
GENERAL MEDIA KIT



2024



VALUES

Shaping the thriving hub of innovation that we proudly call home.

COMMUNITY DRIVEN

Serving and connecting communities in such a unique region

NICHE APPROACH

Building rich media platforms around these communities

THINK GLOBAL ACT LOCAL

Going deep within communities, while offering mass reach and distribution





We represent a **unique region**

Boston & its surrounding areas are home to thriving communities that shape our region & beyond





We've built **media platforms** to serve our communities



On the Street

BOLD TYPES

The Boston Globe
TRENDLINES

The Boston Globe / Technology

TECH
POWER
PLAYERS
50

Innovation
Beat

The Boston Globe
CLIMATE WEEK

The Boston Globe
PRESENTS
BLACK
NEWS
HOUR



Mira!
con Marcela Garcia



GLOBEDOCS

SundayArts

SundayTravel

The Boston Globe
NEW HAMPSHIRE



INTO THE RED
CLIMATE AND THE FIGHT OF OUR LIVES

The Boston Globe
RHODE ISLAND

Health and biotech

The Boston Globe
Salute
to Nurses

HEALTH EQUITY Week



OUR SECRET SAUCE

A niche media approach that scales

16M

**MONTHLY UNIQUE
VISITORS**

82M

**TOTAL MONTHLY
PAGE VIEWS**

2.5M

**NEWSLETTER
SUBSCRIBERS**

4.4M

**SOCIAL
FOLLOWERS**

Reflects unduplicated data across Boston Globe Media digital properties including Globe.com, Boston.com & B-Side



Our audiences are your target market

Boston Globe Media audiences...

are primary decision
makers for their
organization

211 INDEX

hold advanced
postgraduate
degrees

197 INDEX

spend more on online
purchases than the
average consumer

132 INDEX

are purchase influencers,
whom family & friends
seek advice from

121 INDEX

Source: Scarborough Research, April 2022; indices refers to the relative difference in BGM's audience composition compared to the average audience composition (100 index being average)



The **work** we've done for our communities



200+
regional tech
companies
evaluated

**TECH
POWER
PLAYERS**

The definitive list of our region's brightest tech innovators & leaders, curated by the Boston Globe



The Boston Globe
**HEALTH EQUITY
WEEK 2023**
June 19-23

5.7M
sponsor
impressions

Bringing together the healthcare community to initiate crucial conversations on health equity, timed to recognize Pride Month & Juneteenth



#2
ranked
mental health
podcast

Hosted by *Frantzes Lys*

**TURNING
POINTS**

Navigating Mental Health

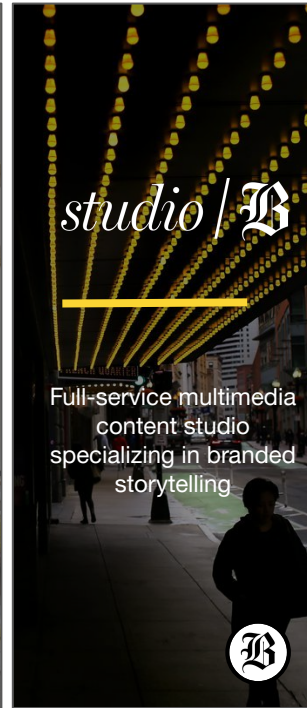
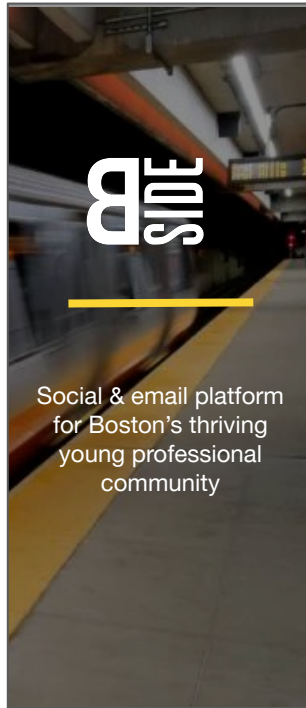
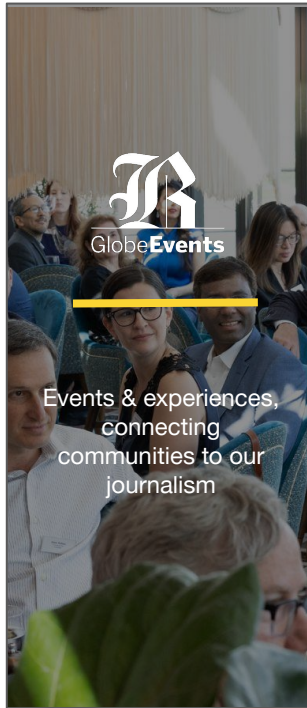
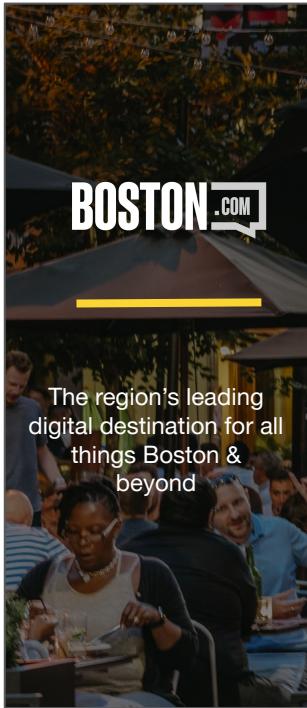
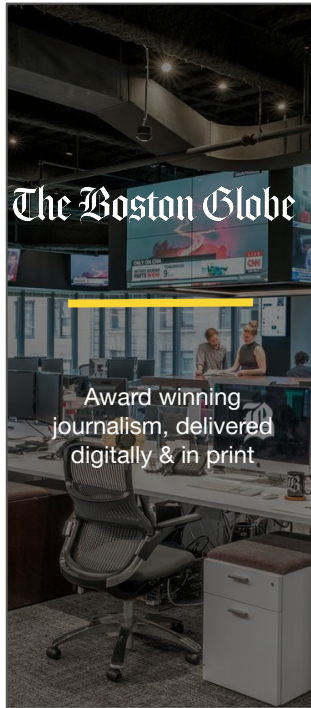
**FOLLOW ON
APPLE PODCASTS** **32**

Featuring Alex Verdugo of the Boston Red Sox and Mindfulness Expert Amishi Jha

Strategic & thought leadership partners



Welcome to our **Globe**



MEDIA CAPABILITIES



Premium Editorial Sponsorships

Email Newsletter Sponsorships

Native Newsletter Ads

Social Media Activation

Custom Audience Segments

Homepage Takeovers

Podcasts

Video

Custom Branded Content

Integrated Media Solutions

Content Creator Activation

Zip Code & IP Targeting

Brand Supported Special Reports

Interest-Based Targeting

Mobile Geofencing

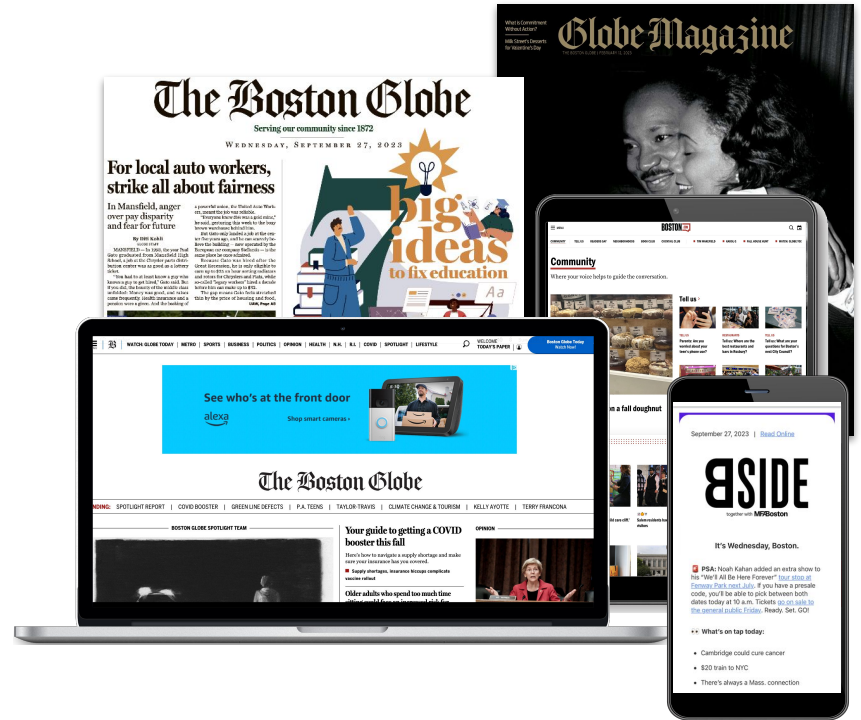
High Impact Print



Editorial Alignment

Reinforce your brand's credibility by aligning with storytelling from one of the most decorated and trusted newsrooms in the world.

With an aggregate audience of over 16 million across our media platforms, few media brands can compete with the authority and reach offered by our editorial properties.



About Our Journalism

The Boston Globe's brand is synonymous with ground-breaking news and trusted information. With more than 225 journalists, we're the largest newsroom in New England. Our renowned journalism and storytelling has brought award-winning podcasts and Oscar-winning movies, such as Spotlight. We've won 27 Pulitzer Prizes -- the highest honor in journalism.

Our readers realize the value we bring to the region: We also have the largest digital subscriber base of any US news organization in our class.



Dedicated Editorial Coverage

Our deep bench of talented journalists allow us to cover a lot of ground, serving the various communities that shape the thriving hub of commerce, innovation and culture that we proudly call home.

The Boston Globe / **Business**



The Boston Globe / **Technology**



INTO THE RED

CLIMATE AND THE FIGHT OF OUR LIVES

The Boston Globe / **Health and biotech**

SundayArts **SundayTravel**

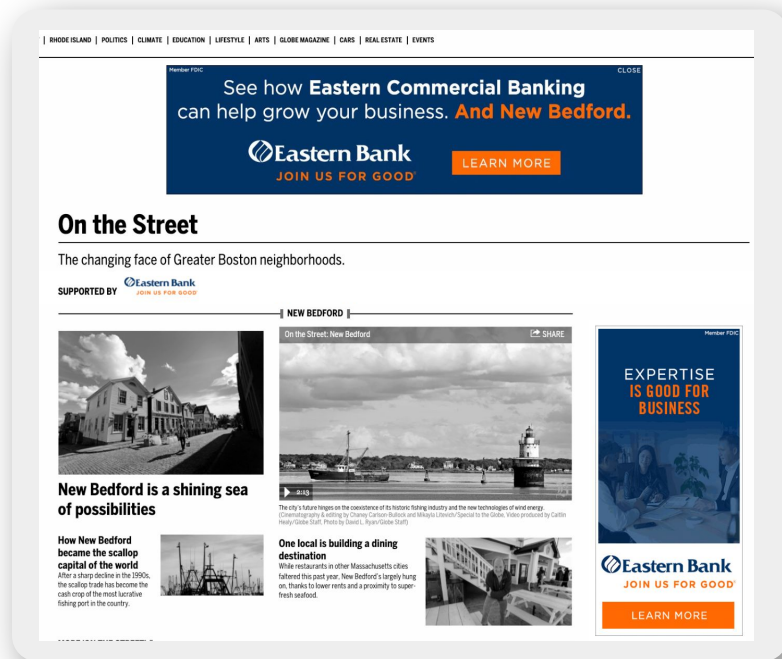


Premium Editorial Sponsorships

Premium editorial sponsorships allow brands to align themselves with meaningful, in-depth reporting of important stories our newsrooms are covering.

WHAT YOU GET:

- 'Supported by' brand logo treatment (or similar)
- 100% SOV of editorial-adjacent display ad units
- Opportunity to add custom elements to your sponsorship (ex: custom event or branded content)



Sample premium sponsorship program logo treatment & editorial adjacency



Featured Editorial Sponsorships

Taking a niche media approach by digging deep into covering the stories that are shaping our community; these are some of our current editorial features available for sponsorship*:

ON THE STREET



Exploring the changing face of Greater Boston neighborhoods

BOLD TYPES



Sitting down with leaders in Boston's business community

TECH POWER PLAYERS



Annual list of the most influential and interesting people in the New England tech scene

INTO THE RED



Shining a light on the climate crisis and illuminating paths toward solutions

Featured Editorial Sponsorships

Taking a niche media approach by digging deep into covering the stories that are shaping our community; these are some of our current editorial features available for sponsorship*:

A BEAUTIFUL RESISTANCE



Black joy, black lives as celebrated by culture columnist Jeneé Osterheld through a beautiful multi-media series

THE GREAT DIVIDE



Investigating race, class, and inequity in our education system

SAY MORE PODCAST



Exploring cultural trends, scientific discoveries, and breakthrough startups shaping the nation

LOVE LETTERS



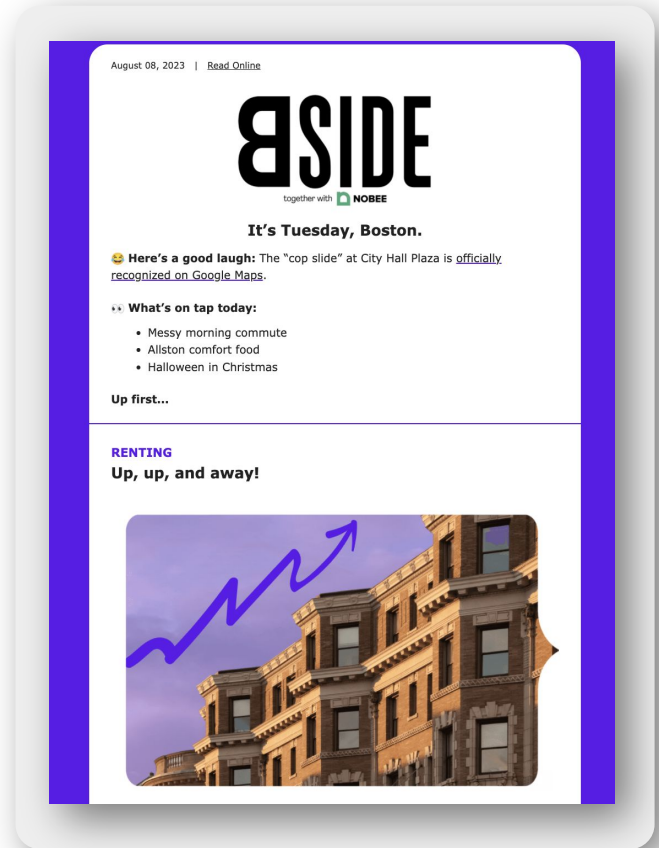
Each season, Globe advice columnist explored one big theme in love and relationships

Newsletter Sponsorships

A compelling way of reaching engaged audiences in a receptive environment, across a variety of topics and interest groups that fit with your brand.

Our newsletters boast an average 38% open rate (24% is industry standard), with approximately 80k followers per each Boston-centric newsletter, demonstrating the power of this medium.

- GLOBE.COM NEWSLETTER SPONSORSHIPS
- BOSTON.COM NEWSLETTER SPONSORSHIPS
- BSIDE NEWSLETTER SPONSORSHIPS

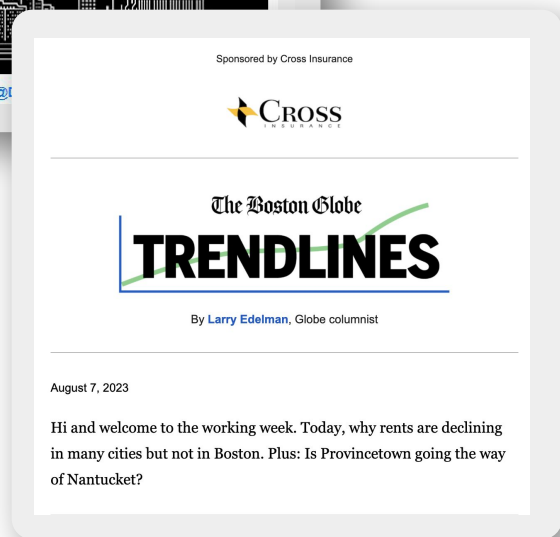
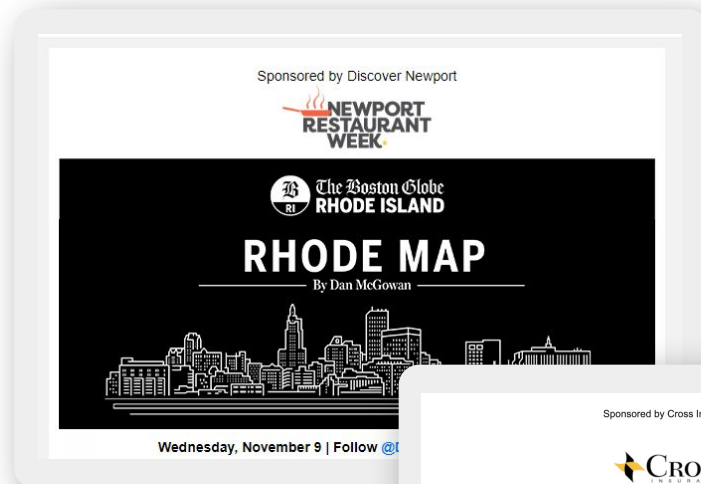


Globe.com

Put your brand next to our trusted name on one of our editorial newsletters and integrate your messaging throughout to capture reader's attention.

SPECIFICS:

- **Advertiser options:**
 - Editorial newsletter - Logo + 2 Display Ads
 - Editorial newsletter - Logo + 2 Client-Supplied Native Ads
 - Editorial newsletter - Logo + 2 Studio/B-Produced Native Ads
 - Advertiser-exclusive newsletters: Address, Featured Properties
- **Available newsletters:** See the complete list of our newsletters and associated specs [here](#).



Sign up for any of our [Globe.com newsletters here.](#)

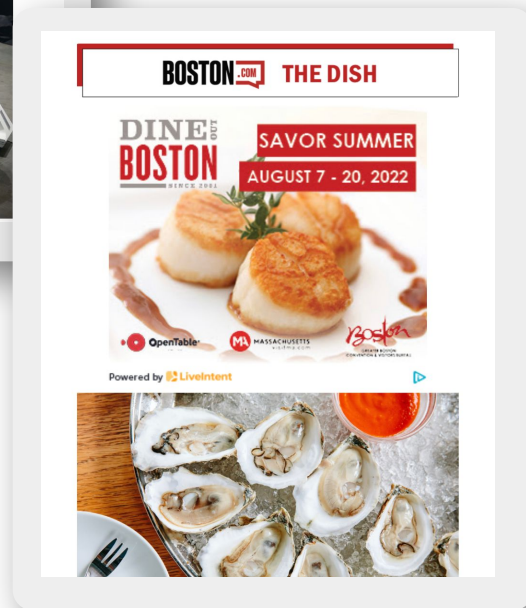
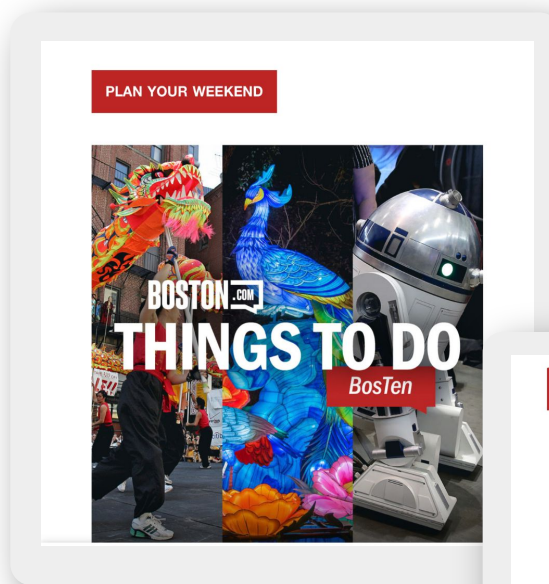


Boston.com

Align with sports, entertainment, and things-to-do content by delivering your message in a relevant context through lifestyle newsletters.

SPECIFICS:

- **Advertiser options:**
 - Editorial newsletter - Logo + 2 Display Ads
 - Editorial newsletter - Logo + 2 Client-Supplied Native Ads
 - Editorial newsletter - Logo + 2 Studio/B-Produced Native Ads
 - Advertiser-exclusive newsletters: SkiMail, Boston Traveler, Shops, TicketWatch, Address, Featured Properties
- **Available newsletters:** See the complete list of our newsletters and associated specs [here](#).



Sign up for any of our Boston.com newsletters [here](#).

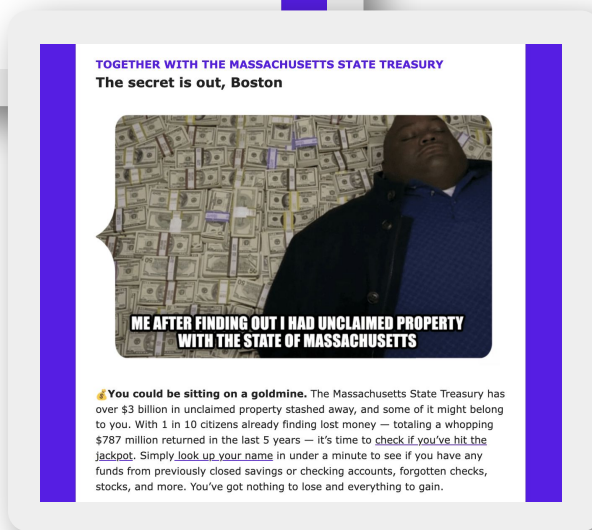
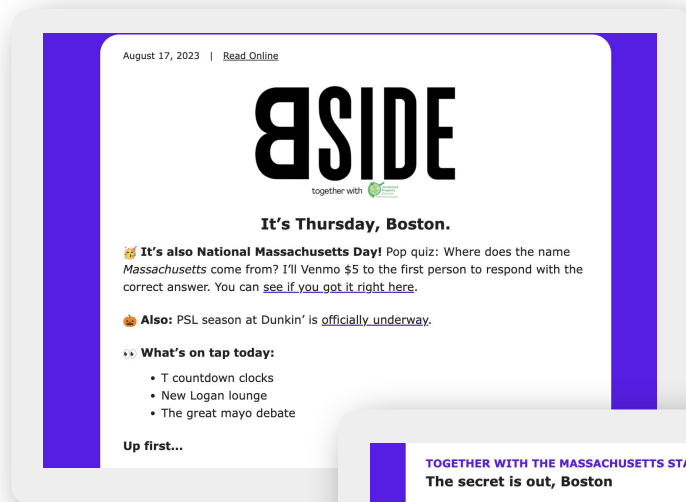


BSide

The Globe's platform catered to Gen-Z and Millennial audiences connecting the next generation of Bostonians through 'daily edutainment from your informed friend'.

SPECIFICS:

- **Open rate:** 60%+ (industry avg - 24%)
- **Sponsorship opportunities:**
 - Logo Lock + 100-word custom story within newsletter
 - 24-hour Instagram Story Companion
 - Custom Giveaway or Promo Code

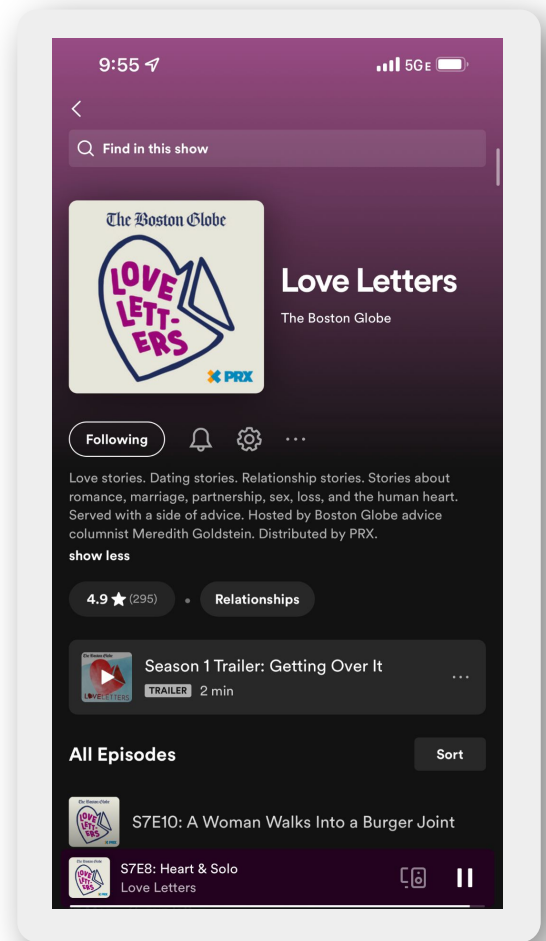


Podcasts

Boston Globe Media is capitalizing on the growth of the podcast market by inviting advertisers to take part in meaningful storytelling opportunities to connect to and impact their audiences in an engaging way.

Our podcasts allow us to connect with thriving communities in our region and beyond, and allow brands to speak to audiences in an uninterrupted, organic way.

- EDITORIAL PODCASTS



Listen to Love Letters [here](#).

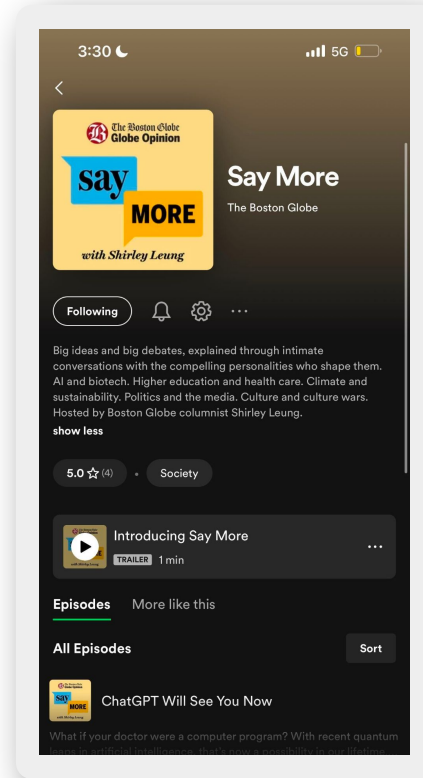


Editorial Podcasts

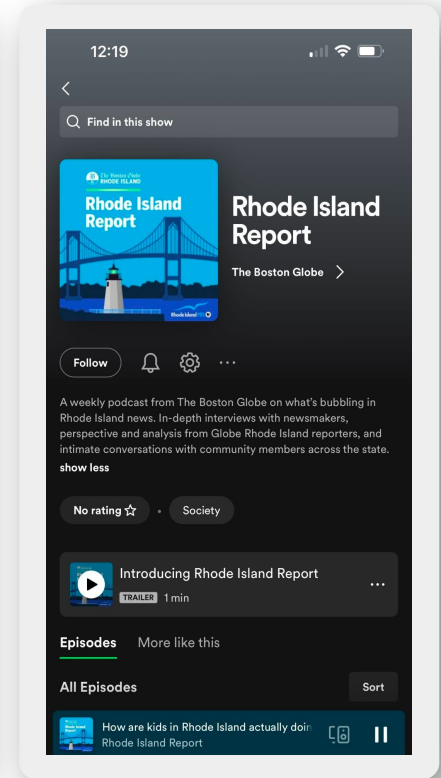
Podcasts developed & produced by The Boston Globe's award-winning newsroom & journalists, around topics that bring together interest-based communities.

SPECIFICS:

- **Podcasts:** Say More, Rhode Island Report, Love Letters
- **Available on:** Wherever you get your podcasts.



Listen to Say More [here](#).



Listen to Rhode Island Report [here](#).



PRODUCTS & SERVICES

Events & Experiences

The Boston Globe's journalism & content brought to life

Globe Events is Boston Globe Media's events team, with deep expertise in creating custom community-driven experiences.

From celebrating women in leadership and innovators in the tech industry, to curating deep meaningful connections amongst Boston's top influential minds, Globe Events will get you a seat at the table.

-
- PRIVATE ROUNDTABLES
 - PANEL DISCUSSIONS + NETWORKING
 - THEMED WEEKS
 - COMMUNITY EVENTS



Private Roundtables

This private event model enables your brand to engage with a target group of thought leaders, inviting a curated list of guests to contribute to an intimate and candid conversation.

SPECIFICS:

- **Brand's choice of:**
 - Topic, showcasing thought leadership and expertise
 - Globe journalist or other moderator, providing subject matter knowledge
 - Guest list, leveraging the Globe's influential network
 - Food/drink options and venue approval, creating the ideal ambiance
- **Available during:**
 - Standalone event
 - Custom event series
 - Tentpole alignment



*Addressing Physician Burnout with Technology,
presented by Nuance*

The event invitation is linked [HERE](#).



Panel Discussions + Networking

This custom discussion, led either by the sponsor or Globe newsroom, services as the heart of a networking event, bringing together your target audience.

SPECIFICS:

- **Brand's choice of:**
 - Topic, showcasing thought leadership and expertise
 - Globe journalist or other moderator, providing subject matter knowledge
 - Guest list, leveraging the Globe's influential network
 - Food/drink options and venue approval, creating the ideal ambiance
 - Photographer and videographer (if conversation is recorded/live streamed)
- **Available during:**
 - Standalone event
 - Custom event series
 - Tentpole alignment



*Vision of Tomorrow: Identifying When to Scale a
Small Business,
presented by Santander*
Event recording can be viewed [HERE](#).



Themed Weeks

Integrate your event into one of our editorially themed weeks – week-long conferences focused on particular themes, allowing brands to dive deeper into a target subject area with a variety of viewpoints and thought leaders.

SPECIFICS:

- **Sample weeks:**
 - Health & Biotech Week (Feb 2024)
 - Sustainability Week (April 2024)
 - Health Equity Week (June 2024)
- **Sponsorship opportunities:**
 - Editorial event
 - Branded content event
 - Logo inclusion

The Boston Globe
Health & Biotech Week 2023

Life After Government:
A Fireside Chat with Dr. Fauci
Monday, February 27 @ 12 P.M. EST

Dr. Anthony Fauci
Former Director, National Institute of Allergy and Infectious Diseases, National Institutes of Health

Anna Kuchment
Medical and Biotechnology Editor, The Boston Globe

THANK YOU TO OUR SPONSORS

Alnylam PHARMACEUTICALS VERTEX THE SCIENCE OF POSSIBILITY Takeda AVEO ONCOLOGY AN LG Chem company LATINOS IN BIO

**Life After Government:
A Fireside Chat with Dr. Fauci**
Event recording can be viewed [here](#).



Community Events

Events catered to any one of the many audience sectors we serve, open to a public audience to maximize community involvement and brand exposure.

SPECIFICS:

- **Sample events/ideas:**
 - Celebratory events - Boston Marathon, Salute to Nurses, Juneteenth, Top Places to Work
 - GlobeDocs Film Festival
 - Fitness, culinary, alcohol, arts, etc. classes
 - Fundraising/philanthropic events
 - Boston.com Book Club
 - Watch parties
- **Available during:**
 - Standalone event
 - Custom event series
 - Tentpole alignment



Salute to Nurses Celebratory Event

Read about our annual Salute to Nurses project [here](#).

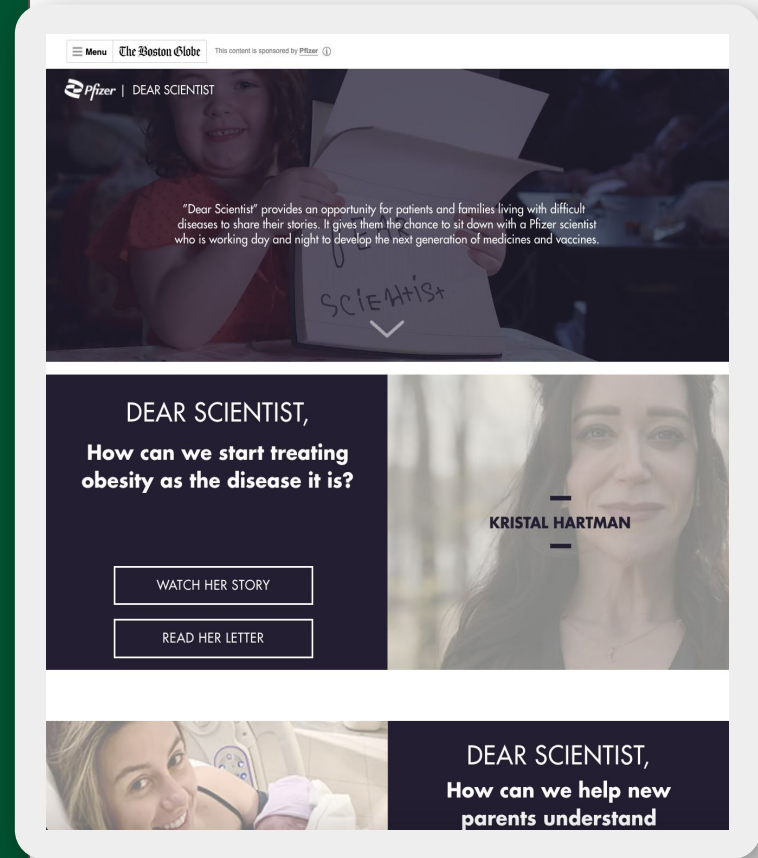


Sponsored Content

Work closely with our creative experts to develop engaging, interactive content experiences

Our award-winning content studio, Studio/B, can partner with you to create custom programs, helping your brand stand out and conveying your message in a powerful, authentic way.

- PROVIDED BY ARTICLE
- CLASSIC ARTICLE
- IMMERSIVE ARTICLE
- CONTENT HUB
- THEMATIC HUB
- MAGAZINE ADVERTORIAL HUB
- CUSTOM-PRODUCED VIDEO
- POST-EVENT CONTENT
- BRANDED CONTENT PODCAST



Click [here](#) to view Dear Scientist, a content hub sponsored by Pfizer, exploring rare diseases with those diagnosed and the scientists who treat them.



Branded Content

studio / **B**

Our full-service multimedia content studio focused on branded storytelling.

We specialize in helping brands convey their point of view through **human stories that educate, inform & inspire action.**



Our Storytelling Formats & Services

Branded Article

Film & Video

Podcast

Social Content

Native Newsletter Ad

Special Reports

Content Creator Activation

Custom Content Hub

Creative Design

Custom Printed Material

Creative Project Management

Content Strategy

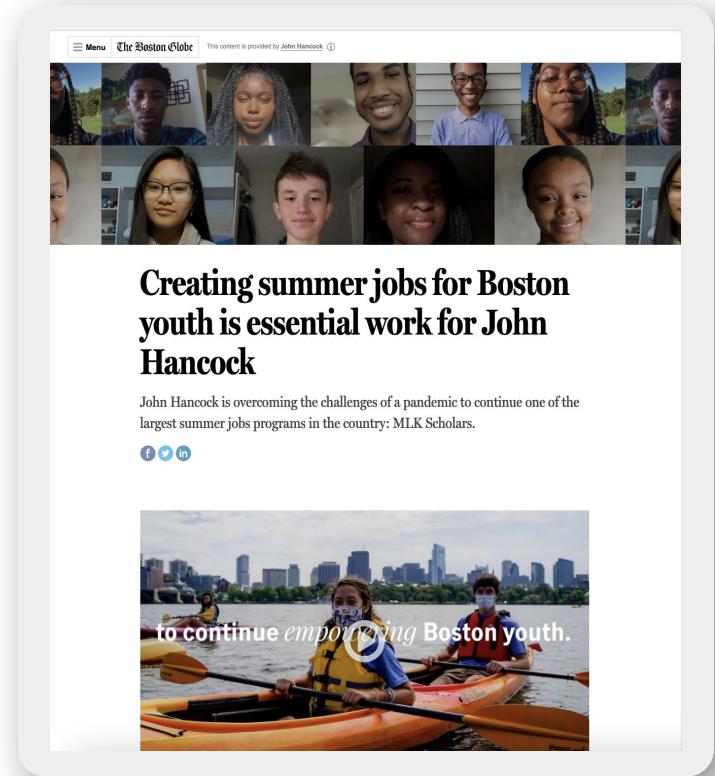


Provided by Article

An existing published piece of your brand's content that Boston Globe Media will reformat, republish, and redistribute using our wide-reaching platforms.

SPECIFICS:

- **Included services:** Creative content services including editing & proofing, Article layout in Globe sponsored page format, Promotion: native ad slots on BGM owned properties, Promotion: targeted social ads across Facebook, Instagram and others as needed, Article hosted on Globe.com sponsored page for a minimum of 2 years
- **Distribution platforms:** Globe.com, Boston.com, Facebook channels, Instagram channels, LinkedIn (optional channel)



The screenshot shows a sponsored article on The Boston Globe website. At the top, there is a navigation bar with 'Menu', 'The Boston Globe', and 'This content is provided by John Hancock'. Below the navigation bar is a grid of 12 small portrait photos of diverse young people. The main headline reads 'Creating summer jobs for Boston youth is essential work for John Hancock'. Below the headline is a sub-headline: 'John Hancock is overcoming the challenges of a pandemic to continue one of the largest summer jobs programs in the country: MLK Scholars.' Underneath the sub-headline are social media icons for Facebook, Twitter, and LinkedIn. At the bottom of the article is a video player showing two young people in kayaks on a body of water with a city skyline in the background. The video player has a play button and the text 'to continue empowering Boston youth.' overlaid on it.

**Creating summer jobs for Boston youth is
essential work for John Hancock**
Provided by John Hancock
Read [here](#).

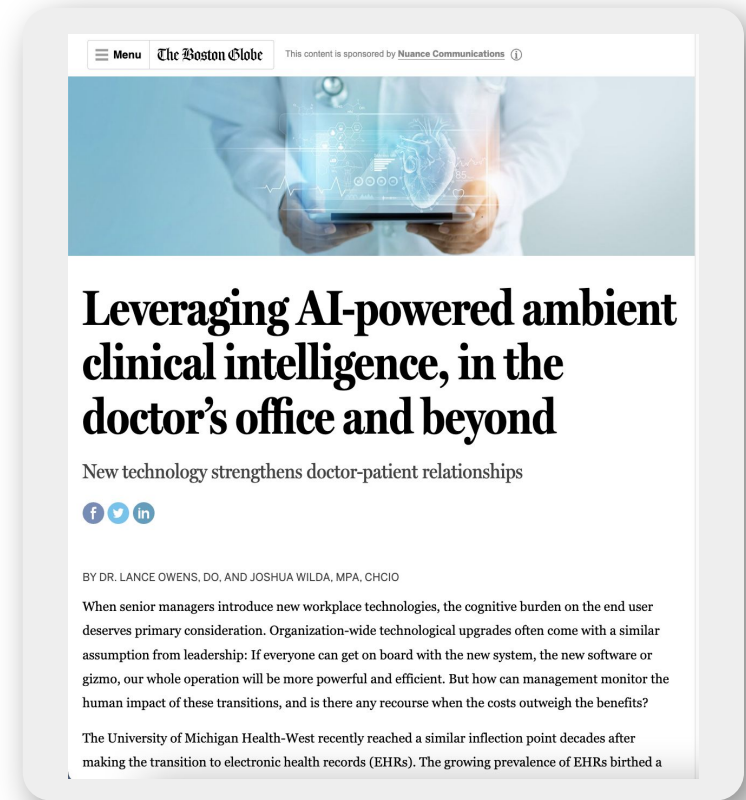


Classic Article


A narrative branded storytelling format - reported, written and presented exclusively for your brand.

SPECIFICS:

- **Included services:** Access to our full-service content studio to produce unique custom content: concept, produce, write, edit/proof, publish, Article and imagery layout in Globe sponsored page format, Promotion: native ad slots on BGM owned properties, Promotion: targeted social ads across Facebook, Instagram & others as needed, Article hosted on Globe.com sponsored page for a minimum of 2 years
- **Distribution platforms:** Globe.com, Boston.com, Facebook channels, Instagram channels, LinkedIn (optional channel)



Menu The Boston Globe This content is sponsored by Nuance Communications ⓘ



Leveraging AI-powered ambient clinical intelligence, in the doctor's office and beyond

New technology strengthens doctor-patient relationships

[f](#) [t](#) [in](#)

BY DR. LANCE OWENS, DO, AND JOSHUA WILDA, MPA, CHCIO

When senior managers introduce new workplace technologies, the cognitive burden on the end user deserves primary consideration. Organization-wide technological upgrades often come with a similar assumption from leadership: If everyone can get on board with the new system, the new software or gizmo, our whole operation will be more powerful and efficient. But how can management monitor the human impact of these transitions, and is there any recourse when the costs outweigh the benefits?

The University of Michigan Health-West recently reached a similar inflection point decades after making the transition to electronic health records (EHRs). The growing prevalence of EHRs birthed a

Leveraging AI-powered ambient clinical intelligence, in the doctor's office and beyond
Sponsored by Nuance Communications
Read [here](#).

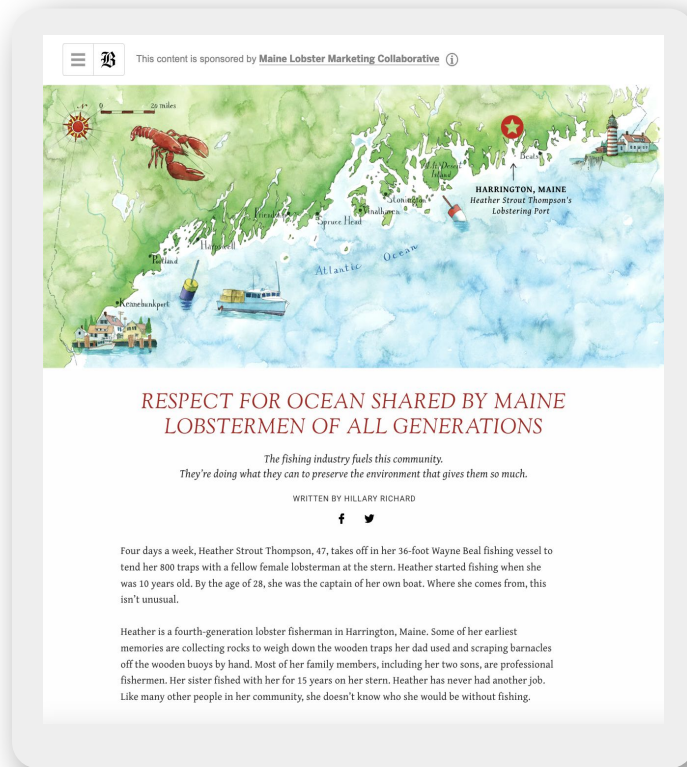


Immersive Article

A completely customized full-screen presentation, leveraging all multimedia tools at our disposal to create a story that is uniquely yours.

SPECIFICS:

- **Included services:** Access to our full-service content studio to produce unique custom content: concept; produce: write, illustrate, design; edit/proof; publish, Article and imagery layout in Globe sponsored page format, Promotion: native ad slots on BGM owned properties, Promotion: targeted social ads across Facebook, Instagram & others as needed, Article hosted on Globe.com sponsored page for a minimum of 2 years
- **Distribution platforms:** Globe.com, Boston.com, Facebook channels, Instagram channels, LinkedIn (optional channel)



Respect for Ocean shared by Maine lobstermen of all generations
Sponsored by Maine Lobster Marketing Collaborative

Read [here](#).

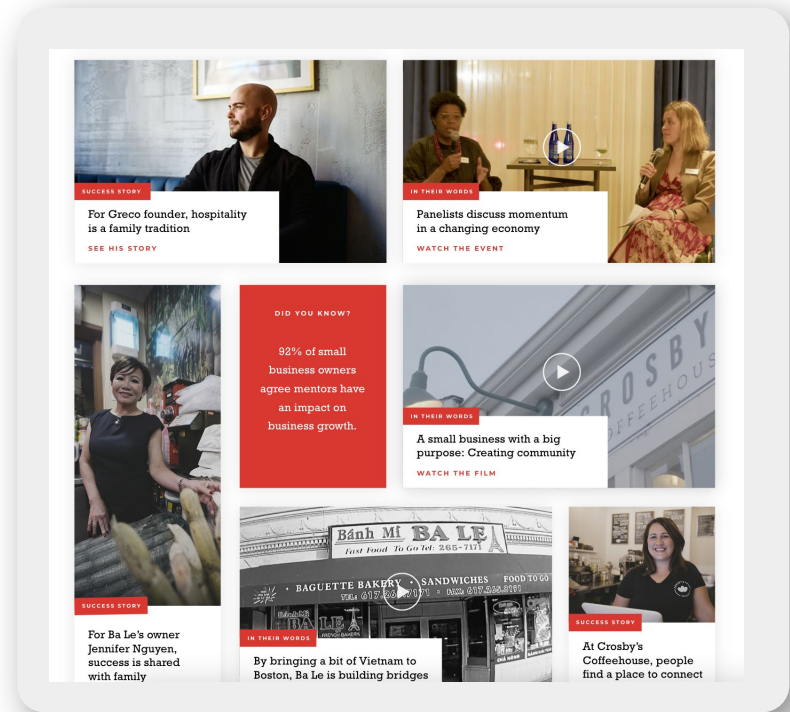


Content Hub

All your content in one place, making a robust branded hub experience, ideal for conveying your brand values.

SPECIFICS:

- **Content to include in hub:**
 - Your brand's existing content
 - Any content we create for you (articles, videos, content series, etc.)
 - Event recordings



Small business hub
Sponsored by Santander
Read [here](#).

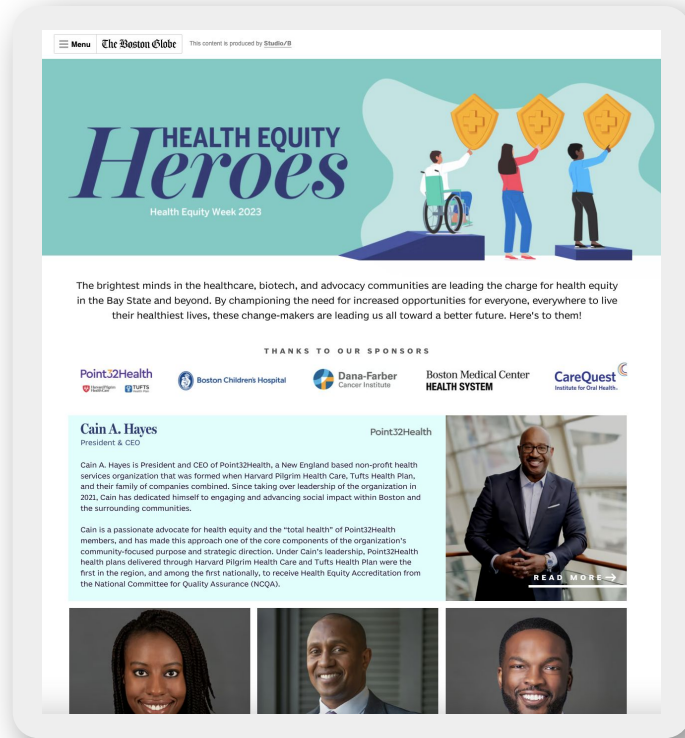


Thematic Hub

Seasonally and culturally aligned hubs highlighting the best and brightest minds in Boston across a variety of industries and topics.

SPECIFICS:

- **Upcoming hubs:**
 - *Hispanic Heritage Month (Sept. '23), Boston's Rising Stars (Sept. '23), Executive Excellence (Nov. '23), Best Bosses (Dec. '23), Black History Month (Jan. '24) or Juneteenth (June '24), Health & Biotech Week (Feb. '24), Tribute to (Women) Trailblazers (March '24), Sustainability (April '24), AAPI Heritage Month (May '24)*
- **Available on:** Globe.com, promoted on social handles



Health Equity Heroes
In alignment with Health Equity Week
Read [here](#).



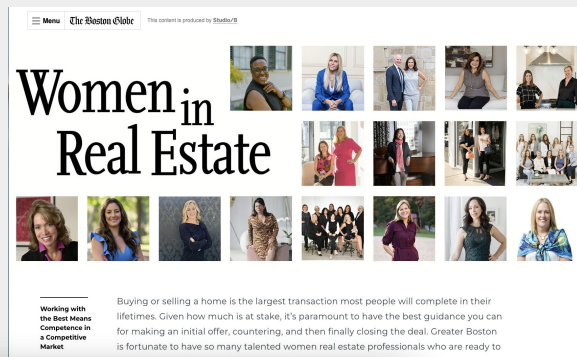
Magazine Advertorial & Hub

Multi-platform advertorials feature top individuals / companies within a sector, showcasing brand offerings amidst similar company.

SPECIFICS:

With a purchase of 1/3 page or larger, partners will have reserved space to tell their brand's story through 200 words and one photo. Additionally, partners receive:

- A dedicated web page with image for that advertorial.
- Inclusion in a dedicated digital advertorial hub, crafted by our award-winning sponsored content studio, Studio B, promoted on the Globe Magazine's section front on Globe.com.
- Traffic drivers, social promotions and other digital opportunities are available as add-ons.



Click to view our annual Women in Real Estate advertorial ([print](#) & [digital](#) versions).

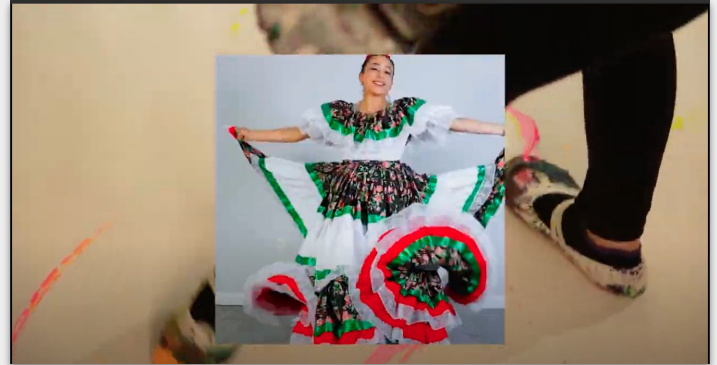


Custom Video

No matter if it's an interview, product shot, or an entire commercial, Studio/B's in-house video team can concept, shoot, edit, and finish any video your brand needs.

SPECIFICS:

- **Video capabilities:**
 - Social video, interviews, editing, post-event recap, commercials, documentary, drone, original concepts, and more!
- **Available on:** Globe.com, Boston.com, BSide, and corresponding social channels



Click [here](#) to view a Studio/B original video about Flor Delgadillo, a Mexican multidisciplinary artist who integrates medtech into her art.

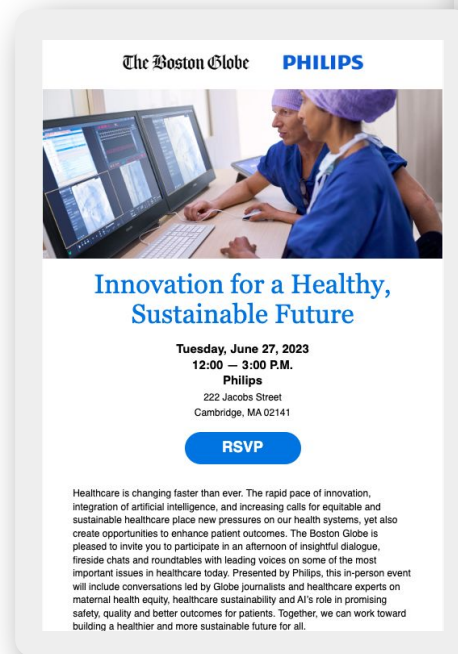


Post-Event Content

Extend the life of your event by giving a broader audience an insider's look through written or video content.

SPECIFICS:

- **Content options:**
 - Recap a private event
 - Create a content series, further exploring topics from the event
- **Available on:** Globe.com, promoted to social channels



*Innovation for a Healthy, Sustainable Future,
sponsored by Philips*

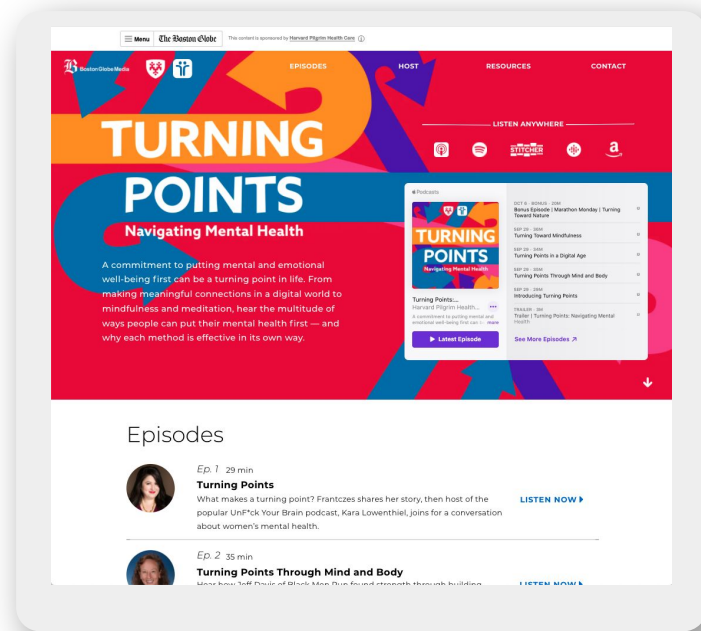


Branded Content Podcasts

Branded podcasts developed, produced & promoted by Studio/B, our in-house creative & content studio. Allows advertisers to partner with us to create a custom series around topics & themes that are important to your brand.

SPECIFICS:

- **Available on:** Wherever you get your podcasts.
- **Available services:** Podcast topic ideation and development, host search and guest booking, end-to-end podcast production and distribution, podcast cover artwork illustration & design, promotional asset production, creation of Podcast Landing page hosted on Globe.com, performance reporting



Listen to Turning Points [here](#).



PRODUCTS & SERVICES

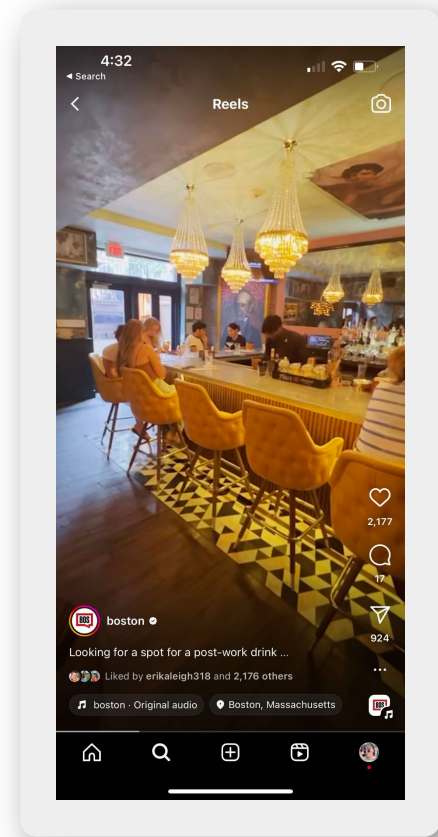
Video

No story is told more effectively than one with the power of sight, sound & motion.

Our studio produces everything from highly polished documentary style videos to 'quick & dirty' social content that are authentic to the platforms they are showcased on.

Our videos excel at demonstrating how brands play a central role in a personal human story.

- STANDARD VIDEO
- IN STREAM VIDEO
- OUT-OF-STREAM VIDEO
- SOCIAL VIDEO



Check out Boston.com's Instagram [here](#).

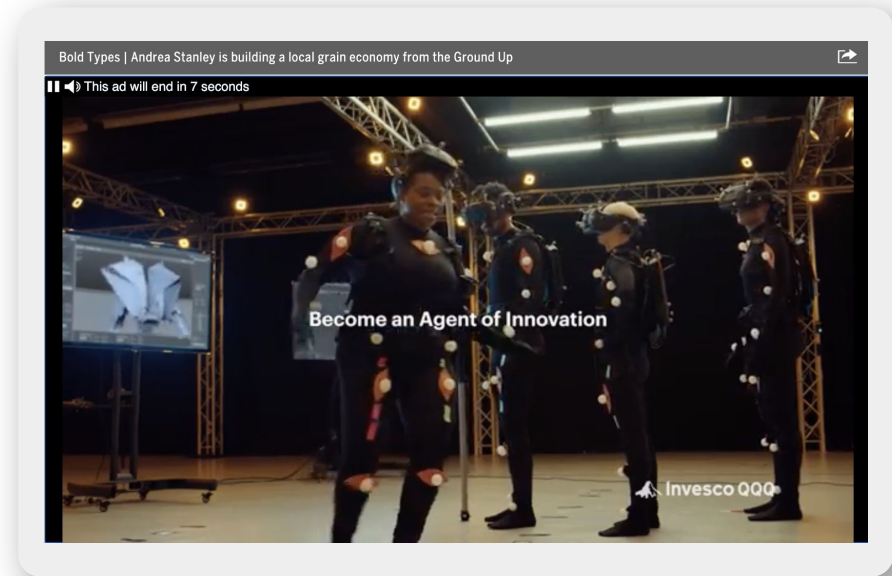


Standard Video

Utilize video for higher engagement rates than traditional display media, creating a captivating experience for readers.

SPECIFICS:

- **Specs:** file format: mp4, file size: max 10MB, aspect ratio: 16:9 or 4:3, length: 15-30s, click-thru URL, end card (jpg or png)
- **Available on:** Globe.com and Boston.com



In-Stream Video

This video footage provides a greater engagement and interactive experience for the viewer than that of a standard stagnant ad, automatically played with sound on.

SPECIFICS:

- **Specs:** file format: mp4, file size: max 10MB, aspect ratio: 16:9 or 4:3, length: 15-30s, click-thru URL, end card (jpg or png)
- **Available on:** Globe.com, Boston.com

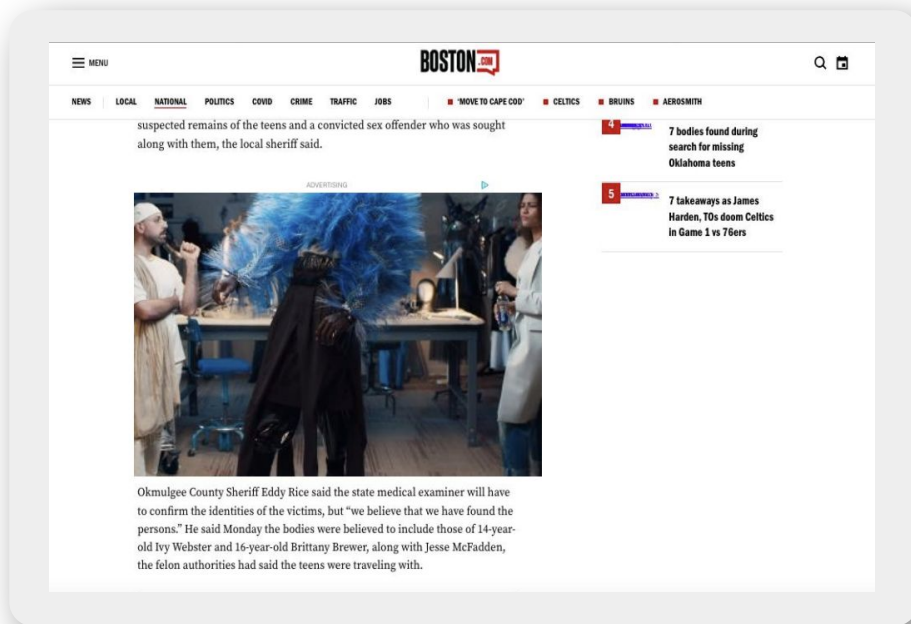


Out-of-Stream Video

Maintain a constant branding presence through this unit, placed within a topically-relevant article and expands once video is in view and pauses once user scrolls past the video player.

SPECIFICS:

- **Specs:** file format: mp4, file size: max 10MB, aspect ratio: 16:9 or 4:3, length: 15-30s (max 60s), click-thru URL
- **Available on:** Globe.com, Boston.com

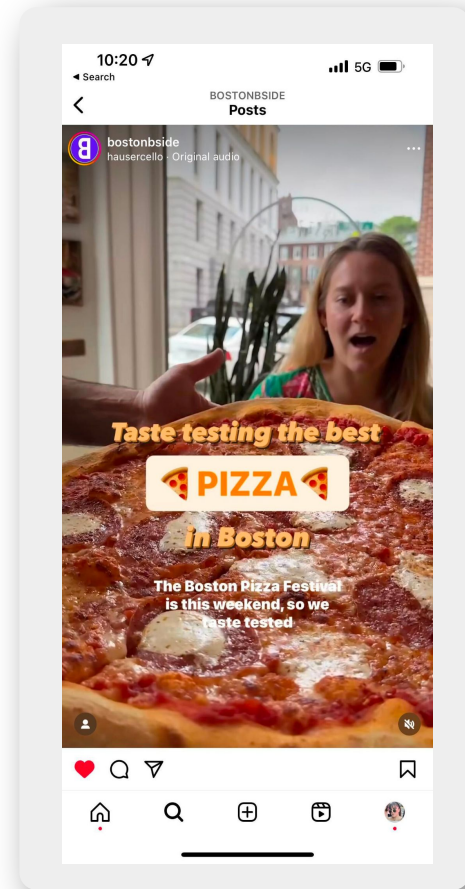


Social Video

Leverage the largest social footprint in the region via shareable, easily consumed social video footage, in the form of reels, giveaways, story highlight, etc.

SPECIFICS:

- **Specs:** See more about our social ad products [here](#).
- **Available on:** Globe.com, Boston.com, and BSide social channels (Instagram, Facebook, LinkedIn, TikTok)



Check out the BSide's Instagram [here](#).

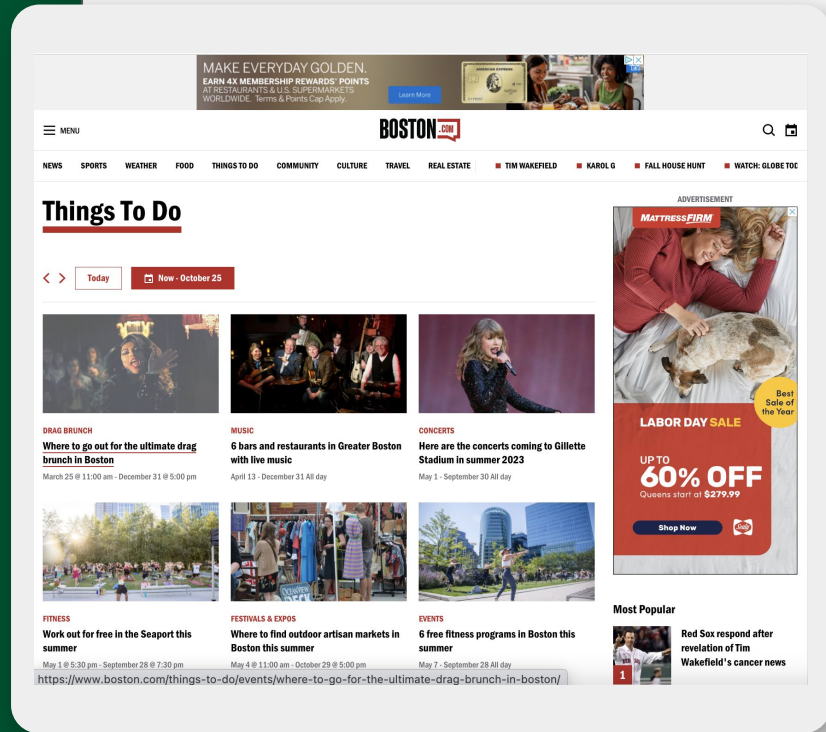


Display Media

Strategic, always-on media alignment solutions.

With a collective reach of over 16 million unique visitors a month, Boston.com and Globe.com digital placements are a powerful way to make a splash.

- STANDARD DISPLAY
- SECTION-FRONT TAKEOVERS
- FULL SECTION TAKEOVERS
- HOMEPAGE TAKEOVERS
- RUN OF SITE
- SLIDING BILLBOARD
- SLIDER UNIT
- MOBILE REVEAL UNIT
- AUDIENCE SEGMENTS
- SOCIAL PRESENTED-BY ARTICLE
- SOCIAL DISPLAY PACKAGE

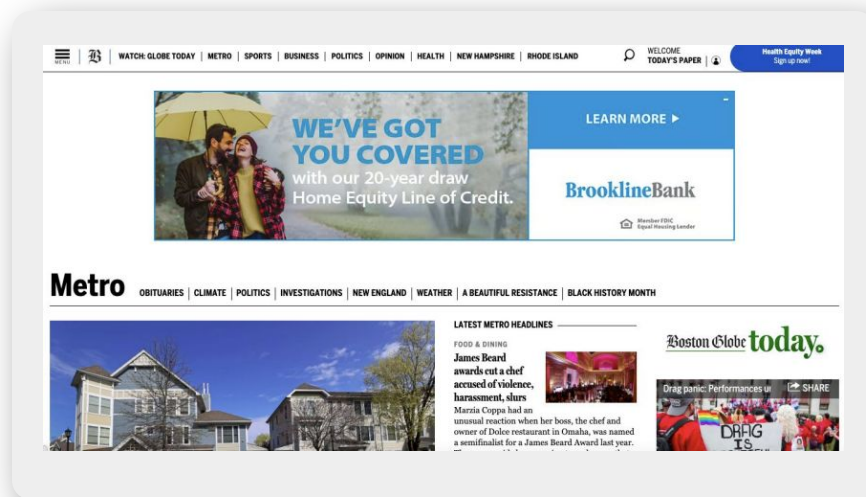


Standard Display

Place your brand alongside the exclusive and extensive content on our digital sites - reaching people wherever they're reading their news.

SPECIFICS:

- **Specs:** Sliding billboard banners- 970x250 & 970x90 (desktop), 768x250 & 768x90 (tablet), 320x320 & 320x50 (mobile); Box banner - 300x250; Leaderboard banners - 728x90, 320x50; Half page banner - 300x60
- **Available on:** Globe.com, Boston.com

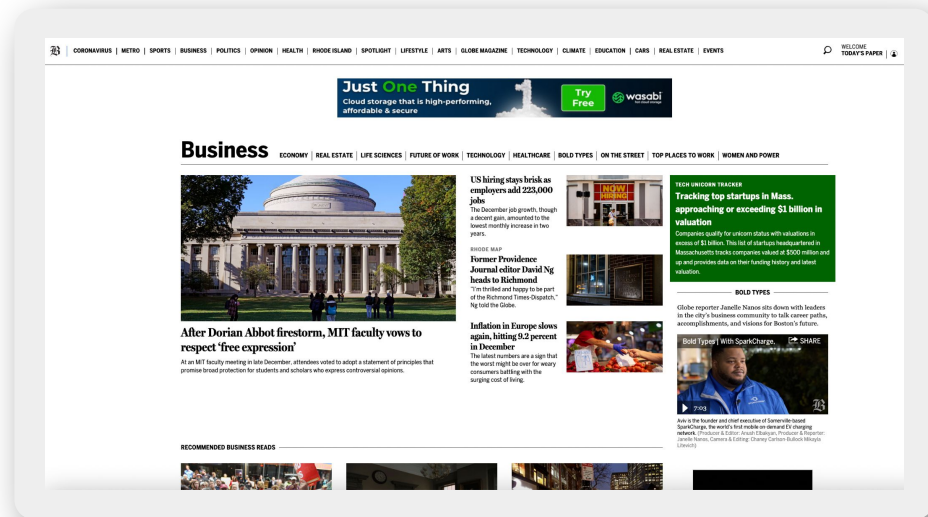


Section-Front Takeovers

Align with topics your audience cares about, near the top stories in that particular sector.

SPECIFICS:

- **Specs:** Sliding billboard banners- 970x250 & 970x90 (desktop), 768x250 & 768x90 (tablet), 320x320 & 320x50 (mobile); Box banner - 300x250; Leaderboard banners - 728x90, 320x50; Half page banner - 300x60
- **Available on:** Globe.com, Boston.com
- **Main sections:**
 - **Globe.com:** Metro, Sports, Business, Politics, Opinion, Health, NH, RI, Spotlight, Lifestyle
 - **Boston.com:** News, Sports, Weather, Food, Things to Do, Community, Culture, Travel, Real Estate

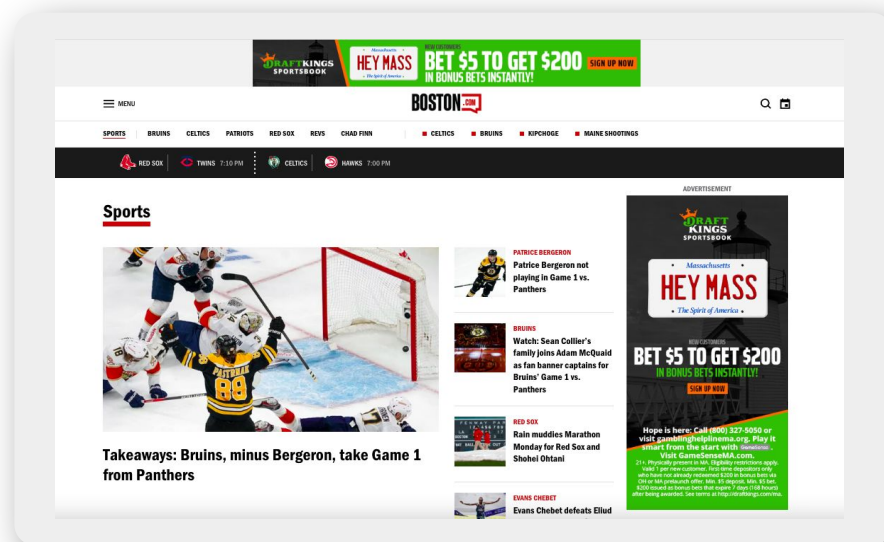


Full Section Takeovers

Hold a prominent brand presence in your subject area(s) of choice by taking over the entire section.

SPECIFICS:

- **Specs:** Sliding billboard banners- 970x250 & 970x90 (desktop), 768x250 & 768x90 (tablet), 320x320 & 320x50 (mobile); Box banner - 300x250; Leaderboard banners - 728x90, 320x50; Half page banner - 300x60
- **Available on:** Globe.com, Boston.com
- **Main sections:**
 - **Globe.com:** Metro, Sports, Business, Politics, Opinion, Health, NH, RI, Spotlight, Lifestyle
 - **Boston.com:** News, Sports, Weather, Food, Things to Do, Community, Culture, Travel, Real Estate

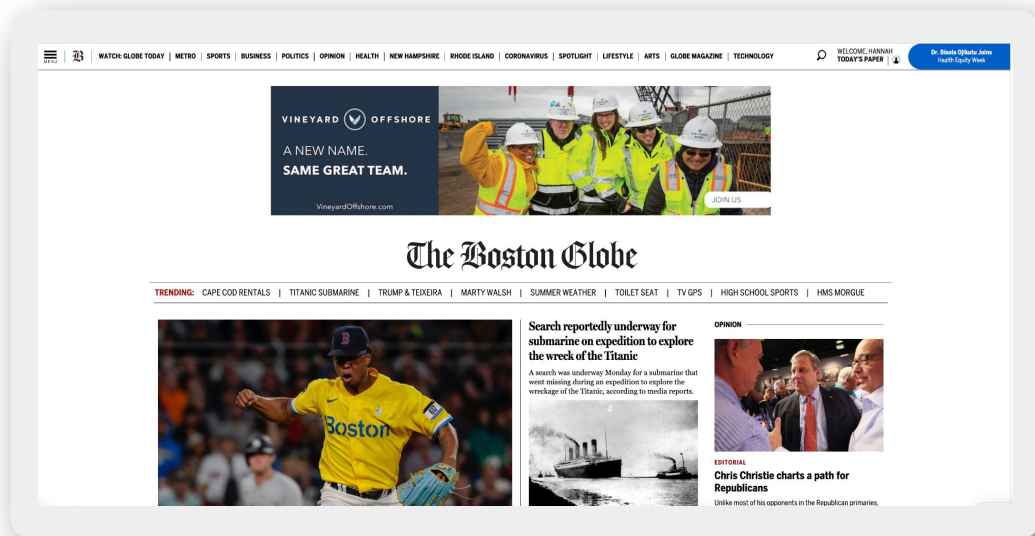


Homepage Takeovers

The premier digital position, with an estimated 1.6 mil impressions, prominently greeting readers as they browse the day's top stories. Own all units on the homepage on a fixed day.

SPECIFICS:

- **Specs:** Sliding billboard banners- 970x250 & 970x90 (desktop), 768x250 & 768x90 (tablet), 320x320 & 320x50 (mobile); Box banner - 300x250; Leaderboard banners - 728x90, 320x50; Half page banner - 300x60
- **Available on:** Globe.com, Boston.com

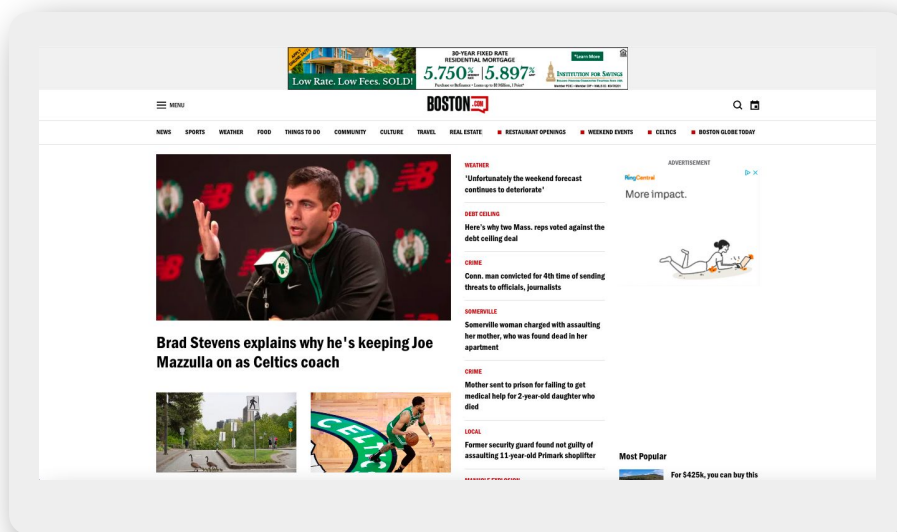


Run of Site

Become a part of the reader's journey by targeting them as they browse through various sections and articles on the site.

SPECIFICS:

- **Specs:** Sliding billboard banners- 970x250 & 970x90 (desktop), 768x250 & 768x90 (tablet), 320x320 & 320x50 (mobile); Box banner - 300x250; Leaderboard banners - 728x90, 320x50; Half page banner - 300x60
- **Available on:** Globe.com, Boston.com

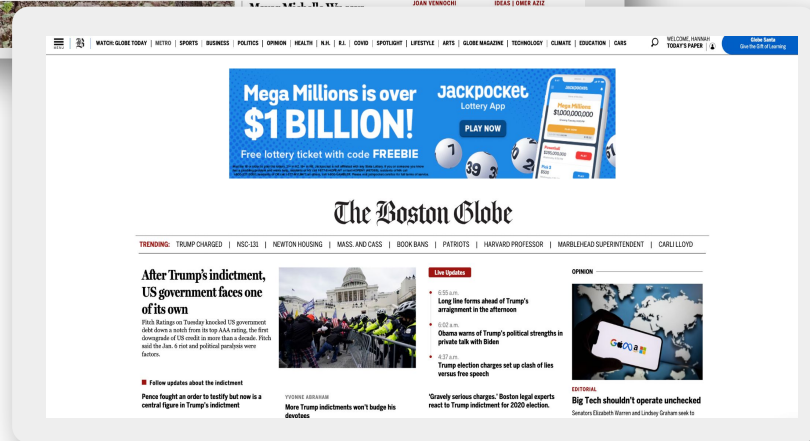
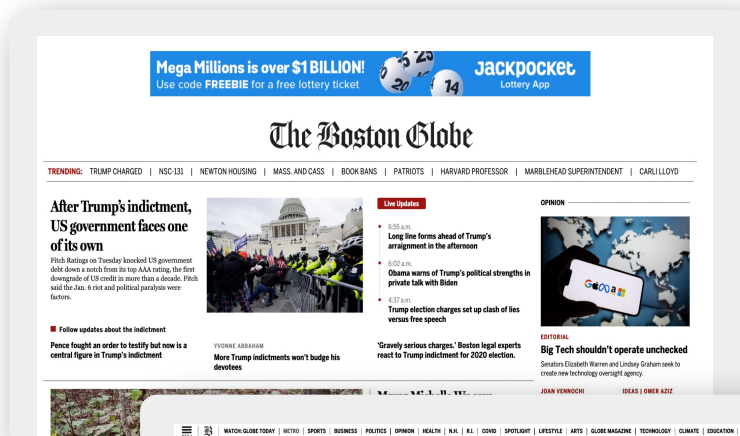


Sliding Billboard

This horizontal ad unit (on section fronts and in articles) expands to reveal a larger unit, offering a unique user experience, increasing your ad's impact.

SPECIFICS:

- **Specs:** Sliding billboard banners- 970x250 & 970x90 (desktop), 768x250 & 768x90 (tablet), 320x320 & 320x50 (mobile)
- **Available on:** Globe.com, Boston.com



Slider Unit


Tell a richer story through a multi-panel user experience that appears in-article pages, creating a more engaging experience than a standalone ad.

SPECIFICS:

- **Available on:** Globe.com, Boston.com

seasons. The Patriots have spent more than only the rebuilding Rams (\$189.4 million), and just behind the rebuilding Packers (\$205.8 million). League average is \$245.6 million, per the NFL Players Association.

Advertisement



The issue came to a head last week when receiver [DeAndre Hopkins](#) chose the Titans over the Patriots. The decision likely came down to money – the Titans offered Hopkins a \$12 million base salary and \$3 million in incentives, and the Patriots reportedly weren't close.

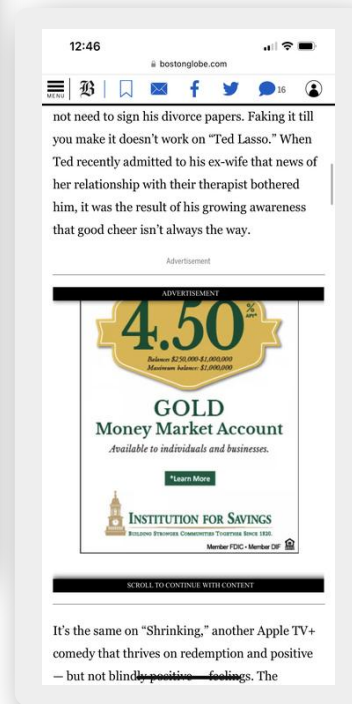
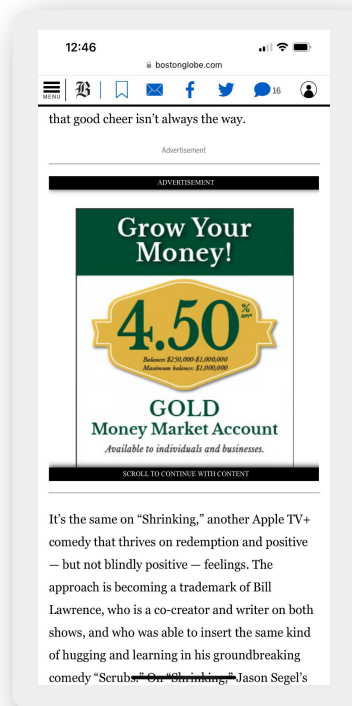


Mobile Reveal Unit

Increase your branding presence with this in-article unit that scrolls with the article once ad unit is in view, staying top of mind for readers.

SPECIFICS:

- **Available on:** Globe.com, Boston.com



Audience Segments

A powerful way to reach the exact audiences you want to be speaking to via custom first-party targeting by job titles, interest categories, demographics, geographics, etc.

SPECIFICS:

- **Off-the-shelf segments:** Arts Aficionado, Pro-Parent, Sports Fan, Homeowners, Business Decision Maker, The Affluent, Travelers, Shoppers, Young Spenders, etc.
- **Available on:** Globe.com, Boston.com

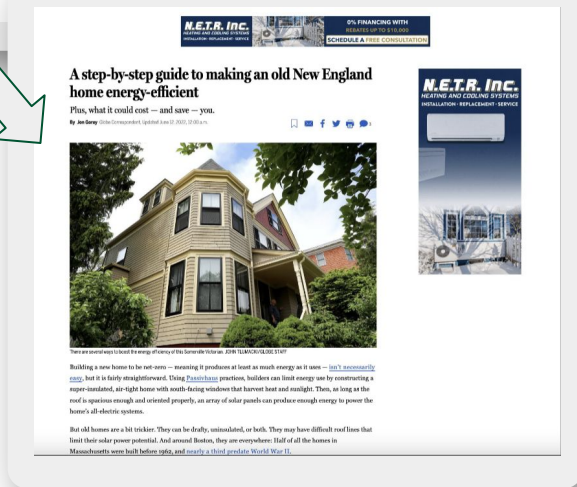
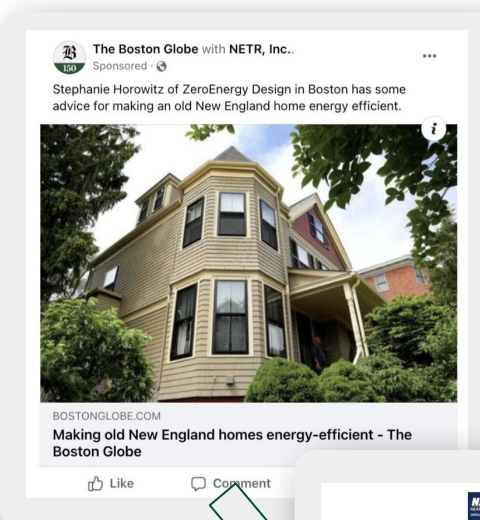


Social Presented by

A turnkey alignment opportunity, connecting your brand to award-winning journalism and generating engaged traffic to your site.

SPECIFICS:

- **How it works:**
 - Your brand will appear as the presenting sponsor of select, relevant articles, handpicked by our team for your brand. The article is posted on a BGM social page, with your brand's social account tagged
 - When the user clicks the post, they are directed to the article page, where your brand will own 100% of the ad inventory for that user session.
- **Available on:** Globe.com and Boston.com articles, promoted to Globe.com and Boston.com social channels

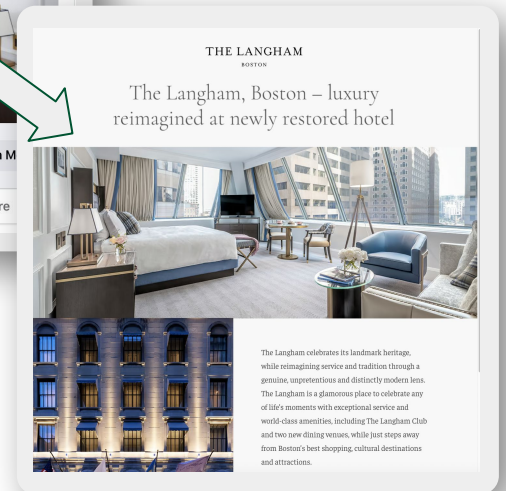
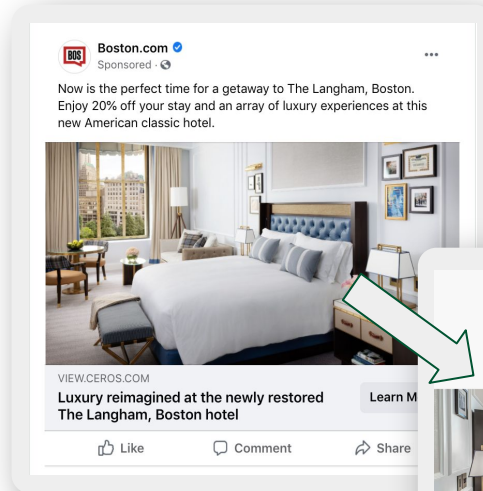


Social Display w/ Custom Splash Page

Drive traffic directly to your site, and in turn drive sales, with this social activation, featuring a beautifully crafted splash page.

SPECIFICS:

- **Available on:** Globe.com and Boston.com articles, tagged Globe.com and Boston.com social channels



Standard Print

Make a lasting impression through print ad placements, a brand experience that provides strong recall and premiere positioning.

SPECIFICS:

- **Specs:** See this sheet for full print specs.
- **Available on:** The Boston Globe, Globe Magazine
- **Special sections:**
 - **The Boston Globe:** Metro, Sports, Business, The Nation, The World, Wednesday Food, Sunday Arts, Sunday Travel, Ideas, Living Arts, Weekend, The Ticket
 - **Globe Magazine:** Travel Previews, Your Home series, Top Places to Live, Parenting, College, Education, Juneteenth, Hispanic Heritage Month, Women & Power, Top Places to Work, Bostonians of the Year



Grow your savings with our high-yield 10-month CD!

4.00% APY*

For personal or business deposits

EASTCAMBRIDGE SAVINGS BANK

10-month CD

4.00% APY*

For personal or business deposits

Upfront

INSIDE
SPECIAL REPORT: THE NEW YORK CITY POLICE DEPARTMENT'S STRATEGY TO REDUCE CRIME
THE RISE OF AI IN THE WORKPLACE
THE FUTURE OF SPACE EXPLORATION

LaChance
MEMORIAL DAY SALE

SAVE up to an EXTRA 15% OFF

20% OFF

30% OFF

40% OFF

50% OFF

60% OFF

70% OFF

80% OFF

90% OFF

100% OFF

110% OFF

120% OFF

130% OFF

140% OFF

150% OFF

160% OFF

170% OFF

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980% OFF

990% OFF

1000% OFF



High-Impact Print

Few media placements carry the gravitas of high-impact ads in the Boston Sunday Globe or Boston Globe (daily). Brands utilize these placements when they want to make a statement.

SPECIFICS:

- **Specs:** See this sheet for full print specs.
- **Available on:** The Boston Globe, Globe Magazine
- **Special sections:**
 - **The Boston Globe:** Metro, Sports, Business, The Nation, The World, Wednesday Food, Sunday Arts, Sunday Travel, Ideas, Living Arts, Weekend, The Ticket
 - **Globe Magazine:** Travel Previews, Your Home series, Top Places to Live, Parenting, College, Education, Juneteenth, Hispanic Heritage Month, Women & Power, Top Places to Work, Bostonians of the Year





THANK YOU.

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