GET **Improper**

---

**ALL YEAR LONG**

With maximum exposure to more than 350k readers, **24x a year**.
WHO WE ARE

THE IMPROPER BOSTONIAN
is Boston’s leading lifestyle magazine, and we pride ourselves on highlighting the people and places that make Boston a world-class city. We publish 24 issues a year, covering everything from food and fashion to arts and entertainment as well as celebrities who got their start here. Every two weeks, The Improper Bostonian reaches more than 350,000 readers throughout Greater Boston. From active millennials to affluent boomers, these readers rely on The Improper to plan their weekends and get the early word on local happenings as they live, work and play in and around the city.
THE MAGAZINE

Every two weeks, you’ll find quick-hit pieces on what’s happening now in Boston, longer reviews on books, restaurants, movies and more as well as in-depth features and the most comprehensive calendar listings in the city. A full-page ad is the ideal way to align with the dynamic editorial content.

NEWSLETTERS

The Improper offers three newsletters. The weekly Things To Do, the biweekly issue first look and the biweekly Food + Drink. Each newsletter reaches the inboxes of more than 15,000 Improper insiders, including some of the city’s biggest names. Advertisers can take over each email blast with two display ads and sponsored event posts.

IMPROPER SOCIAL MEDIA

With nearly 90k Twitter followers and an Instagram following that’s grown 50% during 2018, The Improper can offer #ad posts to more than 100,000 followers.

IMPROPER.COM

The Improper’s website garnered more than 1.4 million views in 2018, a rise of more than 36% from 2017. Digital readers can find a curated calendar section, web-exclusive articles, videos and slideshows and all the great content that’s in the magazine. Advertisers can choose from display ads, sponsored event posts or even custom content.

EXCLUSIVE EVENTS

The Improper holds eight issue-based events a year that allow sponsors to get their product and brand in front of coveted consumers in some of Boston’s hottest venues.

TO ADVERTISE: 617.859.1400 x 272 | IMPROPER.COM | publisher@improper.com
# Editorial Calendar 2019

## 1st Quarter

<table>
<thead>
<tr>
<th>Date</th>
<th>Theme</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan 16</td>
<td>Health + Fitness, New England Travel</td>
<td>Martin Luther King Jr. Day (1/20)</td>
</tr>
<tr>
<td>Jan 30</td>
<td>Arts + Culture, Beauty + Style</td>
<td>Fine Dining Advertorial</td>
</tr>
<tr>
<td>Feb 13</td>
<td>The Bachelor/ette Issue</td>
<td>Bachelor/ette Event</td>
</tr>
<tr>
<td>Feb 27</td>
<td>Spring Arts Preview, Spring Fashion</td>
<td>Spring Arts Preview Event</td>
</tr>
<tr>
<td>Mar 13</td>
<td>Wedding, Food + Drink</td>
<td>St. Patrick’s Day Advertorial</td>
</tr>
<tr>
<td>Mar 27</td>
<td>Red Sox, Design + Development</td>
<td>Boston’s Best Judges Dinner</td>
</tr>
</tbody>
</table>

## 2nd Quarter

<table>
<thead>
<tr>
<th>Date</th>
<th>Theme</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr 10</td>
<td>Health + Fitness, Food + Drink</td>
<td>Marathon (4/15), Easter Sunday (4/21)</td>
</tr>
<tr>
<td>Apr 24</td>
<td>Arts + Culture, Fashion</td>
<td>Cinco de Mayo Advertorial</td>
</tr>
<tr>
<td>May 8</td>
<td>Beauty + Style, Tech</td>
<td>New England Travel Advertorial</td>
</tr>
<tr>
<td>May 22</td>
<td>Summer Arts Preview, New England Travel</td>
<td>Patio Dining Advertorial</td>
</tr>
<tr>
<td>Jun 5</td>
<td>Food + Drink, Summer Fashion</td>
<td>Father’s Day (6/16)</td>
</tr>
<tr>
<td>Jun 26</td>
<td>The Boston’s Best Issue*</td>
<td>Boston’s Best Event</td>
</tr>
</tbody>
</table>

## 3rd Quarter

<table>
<thead>
<tr>
<th>Date</th>
<th>Theme</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jul 24</td>
<td>Music, Health + Fitness</td>
<td>Boston’s Best Advertorial</td>
</tr>
<tr>
<td>Aug 7</td>
<td>Food + Drink, Tech</td>
<td>Boston’s Best Advertorial</td>
</tr>
<tr>
<td>Aug 21</td>
<td>Fall Fashion, Patriots</td>
<td>Brunch Advertorial</td>
</tr>
<tr>
<td>Sep 4</td>
<td>Fall Arts Preview</td>
<td>Fall Arts Preview Event</td>
</tr>
<tr>
<td>Sep 18</td>
<td>Design + Development, Arts + Culture</td>
<td>Arts Schedule Advertorial</td>
</tr>
<tr>
<td>Oct 2</td>
<td>Bruins, Food + Drink</td>
<td>Private Dining Advertorial</td>
</tr>
</tbody>
</table>

## 4th Quarter

<table>
<thead>
<tr>
<th>Date</th>
<th>Theme</th>
<th>Event Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct 16</td>
<td>Celtics, Wedding</td>
<td>Wedding Event</td>
</tr>
<tr>
<td>Oct 30</td>
<td>The Influencers Issue</td>
<td>Influencers Event</td>
</tr>
<tr>
<td>Nov 13</td>
<td>Holiday Food + Drink, Fashion</td>
<td>Holiday Gift Advertorial</td>
</tr>
<tr>
<td>Nov 27</td>
<td>Holiday Gift Guide</td>
<td>Thanksgiving (11/22), Black Friday (11/29), Small Business Saturday (11/30)</td>
</tr>
<tr>
<td>Dec 11</td>
<td>Luxe Fashion, Arts + Culture</td>
<td>Holiday Gift Advertorial</td>
</tr>
<tr>
<td>Dec 25</td>
<td>New Year’s, Arts + Culture, Food + Drink</td>
<td>Hanukkah (12/24), Christmas (12/25), Kwanzaa (12/26)</td>
</tr>
</tbody>
</table>

*60,000 copies every two weeks  *Additional 20K copies for Boston’s Best Events and Advertorials are subject to change

To Advertise: 617.859.1400 x 272 | improper.com | publisher@improper.com
## ISSUE DEADLINES 2019

<table>
<thead>
<tr>
<th>Publication Date</th>
<th>Non-Print Ready Ad Materials (Fri)</th>
<th>Space Reservations and Print Ready Materials (Wed)</th>
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<tr>
<td>JAN 16</td>
<td>DEC 28</td>
<td>JAN 2</td>
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<tr>
<td>JAN 30</td>
<td>JAN 11</td>
<td>JAN 16</td>
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<tr>
<td>FEB 13</td>
<td>JAN 25</td>
<td>JAN 30</td>
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<tr>
<td>FEB 27</td>
<td>FEB 8</td>
<td>FEB 13</td>
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<tr>
<td>MAR 13</td>
<td>FEB 22</td>
<td>FEB 27</td>
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<tr>
<td>MAR 27</td>
<td>MAR 8</td>
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<td>APR 10</td>
<td>MAR 22</td>
<td>MAR 27</td>
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<td>APR 24</td>
<td>APR 5</td>
<td>APR 10</td>
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<td>MAY 8</td>
<td>APR 19</td>
<td>APR 24</td>
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<tr>
<td>MAY 22</td>
<td>MAY 3</td>
<td>MAY 8</td>
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<tr>
<td>JUN 5</td>
<td>MAY 17</td>
<td>MAY 22</td>
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<tr>
<td>JUN 26</td>
<td>MAY 17*</td>
<td>MAY 22*</td>
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<table>
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<tr>
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<td>JUL 24</td>
<td>JUL 3</td>
<td>JUL 10</td>
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<td>AUG 7</td>
<td>JUL 19</td>
<td>JUL 24</td>
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<tr>
<td>AUG 21</td>
<td>AUG 2</td>
<td>AUG 7</td>
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<tr>
<td>SEP 4</td>
<td>AUG 16</td>
<td>AUG 21</td>
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<td>SEP 18</td>
<td>AUG 30</td>
<td>SEP 4</td>
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<td>SEP 18</td>
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<td>OCT 16</td>
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<tr>
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<td>NOV 26*</td>
</tr>
<tr>
<td>DEC 25</td>
<td>DEC 6</td>
<td>DEC 11</td>
</tr>
</tbody>
</table>

*Early Deadline
Our man-about-town, JONATHAN SOROFF, delivers the snappiest repartee this side of Vanity Fair in his offbeat Q&A column, Soroff On, interviewing subjects such as Mindy Kaling, David Ortiz, Kristen Kish, Aly Raisman, Uzo Aduba and Denis Leary. He also writes about the city’s most glamorous soirées, galas, fashion shows and fundraisers in Last Scene Here, a social column packed with witty banter, insider info and bold-faced names.

The ever wry, uber-popular EZRA DYER has been making locals laugh as The Improper’s humor columnist since 1999. In addition to penning frequent feature stories, A Car buff and the automotive editor for Popular Mechanics, Ezra has also been a regular contributor to The New York Times, Esquire, Yahoo Autos and Car and Driver.

A dining critic with a devoted local following, MC SLIM JB navigates the city’s ever-changing culinary landscape with lively wit, reviewing a new restaurant in each issue.

SANDY BLOCK, the first American living on the East Coast to be awarded the Master of Wine certification, pens The Improper’s monthly wine column. Sandy is vice president of beverage operations for Legal Sea Foods.

MOPSY STRANGE KENNEDY, whose byline has also appeared in The Atlantic, The Boston Globe, Glamour, Mademoiselle and The New York Times, spotlights the latest books from local authors.

PAUL ROBICHEAU, a long-time correspondent for The Boston Globe, Rolling Stone and other magazines, keeps readers up-to-date on upcoming concerts, album releases, music personalities and local performers.

Turn to our travel section for insider info on destinations throughout New England, across the U.S. and abroad.

Longtime Boston real-estate writer ADAM SMITH looks at the local booming scene in his monthly musings that include a Q&A with a development bigwig and a look at innovative interior design.

With his advice column for The Improper, writer and investment adviser JOHN D. SPOONER turns his attention to the dance of life in all its absurdities, fielding queries from Bostonians of all walks of life with wit and wisdom. His numerous books include nonfiction bestsellers as well as novels, and his articles have appeared in Playboy, Town and Country, The Atlantic, Esquire and The Boston Globe.

DANA BISBEE captures the city’s movers and shakers at galas and other nonprofit events in his signature photography column. The former Society Editor for The Boston Herald, he has covered Boston’s social scene for 30 years and is a winner of a New England Associated Press News Executives Association award and a New England Press Association award.

This front-of-the-book section covers the latest in all things lifestyle—from food and drinks to sports and shopping. Regular columns include:

- **First Taste**—previewing the city’s newest restaurant and bar openings
- **Drink of the Moment**—our timely cocktail column
- **Q&A**—a conversation with a visiting or local celebrity (e.g. Jeff Daniels, Trixie Mattel, Ethan Hawke)
- **Good Eats**—a single restaurant dish that shouldn’t be missed
- **Purveyors**—focusing on cool new shops and local products
- **Style**—what’s trendy right now

Boston’s indispensable calendar, with more than 30 pages of events, exhibits, lectures, tours, workshops, concerts and performances in and around the city. Sections include:

- **Cityscape**—listing parties and charity events
- **Movies**—thumbnail reviews and repertory screenings
- **Music**—from rock shows to string quartets
- **Museums & Galleries**—exhibits, big and small
- **Clubs**—dance nights, the hottest DJs, trivia and karaoke
- **Sports**—who’s playing, and where to play
- **Body & Mind**—everything from yoga to spa specials
- **LGBT**—hangouts, events and GLBTQ groups
- **Tastings**—restaurant events, special menus and deals
- **Children**—family-friendly events around town
- **Education**—classes, workshops and lectures
- **Performing Arts**—theater, opera, dance and comedy
- **Books & Poetry**—readings, signings and poetry slams
Norfolk County
Essex County
Suffolk County
Middlesex County

64.54%
21.71%
9.92%
3.63%
.2%

SUFFOLK COUNTY
MIDDLESEX COUNTY
NORFOLK COUNTY
ESSEX COUNTY
PLYMOUTH COUNTY

FIND A NEWSBOX LOCATION NEAR YOU!
improper.com/locator

DISTRIBUTION

REACHING MORE THAN
350,000+
READERS, 24X A YEAR

274
Newsbox Locations

600
Drop Locations
(key service providers, prominent hotels, colleges, restaurants and retail stores)

13K
Homes With Doorstep Delivery

Direct Mail Delivery

Plymouth County
Suffolk County
Middlesex County
READERSHIP

REACHING MORE THAN

350,000+
READERS, 24X A YEAR

KEY AGE DEMOS

27.8%
Ages 21-34

80%
Ages 25-64

68.4%
Ages 25-54

60.4%
Ages 35-64

57.3%
Female

42.7%
Male

43%
Married

57%
Single

94%
College Educated*

AGE PROFILE BREAKDOWN

21-24, 9%, 25-34, 18.8%, 35-44, 27.6%, 45-49, 10.7%, 50-54, 11.3%, 55-64, 10.9%, 65-74, 7.1%, 75+, 4.6%

READERSHIP BY INCOME

Average Household Income $99,000 (Over-Indexes the Boston Market by +29%)
Annual Household Income $150,000+ (Over-Indexes the Boston Market by +71%)
Market Value of Home $1,000,000 (Over-Indexes the Boston Market by +85%)

*Improper readers over-index the Boston Market for college degrees by +137%*
*Improper readers over-index the Boston Market for advanced degrees by +158%*

60,000 COPIES EVERY TWO WEEKS ADDITIONAL 20K COPIES FOR BOSTON'S BEST

*Per media Audit (Boston, MA; Summer 2013/Winter 2016)
### ACTIVITIES IN THE PAST YEAR

<table>
<thead>
<tr>
<th>Activity</th>
<th>% OVER INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>SHopped at a Jewelry Store</td>
<td>+101%</td>
</tr>
<tr>
<td>Attended Opera/Symphony/Theatre</td>
<td>+92%</td>
</tr>
<tr>
<td>Went Skiing/Snowboarding</td>
<td>+86%</td>
</tr>
<tr>
<td>Attended Pop/Rock Concerts</td>
<td>+73%</td>
</tr>
<tr>
<td>Visited Bars and Nightclubs</td>
<td>+73%</td>
</tr>
<tr>
<td>Stayed in a Hotel/Motel 10+ Nights</td>
<td>+56%</td>
</tr>
<tr>
<td>Exercised at a Health Club</td>
<td>+53%</td>
</tr>
<tr>
<td>Flew Domestically 6+ Times</td>
<td>+50%</td>
</tr>
<tr>
<td>Dined Out 4+ Times Within 2 Weeks</td>
<td>+44%</td>
</tr>
<tr>
<td>Attended 3+ Sporting Events</td>
<td>+36%</td>
</tr>
<tr>
<td>Visited a Casino</td>
<td>+32%</td>
</tr>
<tr>
<td>Owned a Boat</td>
<td>+28%</td>
</tr>
</tbody>
</table>

### PLAN TO BUY

<table>
<thead>
<tr>
<th>Item</th>
<th>% OVER INDEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Furniture</td>
<td>+74%</td>
</tr>
<tr>
<td>A Vehicle</td>
<td>+51%</td>
</tr>
<tr>
<td>Cosmetic Surgery or Procedure</td>
<td>+51%</td>
</tr>
<tr>
<td>A Home (in next 2 years)</td>
<td>+35%</td>
</tr>
</tbody>
</table>
RESERVE YOUR SPOT!
Align your brand with other like-minded advertisers in our advertorial roundups that are a go-to for our readers looking for experiences in Boston. With nearly a dozen different advertorials a year, The Improper features private dining rooms, holiday gift-list must-haves and Cinco De Mayo hot spots.

Fine Dining...
In Boston!
Your personal guide to fine dining in Beantown!
**PRINT ADVERTISING SPECS**

**DIMENSIONS**

- **TRIM SIZE:** 9” x 10.875” / perfect bound
- **RECOMMENDED LINE SCREEN:** 150 lpi, 300 dpi
- **BLEED:** Allow 125" all around for bleed to trim off during binding (i.e., bleed size is 9.25” x 11.125”) Available only on full page and spreads (call for fractionals)
- **LIVE/SAFETY AREA:** All type or graphics not intended to trim should be 5” in from trim (i.e. live area is 8” x 10”)

**CROSSOVER SAFETY FOR SPREADS:**
- **Headlines:** .125” each side of the gutter
- **Body text:** .25” each side of the gutter

**PREFERRED FILE TYPE:**
- High-res, PDFX1a
- Email files under 7MB to traffic@improper.com, or provide a link from a file transfer site such as WeTransfer

**COLOR:**
- Per Pantone spot color (per page): Please call
- Metallic and fluorescent colors available: Please call

**DEADLINES**

- **PUBLICATION DATES:** Alternate Wednesdays, 24 times per year
- **CLOSING DATES**
  - **AD WORKUP:** Friday, 19 days prior*
  - **SPACE RESERVATIONS:** Wednesday, 14 days prior*
  - **CANCELLATIONS:** Wednesday, 21 days prior*
  - **AD MATERIALS:** Wednesday, 14 days prior*
  - **CLASSIFIEDS:** Wednesday, 14 days prior*
  - **LATE CHARGE FOR ADS RECEIVED AFTER DEADLINE:** $95 for every 48 hours late
  - **INSERTS:** Call for pricing. With full-insert spec information, allow 48 hours for pricing workup. Samples required for accurate quotes
  - **PREMIUM POSITIONS:** Call for price and availability on all premium positions and special requests within the magazine

*Unless otherwise noted, refer to the issue dates sheet for detailed deadlines as some may vary.

**IMPROPER SHOPPER**

- 1/16 VERTICAL: 1.9625” x 2.375”  
- 1/8 HORIZONTAL: 3.975” x 2.375”  
- 1/2 HORIZONTAL: 8” x 4.8”  
- 1/4 SQUARE: 8” x 4.8”  
- 1/2 VERTICAL: 3.975” x 9.65”

**TWO-PAGE SPREAD**

- Trim: 18” x 10.875”
- Non-bleed: 17” x 10”
- Bleed: 18.25 x 11.125”
- Live area (for bleed): 17” x 10”

**FULL PAGE**

- Trim: 9” x 10.875”
- Non-bleed: 8” x 10”
- Bleed: 9.25” x 11.125”
- Live area (for bleed): 8” x 10”

**2/3 VERTICAL**

- 5” x 10”
- 2.375” x 10”

**1/3 V.**

- 17” x 4.75”

**1/2 VERTICAL SPREAD**

- 8” x 4.75”
- 5” x 4.75”
- 2.375” x 4.75”

**TO ADVERTISE:** 617.859.1400 x 272  |  IMPROPER.COM  |  publisher@improper.com
Improper.com
AND NEWSLETTERS
DIGITAL AUDIENCE

40%  3.2K
GROWTH IN WEB TRAFFIC  AVG. MONTHLY VIEWS
(from Summer 2017)  On “Things To Do” Page

95,000 +
UNIQUE MONTHLY VISITS ACROSS SITE

IMPROPER.COM READERSHIP

15%  15%  54%
Ages 18-24  Ages 45-54  Female
34%  11%
Ages 25-34  Ages 55-64
20%  5%
Ages 35-44  Ages 65+

IMPROPER.COM
TO ADVERTISE: 617.859.1400 x 272
IMPROPER.COM
publisher@improper.com
NEWSLETTER AUDIENCE

20% AVERAGE OPEN RATE ON NEWSLETTERS (Double the industry average)

10% AVERAGE CLICK RATE ON NEWSLETTERS (Industry average)

16,000+ NEWSLETTER SUBSCRIBERS

BI-WEEKLY ISSUE NEWSLETTER / FOOD & DRINK NEWSLETTER

WEEKLY “THINGS TO DO” NEWSLETTER

TO ADVERTISE: 617.859.1400 x 272
IMPROPER.COM
publisher@improper.com
IMPROPER.COM ADVERTISING SPECS

**DIMENSIONS**

**LEADERBOARD:** 728 x 90 (width x height in pixels)

**MOBILE LEADERBOARD:** 300 x 100 (width x height in pixels)

(If you are running a leaderboard ad, you must also provide a mobile leaderboard file for your ad to show up on our mobile site)

**MEDIUM RECTANGLE:** 300 x 250 (width x height in pixels)

**HALF PAGE:** 300 x 600 (width x height in pixels)

All files must be a jpg, png, gif or swf file

All files must be in RGB color profile at the highest resolution possible

All files must be 150 KB or smaller

**TAKEOVER SPONSORSHIPS**

• Homepage or specific section takeover sponsorships available. Client would own all 4 units on page

• When running a takeover or section sponsorship, you must provide 2 different files for the top and bottom leaderboards

**SECTIONS:** Arts & Culture, Life & Style, Food & Drink, Photos & Parties, Things to Do (only top and bottom leaderboard ad sizes available), Boston's Best (all based on availability)

**DEADLINES AND REQUIREMENTS**

• URL link must be provided at the time of submission

• All ads must be submitted at the highest resolution possible, staying within the file size requirements. Files must be web-friendly and saved with the “save for web” option

• For Flash files: Do not include site link in flash (swf) button. Send backup gif or jpg with flash files

• No ad unit can prompt the download of a plug-in

**SEND FILES TO TRAFFIC@IMPROPER.COM**

Lead time on creative submission is one week prior to the start of your run date

TO ADVERTISE: 617.859.1400 x 272  |  IMPROPER.COM  |  publisher@improper.com
NEWSLETTER SPECS

DIMENSIONS

TOP AD: 679 x 64 (width x height in pixels)
SIDE AD: 440 x 880 (width x height in pixels)

All files must be jpg.
All files must be in RGB color profile.
All files must be 150 KB or smaller.

DEADLINES AND REQUIREMENTS

- Ads and a click-through URL for each must be submitted together by the deadline.
- No ad can prompt the download of a plug-in.

SEND FILES TO YOUR ACCOUNT EXECUTIVE AND EMILY@IMPROPER.COM
Lead time on creative submission is one week prior to the start of your run date.

*Newsletter may look different on various devices.
CUSTOM CONTENT / SPONSORED EVENTS

**CUSTOM CONTENT**
- Can be up to 500 words
- 1200 x 1200 pixel photo (no text and no logos)
- Lives within Arts & Culture, Life & Style, or Food & Drink sections
- Custom content created by advertiser
- Contact Publisher for custom content rates
- 2 week run

**SPONSORED EVENT IN ‘THINGS TO DO’**
- Include brief description of event (up to 200 words)
- 1200 x 1200 pixel photo (no text and no logos)
- Event will include a landing page and link to advertiser’s website with event description
- 2 week run and a featured spot in our Things to Do in Boston This Weekend newsletter
- All Information (1200 x 1200 image, a paragraph of 200 words or less, dates of event, event title and all contact info) must be submitted together by the deadline
- One image per listing. Image must be submitted at the highest resolution possible

SEND FILES TO YOUR ACCOUNT EXECUTIVE AND EMILY@IMPROPER.COM
Lead time on creative submission is one week prior to the start of your run date.

*Homepage ‘Things To Do’ module is 1 week run*
SOCIAL MEDIA

18K+

INSTAGRAM FOLLOWERS

88K+

TWITTER FOLLOWERS

12K+

FACEBOOK FOLLOWERS

CELEBRITY EXPOSURE

A-list celebrities, pro sport superstars and other famous individuals with a following often promote the magazine through their personal social media platforms.

TO ADVERTISE: 617.859.1400 x 272
IMPROPER.COM
publisher@improper.com
EXPERIENTIAL MARKETING

FEB  BACHELOR/ETTE
FEB  SPRING ARTS PREVIEW
MAR  BOSTON’S BEST DINNER
JUN  BOSTON’S BEST CELEBRATION
SEPT FALL ARTS PREVIEW
OCT  WEDDING
OCT  INFLUENCERS

BEFORE THE EVENT
Highlight your brand name on digital invitations sent to the guests, industry tastemakers, community leaders and local business owners culled from our exclusive database.

DURING THE EVENT
• Receive exclusive category sponsorship
• Showcase your company logo on signage and other on-site collateral materials
• Engage with potential customers through an interactive component, giveaway, social media promotion or other customized activation
• Attend the event to network with a curated crowd of influencers
• Display your ad and distribute your own marketing materials

AFTER THE EVENT
Receive print and online coverage in the magazine’s Improperazzi section, with a mention of your brand as a sponsor and potential photo opportunities

Improper staff will manage all RSVPs and guest check-in at the event.
To see videos from past events, go to bit.ly/2fcf4j