

EVENTS INSIDER 2019 MEDIA KIT



Prestige

Founded in 2005, [Events INSIDER](#) was incubated inside the Boston Globe headquarters as a resident contractor from 2013-2015. Now we are New England's #1 investigator for outdoorsy, interactive, and adventurous arts. We also review concerts and theater shows, and [travel write the world](#). See [sample reviews](#) and our [Twitter](#) and [Facebook](#) feeds.

Depth

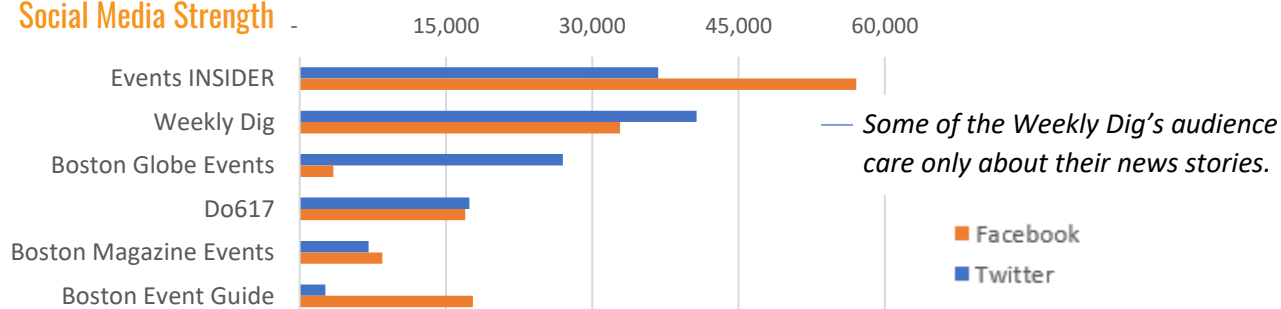
Over 13 years, we've published thousands of articles, with an average length of 1,591 words, more than 3x the norm, and our staff and software have accumulated deep New England research, tracking:

- 330 July 4th Celebrations
- 193 Halloween attractions
- 1,900 Summer outdoor concerts, movie, & theater shows
- 1,933 Arts organizations
- 100 Travel reviews beyond New England per year
- 6,553 Annual events

Impact

Other publications' may be bigger, but cover many topics and only a fraction of their readers buy tickets. Events INSIDER's sole focus is attractions, festivals, performance, and travel, so *all* of our organically grown readers love them. And we're New England's #1 events source on social media.

Social Media Strength



Facebook page followers get only 1-2% of page posts in news feeds. Events INSIDER instead has a Facebook group. Group members get notification alerts for **every post**, so count as 10x followers.

Demographics

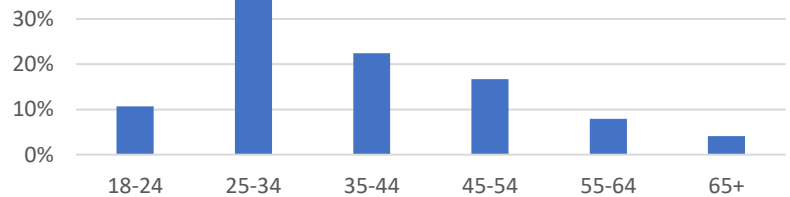
Gender

64% Women

36% Men

Source: Facebook

Age



Source: Facebook

Education

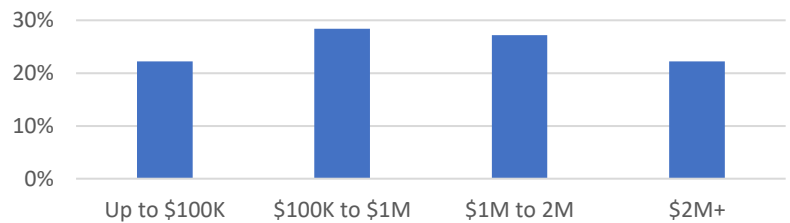
10% Some College

53% Bachelors'

37% Masters' / PhD

Source: Reader survey

Net Worth



Source: Twitter

Advertising

Our ads are especially powerful when backed by our trusted opinion in feature articles. [See sample reviews.](#)

\$69 1x Social Media, Email Mention

\$129 5x Social Media, 1x Email Feature

\$159 Ticket Giveaway Promotion with 5x Social Media, Email Feature

\$199 Primary Featured Website Advertisement - One Week

\$499 4 Weeks of 5x Social Media, Email Feature

Volume discounts are available.

For advertising, contact Johnny Monsarrat, 617-939-5065, johnny@eventsinsider.com.

Send review requests and press releases to editor@eventsinsider.com.