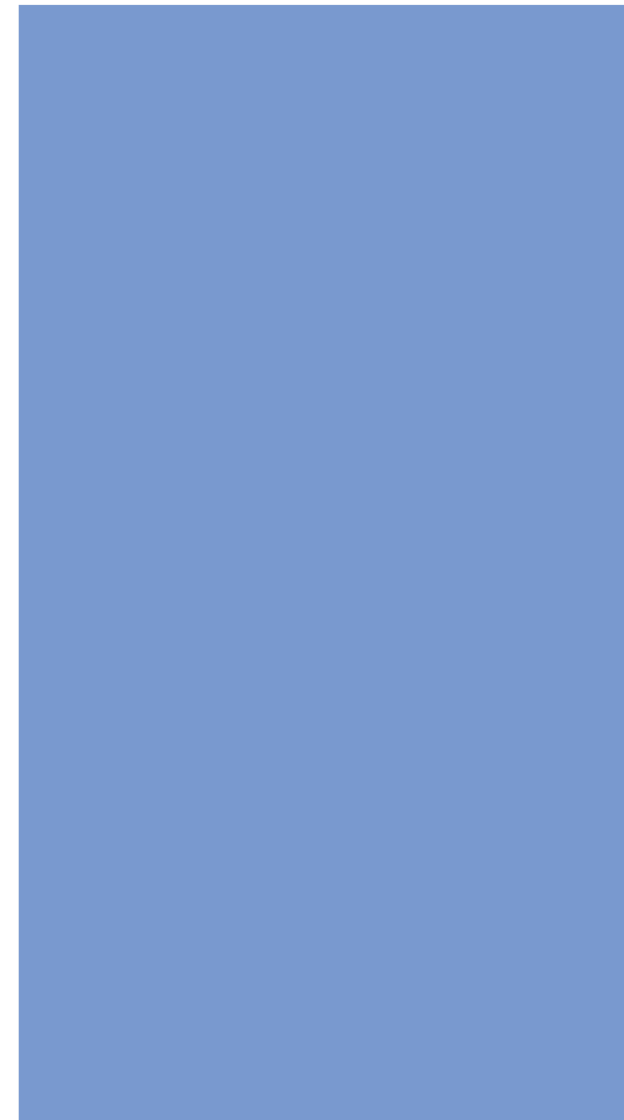




## Co-Op Advertising Program

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!**

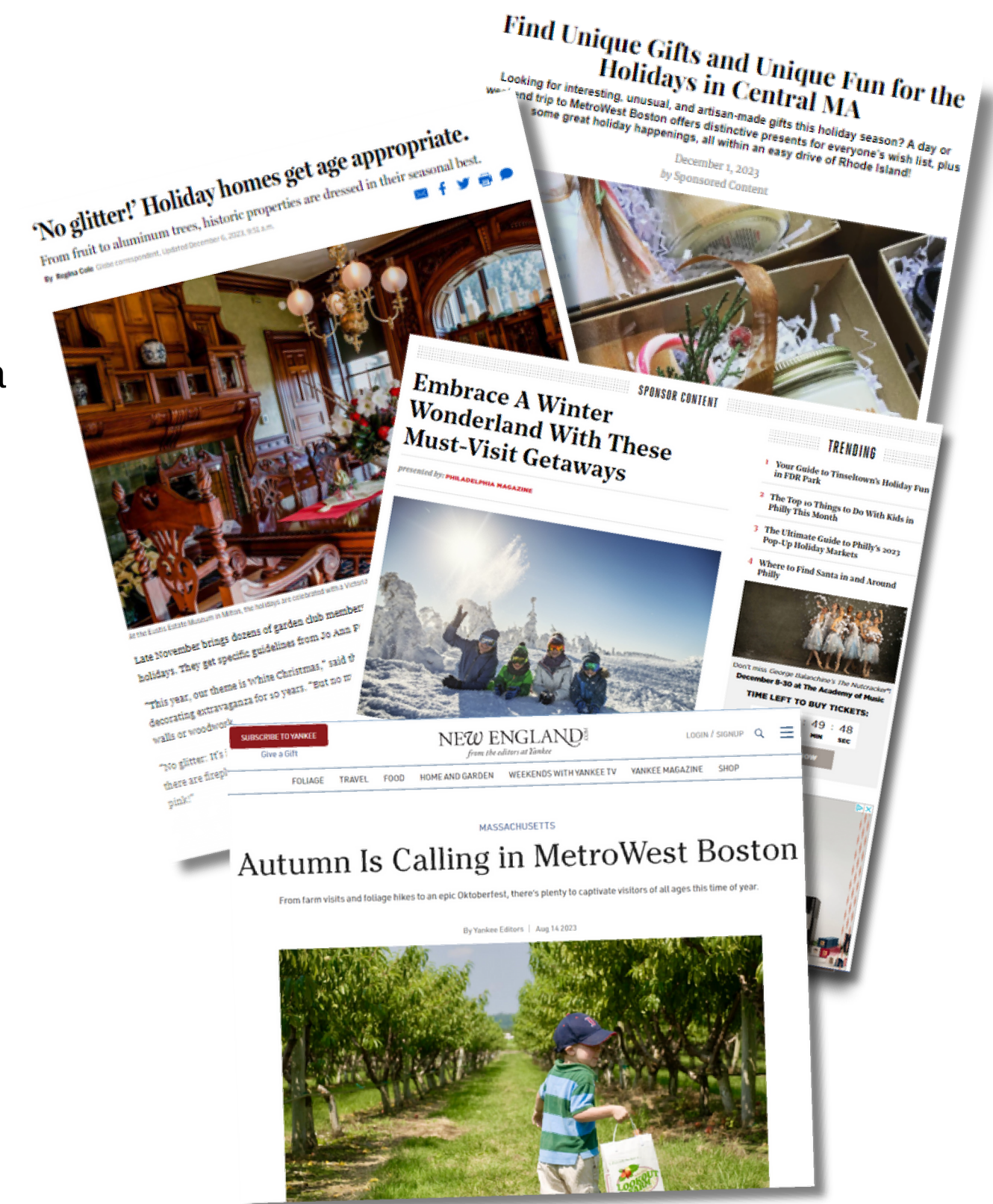


# Co-Op Advertising Program

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](http://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

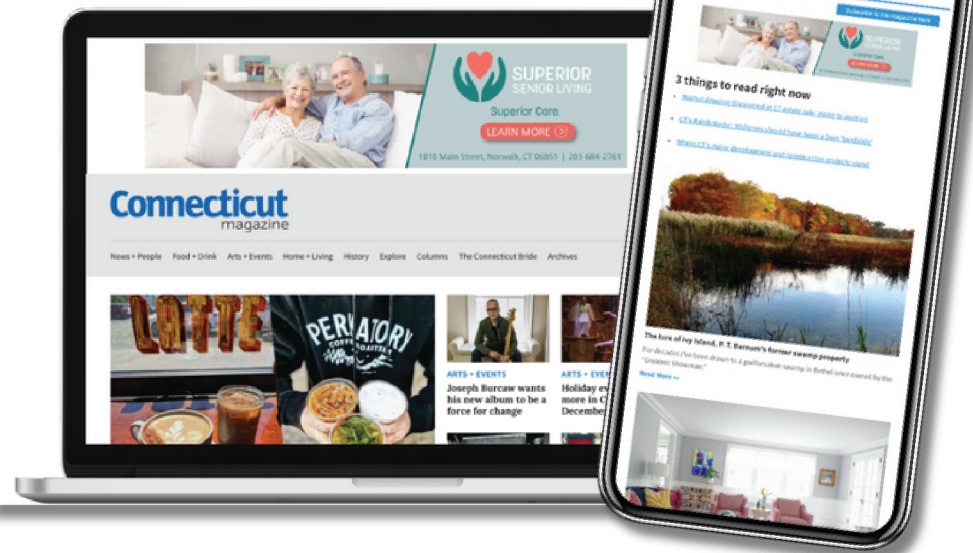
498,217

## 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 each) ..... \$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 article)

# 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

 119,843  
Followers

 134,865  
Followers

 36,016  
Followers

## 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

# 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

### June & Oct Editions

2/3 Page Print Ad (max. 6 spots) ..... \$400

## SPONSORED CONTENT

### Email Newsletter

3 custom email articles available ..... \$100  
April, May, July (per email)

# 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

4 issues available ..... \$150  
(per article)





## EMAIL BLAST

80,000 / mailing, 2x

Each email is sent twice, 2 weeks apart

List targets Brooklyn, Philadelphia, Providence and Fairfield, CT

## SPONSORED CONTENT

Email Articles

..... \$200

2 emails to choose from

(per article)



**MetroWest** BOSTON  
— VISITORS BUREAU —

## Contact Information

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