



## BOSTON & CAMBRIDGE OFFICIAL VISITORS GUIDE

A comprehensive resource for travelers planning to visit  
Boston, Cambridge and Greater Boston

Reach both in-market and out-of-market travelers with the **Official Visitors Guide**. This annual guide is all a visitor needs to plan a trip to Boston or a day in Boston.

**CIRCULATION: 100,000 ANNUAL COPIES & ONLINE DIGITAL GUIDE**  
Advertisers receive the added value of both print and digital exposure.

**Direct request:** As the **FREE** visitor fulfillment publication of Meet Boston, guides are sent directly to visitors requesting information from 888.SEE.BOSTON or MeetBoston.com. Guides are also distributed through AAA offices and by the Meet Boston Sales Team attending conferences for groups coming to Boston.

**In-market:** Guides are distributed **FREE** at high-traffic tourist information locations including the Boston Common Visitor Center, the mobile visitor center and Massachusetts Visitor Information Centers and to groups at the Hynes Convention Center and the MCEC.

**Online:** Integrated reach with the interactive digital guide posted on MeetBoston.com. **The online guide receives 34,000 monthly pageviews and average engagement times is 4 minutes.** Drive traffic to your website through clickable url links. Collateral with a QR code linking to the online guide are available at our visitor centers and concierge desks at the Hynes and BOEC.

### AD SIZE

Full Page .....	\$6,600
1/2 Page .....	\$4,950
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### FULL PAGE PREMIUM PLACEMENT

Inside Front Cover .....	\$7,700
Inside Back Cover .....	\$7,700
Back Cover .....	\$8,800
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### DEADLINES

Ad Reservations:	April 3, 2026
Ad Materials:	May 1, 2026
Publication Break:	August 2026

### TO ADVERTISE, PLEASE CONTACT:

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