



## *Mission Statement*

*North End Scene Magazine* operates under the philosophy that magazines are, above all, a visual medium with the potential to indulge, inform and inspire.

Based in Boston's historic North End, we have made it our goal for the past 7 years to emphasize and entertain our love for Italian food, wine, travel and fashion. With this in mind, we have reinvented our focus, shifting away from the more general themes of the Italian lifestyle and emphasizing its impact on the city of Boston and the millions of people who visit here each year.

*North End Scene Magazine* is passionate about featuring the highest standard in photography and writing, while catering to Bostonians with good taste and the capacity to indulge in the best that the North End and Boston have to offer.

## *Demographics*

### *Gender*

60% female  
40% male

### *Age*

Our readers range from 21 - 65.



## Food & Wine

Each issue features three to four restaurant reviews as well as some of our favorite Italian recipes. We highlight our city's most prominent chefs and incorporate all aspects of fine dining, whether in a restaurant or in your own kitchen. We also highlight and offer advice on buying the best wines from all over the world.

## Travel

First hand accounts and reviews of Italy's most fabulous, fun and breathtaking cities and regions.



## Style

Highlight Italy's top fashion designers and the growing influence of Italian fashion in Boston's style scene.





*North End Scene Magazine* is distributed extensively throughout the city of Boston and surrounding towns. It can be found in restaurants, cafes, and tourism locations, along with spas, fitness clubs and luxury boutiques. North End Scene is in over 10,000 hotel rooms in Boston's major hotels as well as at every hotel and high-end condominium complex concierge desks.

Distribution covers thousands of prominent businesses, professionals and a VIP mailing list that reaches some of the most influential people nationwide.

### *Hotel Listings:*

- |                             |                          |
|-----------------------------|--------------------------|
| Boston Harbor Hotel         | Liberty Hotel            |
| Charles Hotel               | Marriott Custom House    |
| CharlesMark                 | Marriott Long Wharf      |
| The Colonnade               | Millennium Bostonian     |
| Fairmont Battery Wharf      | Nine Zero                |
| Hotel Marlowe               | Hyatt Regency Downtown   |
| Harborside Inn              | Omni Parker House        |
| Hilton / Financial District | Park Plaza Hotel         |
| Onyx Hotel                  | Taj Hotel                |
| The Intercontinental Hotel  | Westin Boston Waterfront |
| Lenox Hotel                 | XV Beacon Hotel          |

**1 ISSUE                      4 ISSUES**

<i>FULL PAGE</i>	\$2,800.00	\$2,400.00 (per issue)
<i>HALF PAGE</i>	\$1,800.00	\$1,200.00 (per issue)
<i>QUARTER PAGE</i>	\$1,100.00	\$900.00 (per issue)
<i>INSIDE COVER</i>	\$3,500.00	\$2,800.00 (per issue)
<i>FIRST PAGE</i>	\$3,000.00	\$2,400.00 (per issue)
<i>LAST PAGE</i>	\$3,000.00	\$2,400.00 (per issue)
<i>INSIDE BACK COVER</i>	\$3,500.00	\$2,800.00 (per issue)
<i>BACK COVER</i>	\$3,800.00	\$3,000.00 (per issue)
<i>SPECIAL RATE FOR        RESTAURANTS:</i>	\$1,000.00	

\*All rates subject to change.

INSERTS: please inquire for rates.

TERMS: Net 30 days.

MECHANICAL CHARGES: Design and photography will be billed to advertiser.

## **SPRING '10**

All materials due by: February 1st

## **SUMMER '10**

All materials due by: May 3st

## **FALL '10**

All materials due by: August 2st

## **WINTER '10-11**

All materials due by: November 1st

## *FULL PAGE*

trim size  
8.375" x 10.875"

bleed size .125"



## *VERTICAL HALF*

3.625" x 10.875"



## *HORIZONTAL*

8.375" x 5.875"



## *QUARTER PAGE*

3.625" x 4.8"



## *Submission Guidelines*

MATERIALS: PDF format preferred.

Accepted formats: PDF, JPG, TIFF & EPS

BLEED: .125"

SUBMISSION:

EMAIL: [bobby@sceneboston.com](mailto:bobby@sceneboston.com)

MAIL TO:

North End Scene Attn: Bobby DiMarzo  
256 Hanover Street Boston Ma, 02113

