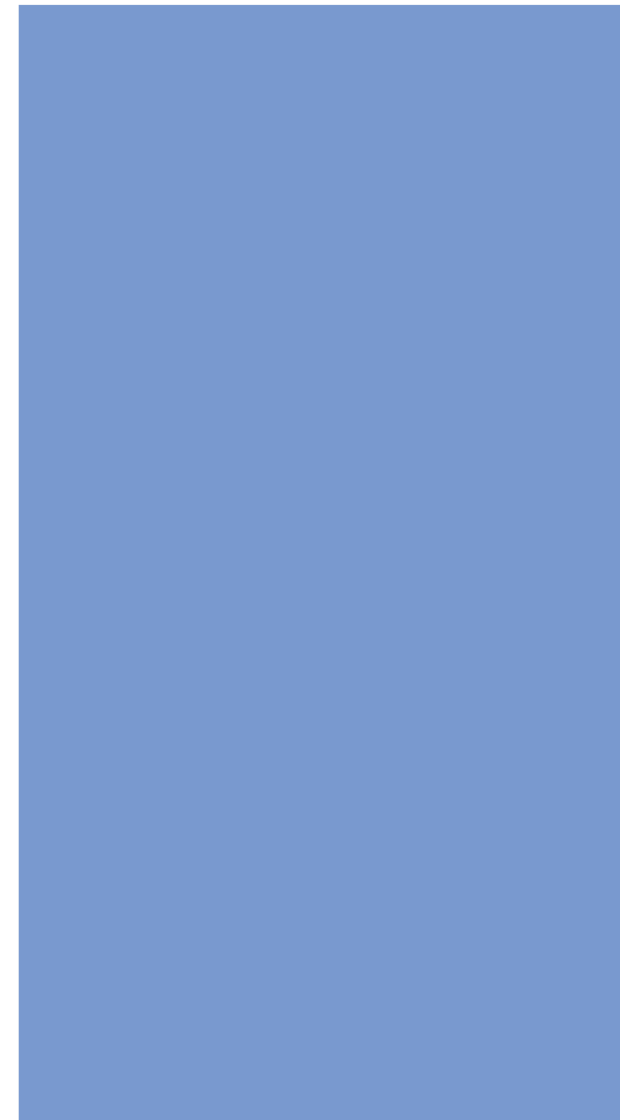




Co-Op Advertising Program

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!

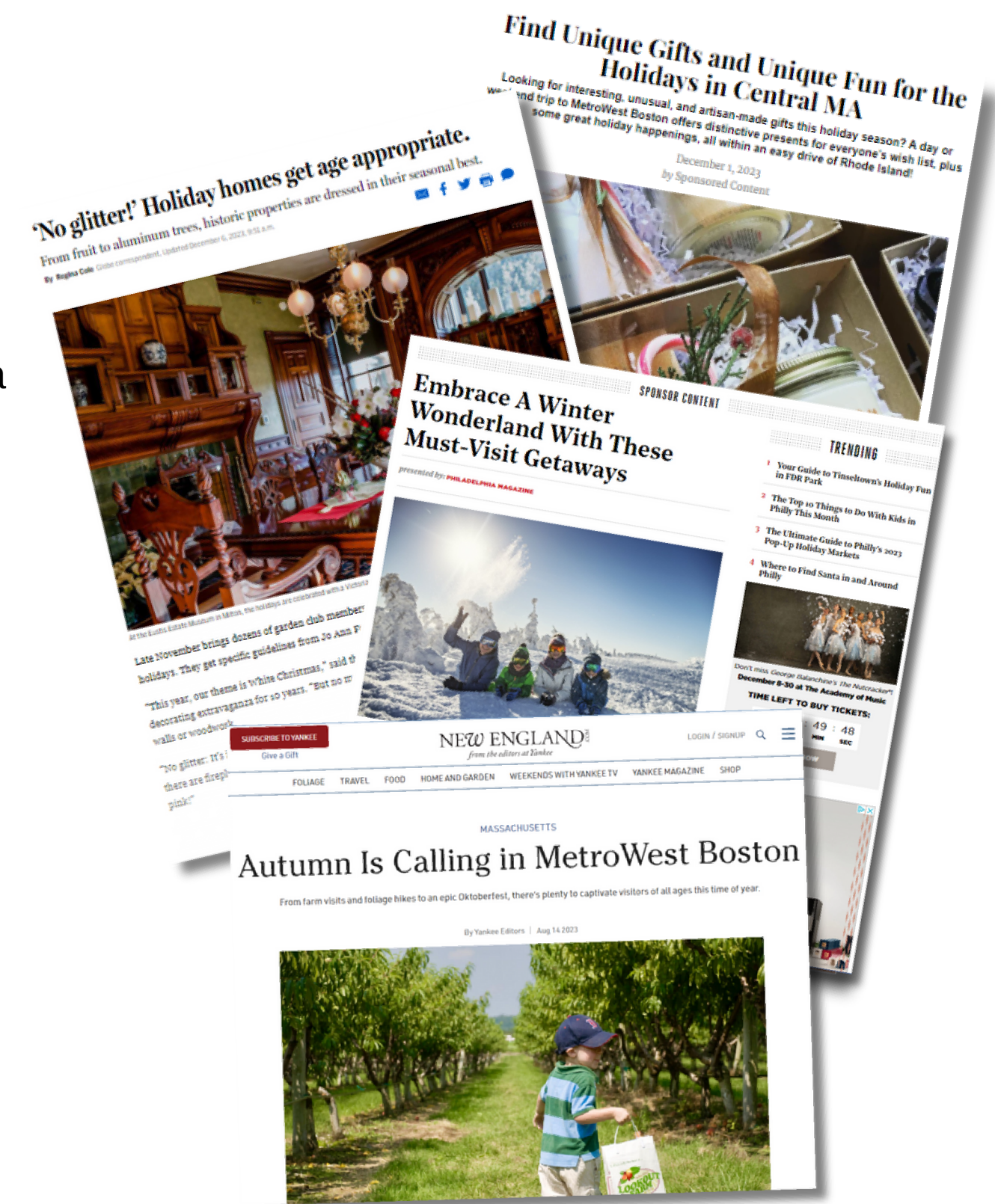


Co-Op Advertising Program

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, we are engaged in campaigns with Rhode Island Monthly, Connecticut Magazine, New Hampshire Magazine, Down East Magazine, Philadelphia Magazine, and Yankee Magazine...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 email newsletters sent to the publication's database. View an example of one of these articles at www.metrowestvisitors.org/yankee.



Connecticut Magazine



CIRCULATION

63,725 (includes CPTV subscriptions) / 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

March & May Editions

2/3 Page Print Ad (max. 6 spots) \$200

Best of Summer Travel Guide

Full Page Newspaper Insert (max. 10 spots)
Runs in 11 CT newspapers w/ 368K+
readers, plus bonus digital promotion \$250

SPONSORED CONTENT

Email Newsletter

3 monthly email articles available \$100
(per email)
February
April
June

Digital Article

..... \$100

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

May Vacation Planner Guide

Full Page Print Article

Digital Version of Article

Newsletter Mention

Social Media Post & Link

..... \$225

Oct Fall Festivals/Foliage Guide

Full Page Print Article


Digital Version of Article


Newsletter Mention

Social Media Post & Link

..... \$225

 119,843
Followers

 134,865
Followers

 36,016
Followers

New Hampshire Magazine



21,000
Followers



20,200
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

March & June Editions

2/3 Page Print Ad (max. 6 spots)

..... \$400

SPONSORED CONTENT

Email Newsletter

3 custom email articles available

..... \$100
(per email)

Rhode Island Monthly Magazine



CIRCULATION

31,519+ / month

PRINT READERS


130,000


DIGITAL UNIQUE VISITORS

150,403 / month

TOTAL READERSHIP

166,000+

 49,300
Followers

 40,860
Followers

 70,275
Followers

DISPLAY ADS

Summer Travel Guide

Full Page Print Ad (max. 8 spots)

..... \$500

SPONSORED CONTENT

Digital Articles

February

April

June

August

..... \$100
(per article)

Philadelphia Magazine



132,000
Followers



218,000
Followers



200,800
Followers

CIRCULATION

110,000

PRINT READERS

664,000

MONTHLY PAGE VIEWS

1,600,000

UNIQUE DIGITAL VISITORS

1,100,000

RATE BASE

72,500

DISPLAY ADS

March: Spring Travel Edition

2/3 Page Print Ad (max. 8 spots) \$600

SPONSORED CONTENT

Seasonal Getaway Guides

Digital mini article (max. 4 spots) \$250
(per guide)

Email Newsletter

Dedicated email article \$100
(per email)

Yankee Magazine



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



168,000
Followers



148,000
Followers

DISPLAY ADS

Boston Marathon Guide

Full Page Print Ad (max. 8 spots)

..... \$400

SPONSORED CONTENT

Digital Articles

4 issues available

..... \$150
(per article)



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