



# Boston First Class

NEW ENGLAND FOOD, TRAVEL AND LIFESTYLE

## 2008 MEDIA KIT

BOSTON FIRST CLASS, Po Box 487, North Andover, MA 01845  
tel. 978-975-3352 fax 978-975-3394.

# Boston First Class



## EDITORIAL MISSION

Our mission at *Boston First Class* magazine is simple: capitalize on **our highly-qualified, high income readers.**

Baby Boomers have reached an age when they truly appreciate the fine things in life, and *Boston First Class* is dedicated to helping them find those things. *Boston First Class* is New England's food, travel, home and lifestyle magazine from an established source: The Pat Whitley Restaurant Show, and it offers the perfect opportunity for your business to reach readers with discriminating tastes and the disposable income to satisfy their appetites for fun and adventure. Not only will *Boston First Class* cater to a highly targeted market those who love fine dining, it will also appeal to those who love to travel.

{ EACH QUARTER *BOSTON FIRST CLASS* WILL PRESENT CREATIVE ARTICLES WITH STUNNING PHOTOGRAPHS ALL DESIGNED WITH THE PROSPECTIVE OF LOCAL, HIGH INCOME READERS. }

With 3.8 million Baby Boomer reaching retirement in the Boston area alone, the restaurant, travel and the arts industry will continue to increase—your share of that market will increase as well, as long as you make your brand a household name among this highly sought-after crowd. Associate yourself with a new, but established, name in the restaurant and travel industry: *Boston First Class*, New England's Food, Travel, Home and Lifestyle magazine from the Pat Whitley Restaurant Show.

# Boston First Class



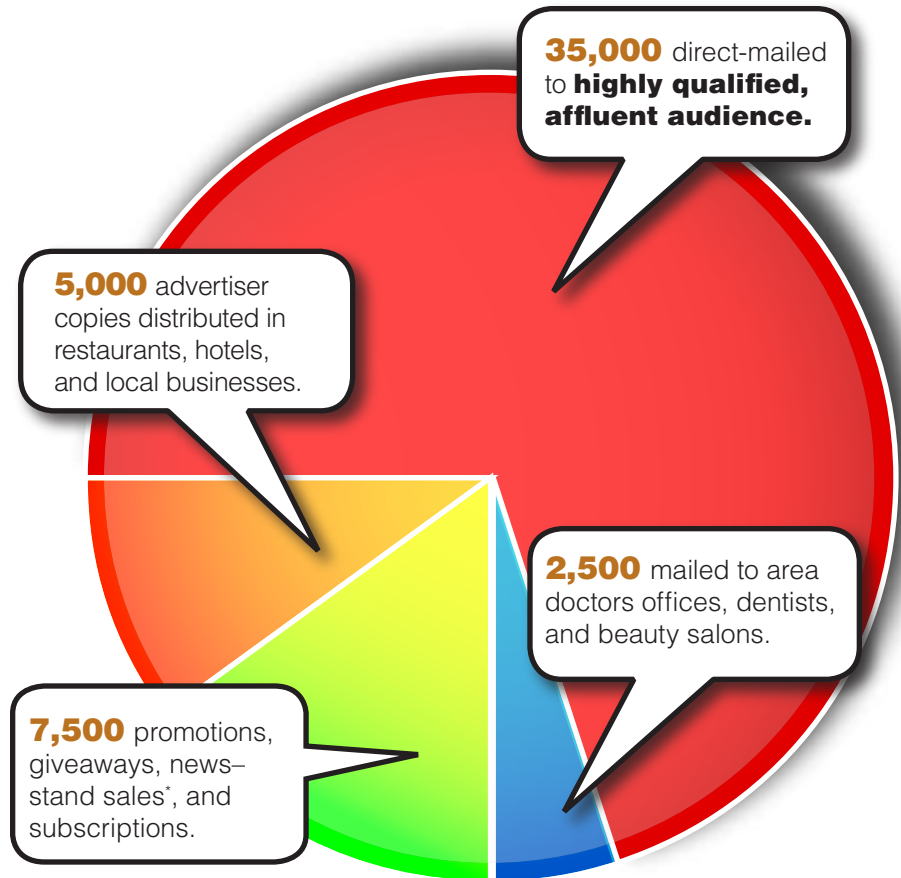
## DISTRIBUTION

QUALIFIED,  
DIRECT MAIL LIST:  
MARRIED HOUSE-  
HOLDS, \$125,000  
OR MORE INCOME,  
HOME VALUE  
\$750,000 AND  
HIGHER, AND A  
PROPENSITY FOR  
FINE FOOD AND  
TRAVEL.

*Boston First Class* is a glossy, quarterly magazine providing in-depth articles and exciting photographs to highlight subjects that will provide a guaranteed appeal to its target audience. *Boston First Class* will deliver an educated, highly qualified consumer in the Greater Boston area with the desire to enjoy life.

Our **qualified mailing consists** of 35,000 households of Baby Boomers making at least \$125,000, with a \$750,000 or greater valued home, and have requested information on food and/or travel. The demographic age range of the target reader is 34 - 64, with a focus primarily on educated professionals with disposable income looking for excitement and entertainment.

BOSTON FIRST CLASS TOTAL DISTRIBUTION: 50,000



\*Sold on newsstands throughout Eastern Massachusetts and Southern New Hampshire at leading retailers.

# Boston First Class



## WHO WE ARE

**PAT WHITLEY** is the publisher of *Boston First Class* magazine and host the *Pat Whitley Restaurant Show*, America's first and longest-running restaurant show. The show runs every Sunday from 10 AM to 1 PM on WRKO 680-AM Boston and stations around New England. Pat brings years of his dining adventures to his tens of thousands of loyal listeners, discussing everything from pizza to gourmet with the callers. Pat recently hosted a highly-rated morning drive show for over ten years in the Boston Market. Pat's promotional experience isn't limited to just broadcasting. He is also well versed in the travel and hospitality markets, and runs a separate travel company that sells group tours.

**SCOTT WHITLEY**, *Boston First Class* magazine's food editor, brings twenty years of Boston radio, print, and Internet experience to the team. Scott has traveled New England and the United States visiting restaurant and inns and has a passion for discovering superb dining destinations. His previous experience includes working at several news/talk and sports stations, acting as a Senior Producer for the Boston Celtics radio network and local programming, and editing several restaurant industry magazines. He's also the designer and editor of *nedine.com*, an award-winning website listed as one of the Top 100 local websites by *Boston Magazine*.

**STEVE JERMANOK**, Having visited more than 60 countries and written over 1,000 articles, Steve Jermanok is one of the most prolific travel writers in the country. He's been a columnist at *National Geographic Adventure*, contributing editor at *Budget Travel Magazine*, and guest editor on the annual travel and art issues for *Boston Globe Sunday Magazine*. Currently a contributing editor at *Boston Magazine* and *Art & Antiques* and *Away.com*, Jermanok writes regularly for *The Boston Globe*, *Yankee*, *Travel & Leisure*, *Health*, *Town & Country*, *Forbes*, and the in-flight magazines of United, Continental, and US Airlines. Jermanok has also authored 11 books, working with Lonely Planet, Frommer's, Outside, Men's Journal, Discovery Channel, and other travel publishers. He's also been the keynote speaker at ten state tourism conferences including New York, Maine, and Vermont.

**CHRISTINE ANSBACHER**, "The Wine Diva," is our wine authority with two prestigious wine certifications. She is one of only 180 Certified Wine Educators (CWE) in the US, and has earned the Diploma (DWS) from the London based Wine and Spirit Education Trust, attained by only 95 other American wine professionals. She has also traveled to every major wine region in the world, walking the vineyards and tasting wines with the winemakers. Her new book is entitled *Secrets from The Wine Diva: Tips on Buying, Ordering and Enjoying Wine*. She frequently appears at prestigious wine festivals all over the US. She's dubbed "The Wine Diva" because she's not just a wine educator, but an entertainer who instructs with a healthy dose of theatrics.

# Boston First Class



## MAGAZINE AT A GLANCE

### BOSTON FIRST CLASS MAGAZINE...

**IS** a dining, travel, home and lifestyle publication from an established and respected Source: "The Pat Whitley Restaurant Show." *Boston First Class* provides a magazine with a focus on exquisite dining, exciting travel, wine, home and lifestyle recommendations every New Englander can enjoy!

**CATERS** to a well-established target audience. Boston First Class will be direct mailed throughout Greater Boston to people 34-64 with household incomes above \$125,000 and average home values of \$750,000 who have expressed interest in food and/or travel.

**OFFERS** quality articles from established writers. Fresh, exciting and creative writers including Steve Jermanok, one of Boston's foremost travel writers and Christine Ansbaucher, our wine expert and author of *Secrets from The Wine Diva: Tips on Buying, Ordering and Enjoying Wine*. Christine is one of only 180 Certificated Wine Educators in the United States.

**VISUALIZE** a fun and active Baby Boomer lifestyles magazine catering to the 3.8 million Baby Boomers in the Greater Boston area. There is more disposable income in the market than ever before, continuing to increase the growth of the restaurant and travel industry. This Baby Boomer demographic has been known to be far more active and adventurous and is the group most likely to spend "entertainment" money to search out and invest in new local dining and travel ideas.

**APPEALS** to its target audience. Presented in a visually-appealing style, this professionally-designed magazine will provide in-depth articles and exciting photographs to highlight its many subjects.

**FORESEES** expansion past its target demographic. Boston First Class is instantly accessible to a casual reader base that includes locals and visiting tourists for expanded marketing potential.

# Boston First Class



## REASONS TO ADVERTISE

### REPUTATION

Eighty years of combined experience with industry professionals, our restaurant program is in its third decade with thousands and thousands of loyal listeners, a magazine with an estimated 600,000 yearly readers, and a world wide internet audience: it's all at your fingertips waiting to help your business grow. Read on and we'll show you how!

Boston First Class will be heavily promoted on the Pat Whitley Restaurant Show, giving a strong promotional push for advertisers. This has met with successful and positive word of mouth from local restaurant critics and businesses:

"The most believable endorsements delivered on Boston radio are mouthed by Pat Whitley." *Boston Herald*

"Your show and the incredible delivery in which you provide them, have made a direct positive impact on our young business." *Angela's Coal Fired Pizza*

"I can't believe the amount of people that come in and tell me they hear my spots." *Frank's Steakhouse, Cambridge*

"As long as Pat does the Restaurant Show, Christo's will be a sponsor." *Christo's Restaurant*

### THE NEW BREED OF ADVENTURE SEEKERS

There are 79 million Baby Boomers in the United States, **a demographic that control over 23 trillion dollars in spending power.** Roughly three out of four Baby Boomers over 50 consider themselves "travelers" and do so regularly, spending \$57 billion on travel in 2005. In addition to being more active and interested in pursuing new experiences, there is also a larger emphasis placed on wanting to seek out and invest in the best and most diverse leisure entertainment. This group is more adventurous and looking to find their next great memory.

# Boston First Class

## 2008 ADVERTISING RATES

### PREMIUM POSITION

	1X	2X	3X	4X
Cover (back, inside f/b)	\$4,875	\$4,735	\$4,640	\$4,510

NOTE: Premium positions are full page, 4-color only. Premium positions available on a first-come basis.

### INSIDE BOOK (4C)

	1X	2X	3X	4X
Full Page	\$4,250	\$4,123	\$4,038	\$3,910
2/3 V	3,188	3,092	3,028	2,933
1/2	2,072	2,010	1,968	1,906
1/3	1,913	1,855	1,817	1,760
1/4	1,488	1,443	1,413	1,369
1/6	850	825	808	782
1/9	638	618	606	587



## 2008 ADVERTISING SIZES

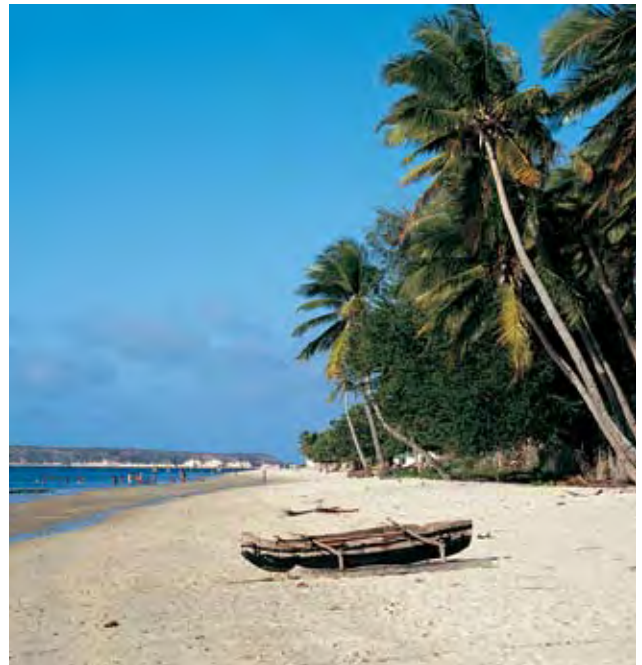
### PREMIUM POSITION

	BLEED	TRIM
Back Cover	8.875 x 11.375	7.875 x 10.375
Inside Back Cover	8.875 x 11.375	7.875 x 10.375
Inside Front Cover	8.875 x 11.375	7.875 x 10.375
Facing Inside Front Cover	8.875 x 11.375	7.875 x 10.375
Pages 2-5	8.875 x 11.375	7.875 x 10.375
Premium Spread	8.875 x 11.375	n/a

NOTE: Premium positions are full page, 4-color only. Premium positions available on a first-come basis.

### INSIDE BOOK (4C)

	BLEED	STANDARD
Full Page	8.875" x 11.375"	7.875 x 10.375
2/3 V	n/a	4.917 x 10
1/2 H	n/a	3.625 x 10
1/2 V	n/a	7.5 x 4.875
1/3 H	n/a	4.917 x 4.875
1/3 V	n/a	2.333 x 10
1/4	n/a	3.625 x 4.875
1/6	n/a	2.333 x 4.875
1/9	n/a	2.33 x 3.125



**PAGE TRIM SIZE:** 8.375 x 10.875

Non-bleed: 7.875 x 10.375

Bleed: 8.875 x 11.375

**COLOR:** Rates are 4C per insertion, gross.

**ADVERTORIAL FEE:** Full page rate plus \$200.

**POSITIONING:** Rate plus 20%, on a first-come basis.

**FREQUENCY:** 4X per year

### ISSUE

Winter

Spring

Summer

Fall

### MATERIALS DUE DATE

August 1

September 15

May 15

August 15

# Boston First Class



## ADVERTISING REQUIREMENTS

**GENERAL REQUIREMENTS:** Include issue date, advertising agency name and phone number and contact person. Hard copy must accompany all files.

**FILE FORMATS:** Boston First Class prefers hi- resolution PDF/X (fonts embedded, press optimized, full resolution). We also accept Adobe InDesign CS2, Adobe Illustrator CS2, Photoshop CS2 or lower.

**IMAGE FILES ACCEPTED:** All images must be CMYK or grayscale with a minimum of 300dpi. Images should not contain transparency, spot colors compression or halftone screening.

EPS: hi-resolution, all fonts saved outlines/curves/paths.

TIFF: flattened hi-resolutions CYMK.

JPEG: hi-resolutions CYMK.

**FONT SPECIFICATIONS:** Be sure that all font files are present. Embed fonts in all PDFs. Illustrator and EPS files convert fonts to curves.

**SCANS:** All scanned images should be compatible with PhotoShop. Black and White photos should be scanned at 300dpi grayscale. 4-Color images should be scanned at 300dpi as CMYK – not RGB. Line art minimum of 900dpi. Scan all images to size.

**MAIL:** Hi-resolution files on CD-ROM drives / CD mastering / DVD RAM / DVD ROM can be mailed to: Boston First Class, Production, P.O. Box 487, North Andover, MA 01845

**E-MAIL:** Send hi- resolution PDFs no larger than 10MB to [production@boston-firstclass.com](mailto:production@boston-firstclass.com).

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