

A wide-angle photograph of the Boston skyline across the harbor. The water is a deep blue, and the sky is clear. In the foreground, a marina is filled with numerous white yachts and boats docked at a wooden pier. The city skyline in the background features a mix of modern glass skyscrapers and older brick buildings. A large, white, serif font is overlaid across the middle of the image, reading 'MY BOSTON'.

MY BOSTON

BACK BAY & BEACON HILL



BACK BAY & BEACON HILL BY NUMBERS

▶ MEDIAN HOME VALUE

Back Bay = \$1.642 million

Beacon Hill = \$1.429 million

▶ MEDIAN HOUSEHOLD INCOME

Back Bay = \$129,360

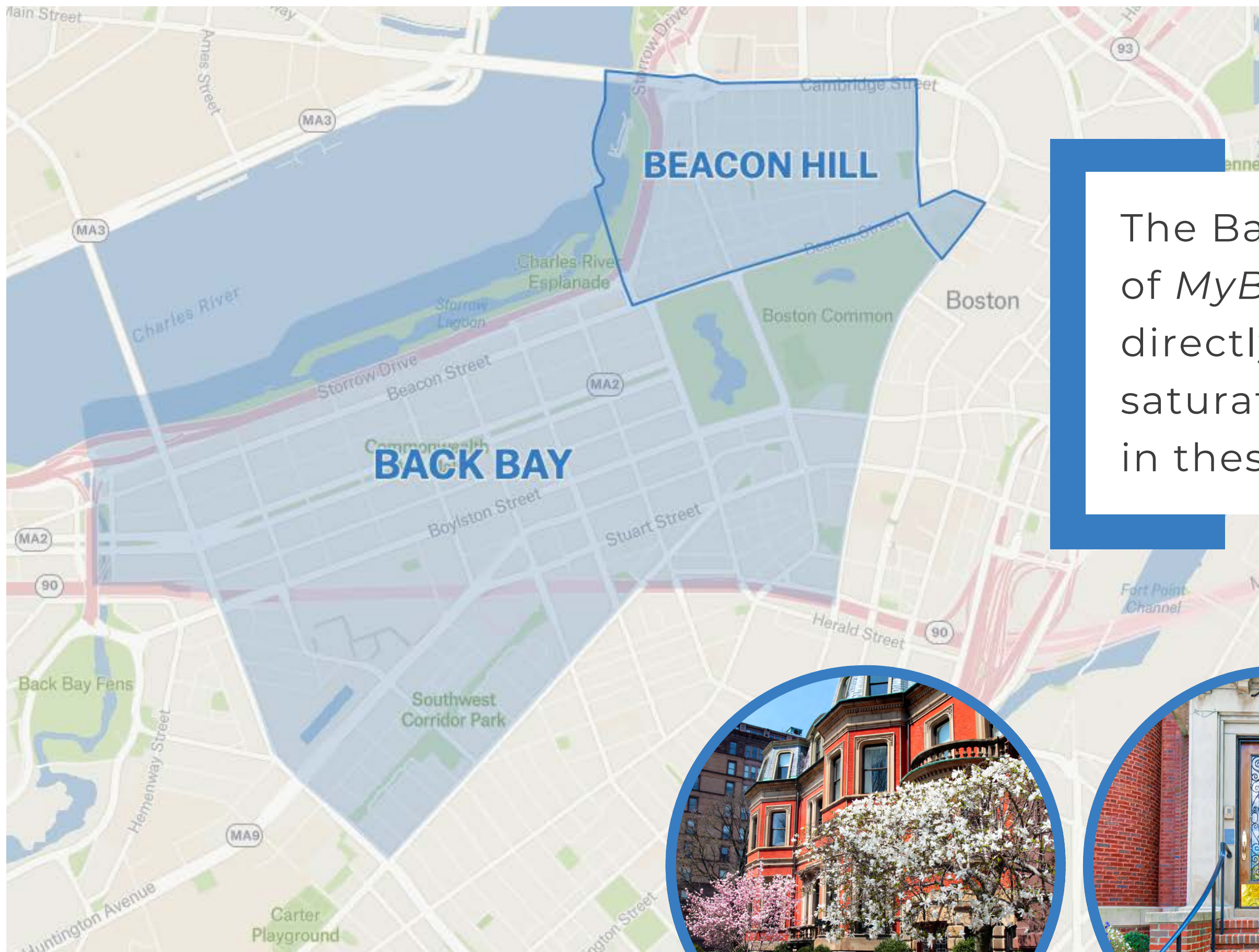
Beacon Hill = \$164,621

▶ EDUCATION LEVEL

89% of Back Bay residents have a college degree.

88% of Beacon Hill residents have a college degree.

SOURCE: NICHE, OCTOBER 2025



The Back Bay and Beacon Hill Edition of *MyBoston* magazine is mailed directly to homes, providing saturation coverage of homeowners in these affluent areas.



MORE THAN ADVERTISING... YOU GET A CONTINUAL MARKETING PROGRAM

As an ongoing Sponsor of MyBoston, Back Bay & Beacon Hill Edition, you'll receive these benefits:

- ▶ A consistent, frequent branding campaign
- ▶ Custom posts on Instagram
- ▶ Editorial coverage
- ▶ Invitations to exclusive MyBoston events
- ▶ Media sponsorship of gala events (come as our guest!)
- ▶ Professional design services at no charge
- ▶ Further exposure in monthly online editions
- ▶ Rate protection against inflation
- ▶ Additional digital add-ons available

Scenes of
MyBoston
signature
events and
supported
events in 2025.



THE MYBOSTON APPROACH: MULTICHANNEL STORYTELLING



MAGAZINE

Read by 12,000+ local residents monthly

@ 500 pages of content in 12 issues



DIGITAL

Feature stories about dozens of influential Bostonians

SOCIAL

200,000+ monthly views on Instagram

50,000+ views for a single MyBoston reel

EVENTS

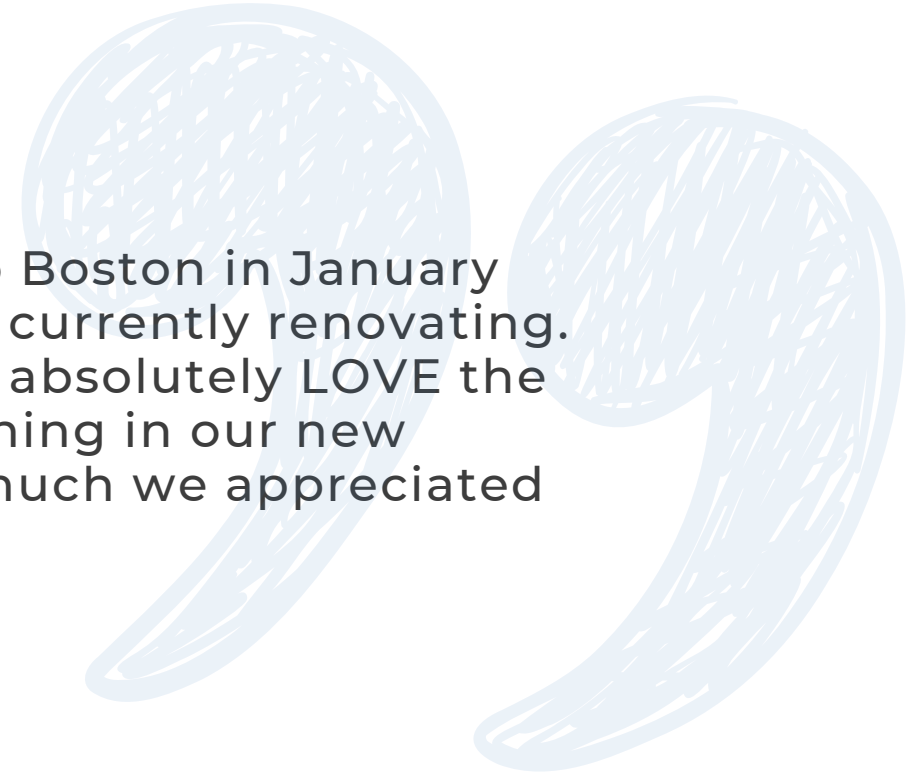
We host or support an average of three events every month





“*MyBoston* showcases the best of what our neighborhood has to offer! I love the diversity and quality of the content, from promoting restaurants and businesses to the community calendar. I also have received calls for my business from my ad! It’s a great connection to the community!”

“For both new and longtime residents, *MyBoston* informs us all with such an elegant and timely publication! We all look forward to being kept up to date each month while being introduced to the best events and businesses! Well done team!”



CELEBRATED BY READERS, TRUSTED BY ADVERTISERS

“As an artist, I love how this magazine, in its short life, has already shaped Back Bay and Beacon Hill—everyone talks about it and looks forward to each monthly issue! It brings neighbors and businesses together, and makes our community vibrant and dynamic!”

“I wanted to share that my wife Jill and I moved to Boston in January and bought a place in the Back Bay in that we are currently renovating. We started receiving the *MyBoston* magazine and absolutely LOVE the stories and other information about what’s happening in our new neighborhood, and we wanted you to know how much we appreciated what you and your staff do each month!”



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