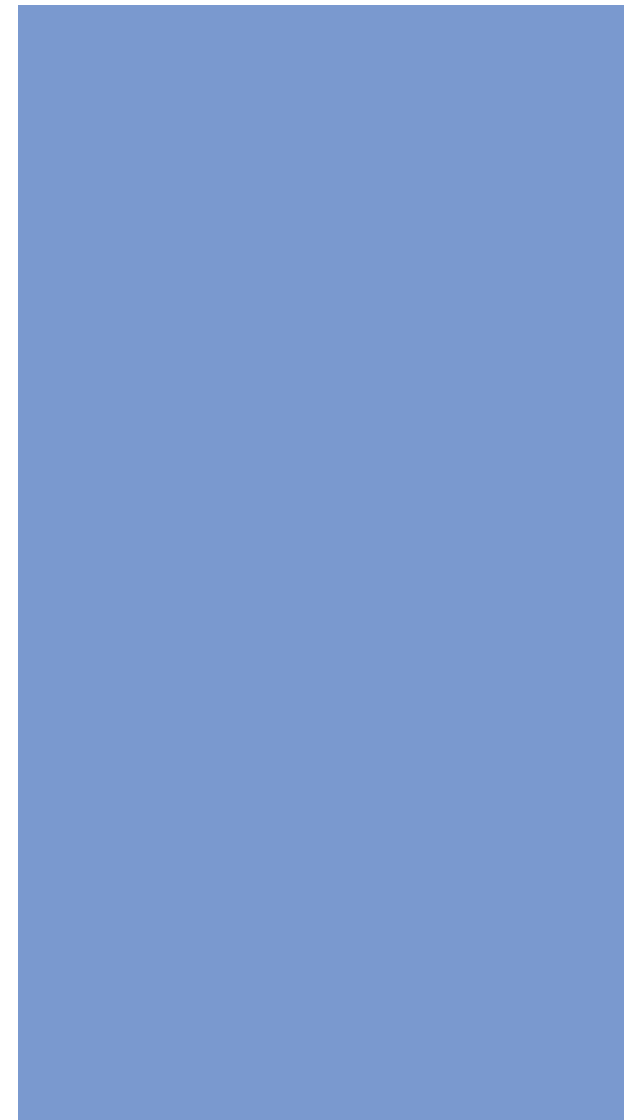




Co-Op Advertising Program

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!

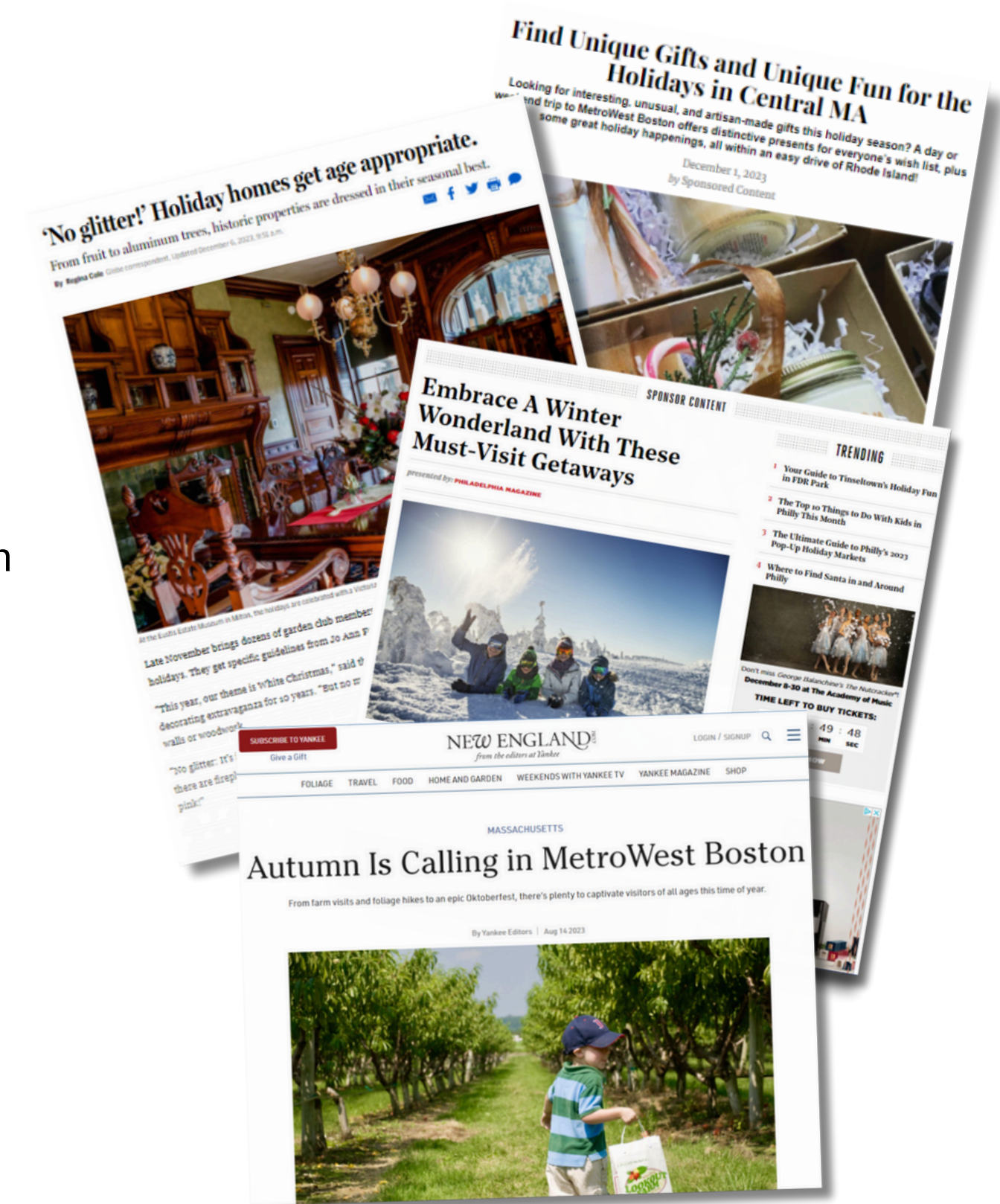


Co-Op Advertising Program

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, 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



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

GO! SUBSCRIBERS (6 CT NEWSPAPERS)

250,000

 16,000
Followers

 15,000
Followers

 73,600
Followers

DISPLAY ADS

April, May & June 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

2 monthly email articles available \$100
March & June (per email)

Digital Article

..... \$100

GO! (print newspaper insert)

March & July print articles \$275
(per email)

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

Rhode Island Monthly Magazine



CIRCULATION

31,519+ / month

PRINT READERS

130,000

DIGITAL UNIQUE VISITORS

150,403 / month

TOTAL READERSHIP

166,000+

DISPLAY ADS

Summer Travel Guide

Full Page Print Ad (max. 8 spots)

..... \$500

SPONSORED CONTENT

Digital Articles

April

June

August

..... \$100

(per article)



49,300
Followers



40,860
Followers



70,275
Followers

Philadelphia Magazine



CIRCULATION

110,000

PRINT READERS

664,000

MONTHLY PAGE VIEWS

1,600,000

UNIQUE DIGITAL VISITORS

1,100,000

RATE BASE

72,500



132,000
Followers



218,000
Followers



200,800
Followers

DISPLAY ADS

March: Spring Travel Edition

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

SPONSORED CONTENT

Seasonal Getaway Guides

Photo that goes with digital mini article \$250
(max. 4 spots) (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

Summer Travel Guide

Full Page Print Ad (max. 8 spots) \$550

SPONSORED CONTENT

Digital Articles

5 issues available \$150
(per article)



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