

Prestige

Events INSIDER Magazine is New England’s largest all-digital news channel for the [arts, tourist destinations](#), and [travel writing](#). We are larger on social media than Boston Globe Events and were founded in the Boston Globe as a resident contractor, now independent since 2015. Our readers are wealthier, better educated, and more willing to travel than competitors’. See [Twitter](#) and [Facebook](#).

Depth

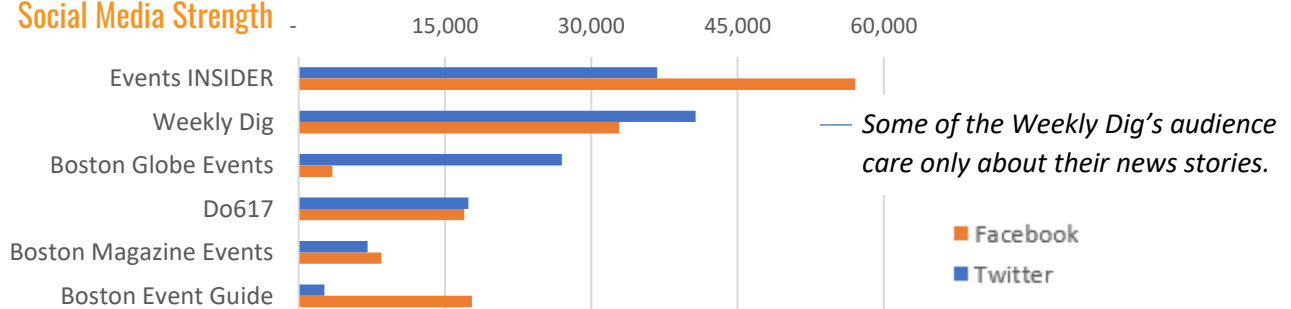
Our thousands of articles have an average length of 1,591 words, more than 3x the norm, so when we give recommendations, our readers take action! Our deep research includes:

- 330 July 4th celebrations
- 279 Halloween attractions
- 1,900 Summer outdoor concerts, movie, & theater shows
- 1,933 Arts organizations
- 163 Holiday lights attractions
- 6,553 Annual events

Impact

- We are **large**. We are New England’s highest impact social media news feed on arts & attractions.
- We are **interested**. Other publications cover wide topics and can’t claim that all their readers even care about events. Arts events and tourism are Events INSIDER’s only topics. All our readers care.

Social Media Strength



Facebook page followers get only 1-2% of page posts in news feeds. Events INSIDER instead has a Facebook group. Facebook group members get 10x more alerts and are more highly engaged.



Demographics

Compared to competitors', our readers are better educated, wealthier, more female (and women often initiate family trips), and more willing to travel.

Competitors are lazy, just listing concerts. Events INSIDER has avid fans because we go beyond, to feature arty, interactive, and outdoor travel destinations in New England and the world. See reviews:

[Adventure](#) | [Arcades](#) | [Circus](#) | [Comedy](#) | [Concerts](#) | [Festivals](#) | [Halloween](#) | [Hotels](#) | [Holiday Lights](#)
[Magic](#) | [Museums](#) | [Nightclubs](#) | [Restaurants](#) | [Resorts](#) | [Theatre](#) | [Theme Parks](#) | [Zoos](#)

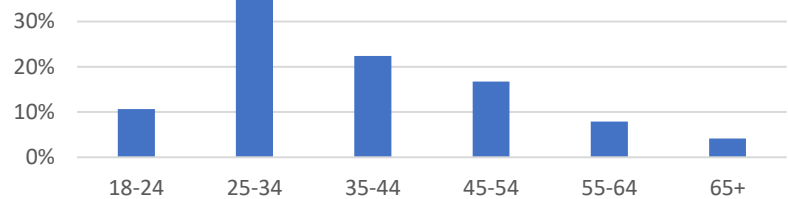
Gender

64% Women

36% Men

Source: Facebook

Age



Source: Facebook

Education

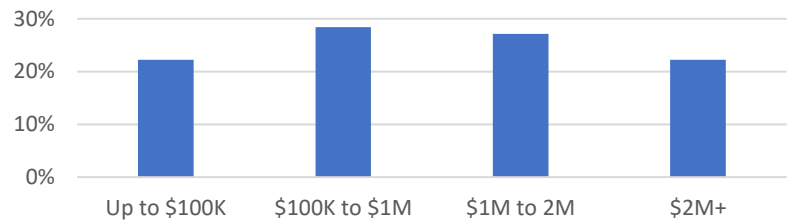
10% Some College

53% Bachelors'

37% Masters' / PhD

Source: Reader survey

Net Worth



Source: Twitter

Engagement

With an average article length of 1,541 words, Events INSIDER has readers who rely on our deep opinions and take action. Our most popular social media posts each month are usually advertisers.

0.5%, which is 17 times the industry average

Source: Twitter. Reactions to posts. Average rate is 0.03% on Twitter for news/influencers, according to [Rival IQ 2019 Social Media Industry Benchmark Report](#).

39.7% Active Members

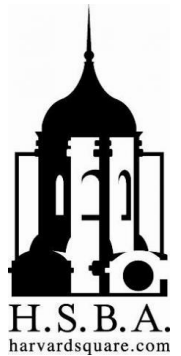
Source: Facebook group. Members who viewed, posted, commented on, or reacted to content over a month.

15 years of growth and journalism

Founded in the Boston Globe headquarters as a resident contractor, and now independent since 2015



Selected Advertisers



Packages



Reviews

Our ads are especially powerful when backed by our trusted opinion in feature articles, which get sent to our website, email list, and all social media channels. There is no fee for reviews. [See sample reviews.](#)

Packages

\$69 1x Social Media, Email Mention

\$149 5x Social Media, 1x Email Feature

\$269 Ticket Giveaway Promotion with 5x Social Media, Email Feature

\$499 4 Weeks: 20x Social Media, 4x Email Features

\$849 8 Weeks: 40x Social Media, 8x Email Features

Volume discounts are available.

Contact

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