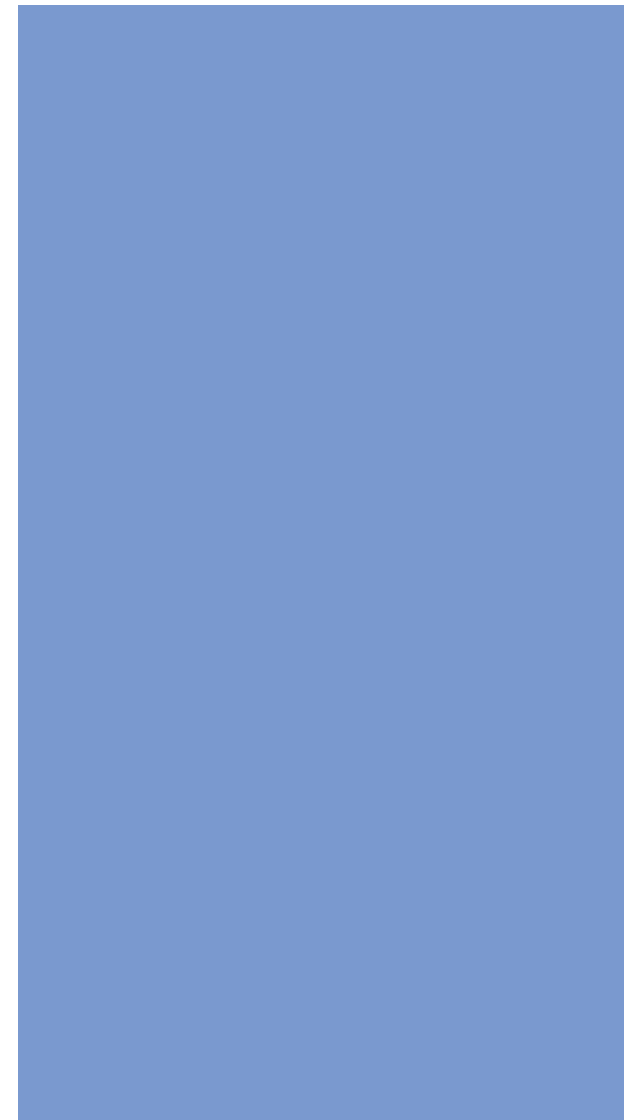




FY26 Co-Op Advertising Program

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 \$7,000 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 Boston 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 and national publications, focusing on display ads and sponsored content. In 2025-26, we are engaged in campaigns with Rhode Island Monthly, Connecticut Magazine, Down East Magazine, 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.



Rhode Island Monthly Magazine



CIRCULATION

34,447+ / month

PRINT READERS

141,000

DIGITAL UNIQUE VISITORS

120,250 / month

TOTAL READERSHIP

166,000+

DISPLAY ADS

Dec - Holiday Shopping Trips

Full Page Print Ad AND Digital Ad

..... \$375

Jun - Summer Travel Guide

Full Page Print AND Digital Ad

..... \$375

SPONSORED CONTENT

Digital Articles

..... \$125

Nov - Holiday Gift Guide (article + image)

(per article)

Jan - Feb Vaca Week Roadtrips (article + image)

May - Spring Road Trips (article + image)

July - Summer Fun/World Cup (article + image)



49,575

Followers



43,951

Followers



70,806

Followers

New York Family: Brooklyn Edition



CIRCULATION (BROOKLYN ONLY)

25,000 / month

PRINT & DIGITAL READERS

75,000 +

DIGITAL UNIQUE VISITORS

180,000 / month

WEBPAGE VIEWS

8.1 Million / yr

DIGITAL SUBSCRIBERS

240,000



27,000
Followers



15,400
Followers



23,500
Followers

DISPLAY ADS

June Summer Travel Guide

Full Page Print & Digital Display Ad,
PLUS Editorial Mention

..... \$250

SPONSORED CONTENT

Digital Articles

..... \$125

Oct - Fall Road Trips (article + image)

(per article)

Jan - Feb Vaca Week Road Trips (article + image)

Mar - April Vaca Week Road Trips (article + image)

June - World Cup & Summer Fun (article + image)

Boston Spirit



CIRCULATION

20,000 / month

PRINT READERS

50,000

DISPLAY ADS

Mar / Apr Weddings

Full Page Print Ad & Full Page Editorial \$300

Sept / Oct 2026 Fall Travel

Full Page Print Ad & Full Page Editorial \$300

Either of the above placements also includes bonus inclusion in one of the Spirit newsletters to highlight your location or event



8,400
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

 17,200
Followers

 74,000
Followers

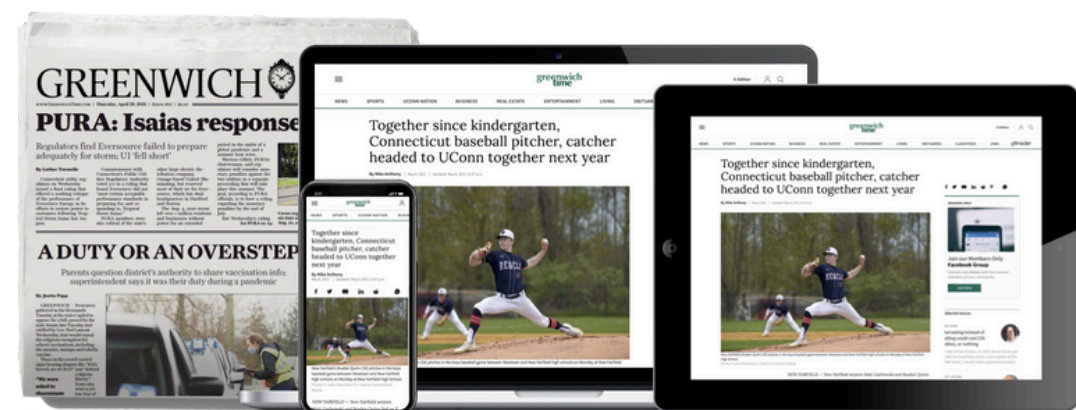
DISPLAY ADS

Dec - Winter Fun / Shopping <i>Full Page Print Ad</i> \$325
Jan - Staycations / Mini Vacays <i>Full Page Print Ad</i> \$325
Apr - Brides Issue <i>Full Page Print Ad</i> \$325
Jun - Summer Travel Guide <i>Full Page Print Ad</i> \$325
July - World Cup <i>1/2 Page Print Ad</i> \$200

SPONSORED CONTENT

includes write up in article plus an image <i>May - Summer Fun (50K emails)</i> \$125
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Hearst's Connecticut newspapers



NEWSPAPERS CIRCULATION

154,268

PRINT READERS

385,670

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
- New Haven Register
- Republican-American
- Record-Journal
- Ridgefield Press
- New Canaan Advertiser
- Darien Times
- Wilton Bulletin
- Fairfield Citizen
- Westport News

DISPLAY ADS

Nov - Winter Fun Guide

~10x10" Print Ad + digital ad drivers \$250

Jun - Best of Summer Guide

~10x10" Print Ad + digital ad drivers \$250

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



160,000
Followers



130,000
Followers

DISPLAY ADS

Boston Marathon Guide

Full Page Print Ad

..... \$350

May - Summer Travel Issue

1/2 Page Print Ad

..... \$400

Jun - World Cup & Summer Fun

1/2 Page Print Ad

..... \$400

SPONSORED CONTENT

Dec - Holiday Events/Shopping (email)

..... \$150

May - Summer Fun (email)

(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

Oct - Fall / Winter Travel Guide

Full Page Print Ad + Article Inclusion with Image \$350

Apr - Spring / Summer Travel Guide

Full Page Print Ad + Article Inclusion with Image \$350

Fall or Spring Travel Guide PLUS booth at Dream Destinations Travel Show (Oct 19, 2025 or Apr 12, 2026) \$550

Travel Taste & Tour



CIRCULATION

140,000 / month

PRINT & DIGITAL READERS

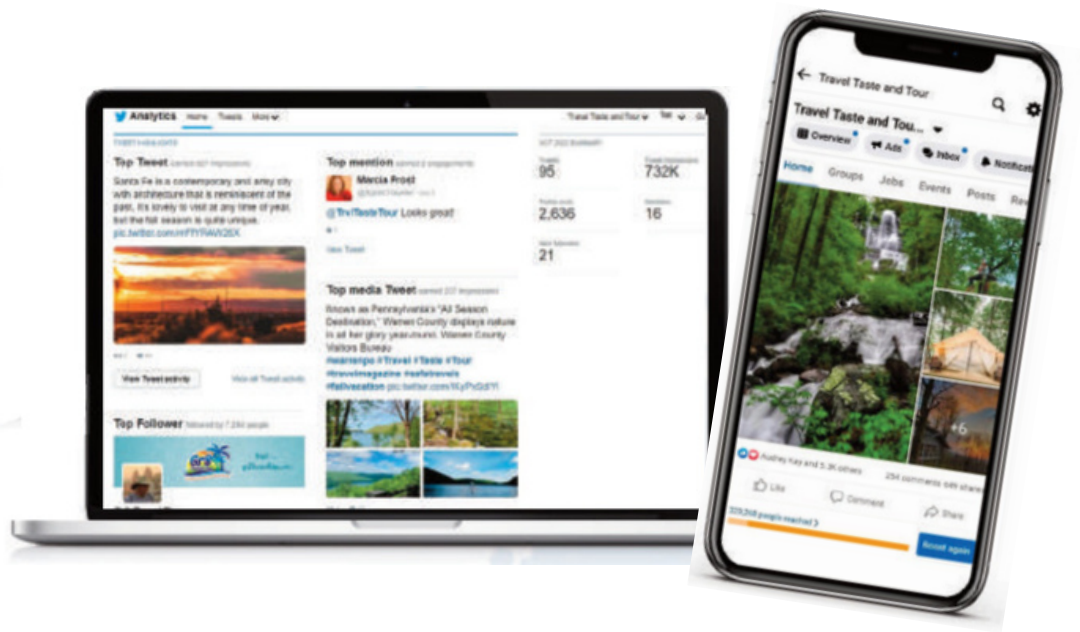
855,000 +

WEBPAGE VIEWS

552,500

EMAIL CAMPAIGNS

500,000



123,000
Followers



17,800
Followers



5,613
Followers

DISPLAY ADS

Summer Travel Guide

Full Page Print & Digital Display Ad,
PLUS Editorial Mention

..... \$400

Down East Magazine



CIRCULATION

70,000 / month

PRINT READERS

245,578

NEWSSTAND

10,500

WEBSITE VIEWS

200,800 / month

EMAIL SUBSCRIBERS

91,884

SPONSORED CONTENT

May - Summer Vacation Planner

Full Page Print Advertorial

..... \$350

Oct 2026 - Fall Festivals & Events

Full Page Print Advertorial

..... \$350



122,000
Followers



141,000
Followers



33,900
Followers

Mommy Poppins



BOSTON EMAIL SUBSCRIBERS

12,500

CONNECTICUT EMAIL SUBSCRIBERS

16,000

SPONSORED CONTENT

includes write up in article plus an image

Mar (CT) - Apr vaca week

May (CT) - Summer fun

June (Boston) - Summer fun

..... \$125
(per article)



37,000
Followers



66,500
Followers

Global Heroes Special Edition



GLOBAL HEROES

ADVERTISING SUPPLEMENT

January • 2024

MetroWest BOSTON

VISITORS BUREAU

PLAN YOUR NEXT ADVENTURE

DOWNLOAD THE VISITORS GUIDE TODAY!

METROWESTVISITORS.ORG/GUIDE

RESPONSIBLE TRAVELER

ADVERTORIAL

Unlocking Winter Fun:
Weekend Getaways in MetroWest Boston

There is nothing like a week-end getaway to shake off the post-holiday blues and add a splash of fun to the darker days of winter. A short drive from New York City, MetroWest Boston has so much to offer, from girls' weekends and romantic getaways to family fun. Read on for three different itineraries that will put a smile on your face and a pep in your step this January.

Want a Girls' or Guys' Weekend away? Start with a brewery tour—MetroWest has 14 breweries, two cideries, a winery, and a distillery! Be sure to visit Jack's Abby Craft Lagers or CienPhamer Distillery for a behind-the-scenes tour and tasting. Or perhaps Cold Harbor Brewing at their fabulous new restaurant, where you can enjoy live entertainment as you sip. Afterwards, head to Level99 for their unique take on mental and physical escape rooms and challenges, or get a little aggression out with axe-throwing at Half-Axe. Like military history? The American

Heritage Museum's immersive exhibits cover 250 years of world history, featuring antique planes, tanks, and automobiles, plus fascinating stories of veterans from WWI to today. Book your hotel in Franklin or Milford, MA, for a quick drive to Plainridge Park Casino, or take in the great outdoors with some cross-country skiing or ice fishing, with eight state park recreation areas in the region, there is plenty to do outdoors, even in the dead of winter!

Prefer your getaway to be of the romantic variety? Relax and indulge with a couple's massage at one of the region's spas or a fabulous play or special event at Hopkinton Center for the Arts, or at: downtown arts + music. Be sure to visit the Danforth Art Museum, a jewel box housing 3,500+ art pieces from the 18th century to today. Plus, nothing says romance like amazing chocolate, and no chocolate is more amazing than that at Goodnow Farms, winner of more International

Chocolate Awards than any other maker in North America. Visit their Sudbury location to see chocolate-making at the source and experience for yourself what makes them such a winner. Love 'fantastic food'? MetroWest's many farm-to-table restaurants offer warm atmospheres, exceptional service, and delightful gastronomy! Or indulge in Framingham Station Brazilian Steakhouse's unique dining experience: this Rodizio-style grill includes Gaucho Chefs who carve meat from steers tableside, accompanied by side dishes and salads, all served in a historic train station that will definitely impress your loved one. Finish off your visit with a wander through one of the region's four Cultural Districts and enjoy Apex's indoor amusement park, with laser tag, go-carts, ropes courses, bowling, and more, or let them get a LOT of energy out at: Slive Ninja, Urban Air, Attitude or Launch trampoline parks. Find they're swinging from the rafters? Try an aerial class at Earth & Aerial Yoga. Or maybe make something

offerings and Southwick Zoo, we have lots to amuse the littles. Are your littles not so little anymore? Enjoy Apex's indoor amusement park, with laser tag, go-carts, ropes courses, bowling, and more, or let them get a LOT of energy out at: Slive Ninja, Urban Air, Attitude or Launch trampoline parks. Find they're swinging from the rafters? Try an aerial class at Earth & Aerial Yoga. Or maybe make something

delicious in a Duck Soup or Culinary Underground cooking class. And, of course, check out the many family-friendly events on our online events calendar!

Whatever your reason, whatever the season, MetroWest Boston has something for you! To plan your next adventure, download our free visitor's guide at metrowestvisitors.org/guide

This positive, feel-good special newspaper insert includes a travel section and is placed in the following newspapers:

WALL STREET JOURNAL (NY)

220,023 readers

WALL STREET JOURNAL (BOSTON)

103,599 readers

WALL STREET JOURNAL (DC)

129,522 readers

TORONTO STAR

690,200 readers

NATIONAL POST (ONTARIO)

148,000 readers

GLOBE & MAIL (ONTARIO)

443,000 readers

SPONSORED CONTENT

Dec Winter Travel Guide

11x5" Print AND Digital Advertorial with social media posts to drive traffic to article

...with editorial mention \$350

...with editorial mention and photo (only 1 available) \$500

This issue includes ALL U.S. and ALL Canadian publications listed (1,734,344 readers)

Mar Spring Travel Guide

11x5" Print AND Digital Advertorial with social media posts to drive traffic to article \$250

...with editorial mention \$400

...with editorial mention and photo (only 1 available)

This issue includes ALL U.S. publications listed (453,144 readers)

f

47,000
Followers

i

23,700
Followers

Paradise City Arts Festival Show Guide



PRINT CIRCULATION

50,000 direct mail
5,000+ show attendees per show

WEBSITE USERS

200,000

DISPLAY ADS

Mar - Marlborough show guide

Full Page Print and Digital Ad \$150

May - Northampton show guide

Full Page Print and Digital Ad \$150

 14,000
Followers

 6,679
Followers

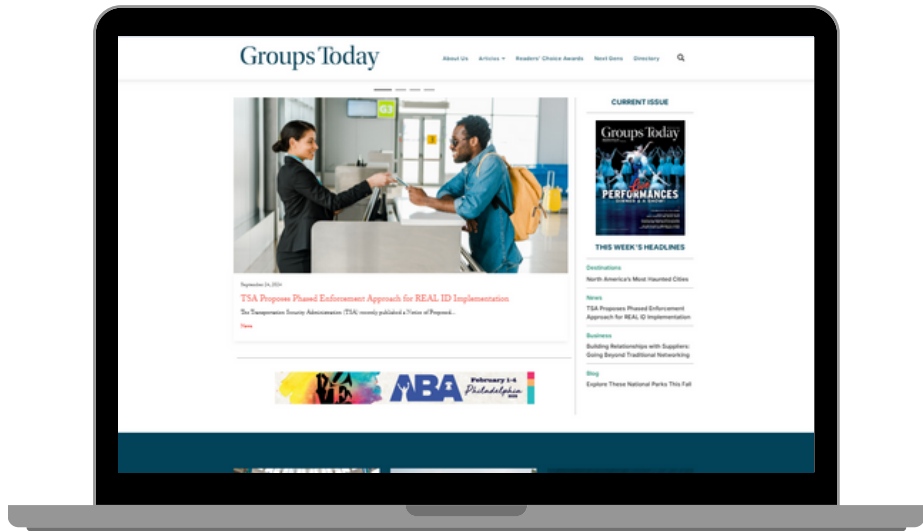
 300
Followers


Groups Today (B2B)



TOTAL REACH
33,000 +

MAILED BIMONTHLY DIRECTLY TO
10,000 Travel Professionals



 2,800
Followers

 853
Followers

 1,709
Followers

DISPLAY ADS

Jan - Northeast Travel
Full Page Print Advertorial \$350

SPONSORED CONTENT
Mar - Group leisure travel itineraries \$125

Northeast Meetings + Events (B2B)



CIRCULATION

18,000 event planners

WEBSITE VISITORS

8,400 / month

AVG. PAGE VIEWS

16,000 / month

NEWSLETTER SUBSCRIBERS

5,500



4,500
Followers



2,258
Followers

DISPLAY ADS

Winter

1/2 Page Print Ad + 1/2 page editorial

..... \$400

SPONSORED CONTENT

Spring - Meeting venues

..... \$125



Contact Information

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www.metrowestvisitors.org

