
MEDIA KIT · AUGUST 2026

One ad a day, in front of Boston.

ExploreBoston.com is a daily email guide to the city. It is a small local business, run by one Bostonian, and it sells exactly one advertisement per day.

7,700+

EMAIL SUBSCRIBERS

33K+

MONTHLY SITE VIEWS

14,000+

INSTAGRAM FOLLOWERS

8,800+

FACEBOOK FOLLOWERS

2,800+

THREADS FOLLOWERS

1

ADVERTISER PER DAY

Who reads it

People who live here. The list is Greater Boston: the city neighborhoods plus Cambridge, Somerville, Brookline, Quincy, Medford, Malden, Everett, Chelsea, Revere, Watertown, Arlington and Newton. It is not a tourist list, and it is not rented, resold or shared.

The newsletter goes out at 6:30am, seven days a week, with a different focus each day. The same audience follows along on Instagram and Facebook, which is why a Spotlight includes the day's Story rather than charging for it separately.

7,700+ SUBSCRIBERS
Opted in, confirmed, and never bought as a list.

14,000+ ON INSTAGRAM
Where the day's Spotlight Story runs, plus 8,800+ on Facebook.

ONE PERSON WRITES IT
Every edition, every day. You deal with the founder, not an ad rep.

DAY	EDITION
Monday	Business Monday
Tuesday	Transit Tuesday
Wednesday	Restaurants & Shopping Wednesday
Thursday	Weekend Preview Thursday
Friday	Open Houses & Real Estate, plus Neighborhood Spotlight
Saturday	Culture Saturday
Sunday	The Week Ahead, plus Sports

Pick the day that matches what you sell. A restaurant usually wants Wednesday. A gallery wants Saturday. An agent wants Friday.

THE DAILY SPOTLIGHT

The whole day belongs to one business

Only one Spotlight runs on any given date. It is never shared, never rotated, and never sold twice. Booking a day buys three placements at once.

TOP OF THE EMAIL

First thing under the masthead in the 6:30am send.

SITE HEADER

Across the top of every page on exploreboston.com that day.

INSTAGRAM STORY

That morning's Story on the ExploreBoston account.

SAMPLE ARTWORK · BAY STATE BAKEHOUSE IS A FICTIONAL BUSINESS

1200 × 300 PX BANNER FOR THE EMAIL AND THE SITE HEADER, PLUS A PRESENTED BY CREDIT ON THE DAY'S STORY

1 · THE 6:30AM NEWSLETTER

DESKTOP AND MOBILE

DESKTOP

 WEDNESDAY · RESTAURANTS & SHOPPING



State Bakehouse

Sourdough out of the oven at

[ORDER AHEAD](#)

SPONSORED ADVERTISEMENT

Six new restaurants that opened this month

MOBILE

 WED



Bay State Bakehouse

Fresh at 7, North End

[ORDER](#)

SPONSORED ADVERTISEMENT

Six new restaurants this month

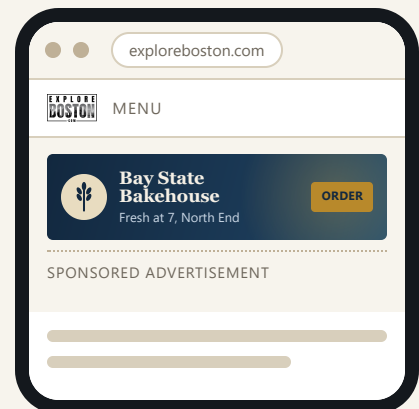
2 · EVERY PAGE ON THE SITE, ALL DAY

DESKTOP AND MOBILE

DESKTOP



MOBILE



3 · INSTAGRAM AND FACEBOOK STORY FULL SCREEN, MOBILE ONLY

The Story is our own morning cover, and your business is credited on it. The Presented By panel sits under the day's headline, marked as a sponsored advertisement, and runs on Instagram, where 14,000+ people follow along, and on Facebook, on the same day the newsletter and site header carry your banner.

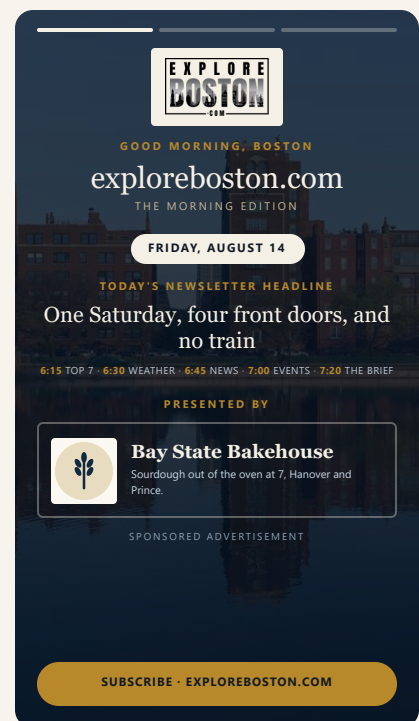
Text. Your name and one line. Nothing to supply but the words.

Text and logo. Shown here. Your mark sits on its own cream chip beside the name.

Full image. Your own artwork fills the whole panel, 840 by 210.

THREE WAYS TO FILL THAT PANEL

STORY



One booking covers all of it. Send one banner for the email and the site header, tell us the line you want on the Story, and that is the whole job.

No artwork? We will make it for you, free. Send a logo and what you want it to say, and the ad gets built and uploaded for you. Book the date first, because the dates are what sell out.

The other two units

Both run for a full seven days rather than a single morning, and both sit on the relevant section of the site.

SPONSORED EVENT

800 x 500 PX 7 DAY RUN · 10 SLOTS A WEEK



Harvest Night

Harvest Night at the Bakehouse

Saturday, October 3 · 6pm to 10pm
Bay State Bakehouse, North End

SPONSORED ADVERTISEMENT

FEATURED OPEN HOUSE

PHOTO, ADDRESS, TIMES 7 DAY RUN · 10 SLOTS A WEEK



18 Prince Street, Unit 3

Open Sunday 11am to 1pm
Bay State Realty · 617 555 0148

SPONSORED ADVERTISEMENT

A flat fee for a week on the real estate page. The same price for every agent, with no per enquiry or per transaction charge of any kind.

Your event card sits on the events page and in the day's edition for a week. Position on the page is set by the slot you book, and the earlier slots cost more.

RATES

Founding prices, through August 31

The price is set when you book, not when the ad runs. Book before August 31 and you keep the founding rate even if your date is in October.

DAILY SPOTLIGHT	REGULAR	NOW
1 to 6 days	\$99	\$19.80 / day
7 to 29 days	\$84	\$16.80 / day
30 days or more	\$64	\$12.80 / day

SPONSORED EVENTS AND OPEN HOUSES	REGULAR	NOW
Slot 1, top of the page	\$99	\$19.80 / week
Slot 2	\$74	\$14.80 / week
Slot 3	\$59	\$11.80 / week
Slots 4 to 10	\$29	\$5.80 / week

WHAT HAPPENS AFTER AUGUST	DISCOUNT
Through August 31	80% off
September	50% off
October	25% off
From November 1	Full rate

Payment is by card at checkout. There is no contract, no minimum spend and no account to open.

Booking it

PICK A DATE

Choose the product and the day at exploreboston.com/advertise. Taken dates are greyed out.

ADD YOUR AD

Upload artwork, or ask and it gets made for you at no charge. Either way you approve a proof before it runs.

PAY AND YOU ARE BOOKED

Card payment holds the date immediately. Artwork can follow afterwards.

Every paid unit carries the line **Sponsored advertisement** underneath it. Readers can always tell what was bought and what was not, which is the reason they trust the rest of the email.

ExploreBoston.com

Dylan Kelly, founder. A small business, locally owned and operated in Boston.

Write to Dylan@ExploreBoston.com or book at exploreboston.com/advertise

Rates and edition line-up current as of August 2026. Sample artwork throughout shows a fictional business and is for illustration only.