

Media Kit



What is The Word Boston?

Our Mission

The Word Boston is an event marketing company that helps companies improve, enhance and expand their reach by using print advertising, event planning and social media. **The Word Boston** offers a convenient way for large and small businesses to effectively reach new audiences.

Our Stats

- 10,000+ monthly page views on website
- 5,000 E-Mail Subscribers
- 900+ Facebook Followers
- 500+ Twitter Followers

Our Audience

- Sex: Female: 75%
Male: 25%
- Age: 25-34: 25%
35-44: 30%
45-60: 35%

THE WORD BOSTON

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(617) 775-4273

Our Clients

- “ ArtsEmerson
- “ Berklee College of Music
- “ Boston Landmarks Orchestra
- “ Boston Medical Center
- “ Celebrity Series of Boston
- “ Darryl's Corner Bar & Kitchen
- “ Huntington Theatre Company
- “ Isabella Stewart Gardner Museum
- “ Lyric Stage Company of Boston
- “ Madison Park Development Corporation
- “ NAACP (Boston Branch)
- “ Rose Kennedy Greenway
- “ SpeakEasy Stage Company
- “ The Williams Agency

Advertising Rates

Basic Package – \$150

Includes one dedicated email blast; advertising in two editions of **The Word** e-newsletter; and a flier and calendar listing on our website.

Premier Package – \$300

Includes two dedicated email blasts; advertising in four editions of **The Word** e-newsletter; and a flier and calendar listing on our website.

To advertise, email Pat Williams at pat@thewordboston.com.