



**TOP 50 RESTAURANTS
SPONSORSHIP RECAP**

CAVIAR

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TASTE

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Thank you!

DIGITAL

Impressions

- 281,455

Click-Through-Rate

- 0.25%

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caviar **HOT**

Best Restaurants in Boston

Edited by Scott Kearman
Additional reporting by Liz Bonce, Jacqueline Cain, Jacqueline Houston, and Jenna Pelletier

TRENDING

1. Almost the Entire Country Is Heading for the Red Sox (U. Least, on Twitter)
2. A New Center Is Headed to Massachusetts This Weekend
3. Kid Pops Might Close in 2019 as Chef Sam Jackson Plans to Leave Boston
4. Best Restaurants in Boston 2018: Boston Magazine
5. On the Market: A Neatly Packaged Studio in Dorchester
6. This Is What a Boston Based Personal Trainer Eats for Breakfast
7. 50 Can't Miss Halloween Events around Boston

SPONSORED CONTENT
Here's Why Starting School at 4 Months Can Benefit Your Child's Future

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Where should I eat right now? It's a question we get asked a lot, and, much like the city itself, our answer is always changing. In fact, nearly half of our top 50 restaurants didn't exist when the last list ran in 2014. That's not owing to some nerdy obsession with newness; rather, it's a reflection of the accelerating rate of culinary innovation in a rapidly evolving city. Whether you agree with our choices or not—we know not all of you will, and that's



PRINT

Polybag with Top 50 Restaurants – November 2018

11,700 Recipients to the following zip codes:

- 02108
- 02109
- 02110
- 02111
- 02113
- 02114
- 02115
- 02116
- 02117
- 02118
- 02119
- 02120
- 02125
- 02127
- 02129
- 02130
- 02134
- 02135
- 02138
- 02139
- 02140
- 02141
- 02142
- 02143
- 02144
- 02145
- 02155
- 02163
- 02199
- 02201
- 02210
- 02215
- 02445
- 02446
- 02467



EVENT OVERVIEW & DETAILS

Overview

On Tuesday, November 13, over 1,000 guests joined *Boston* magazine at the Boston Children's Museum for the eighth annual Taste event. In celebration of the November Top 50 Restaurants issue, the night was host to 38 of the city's most acclaimed chefs sampling their finest dishes. A portion of ticket proceeds and an on-site silent auction helped raise money for non-profit beneficiary, The Greater Boston Food Bank.

Upon arrival to the festivities, AT&T welcomed partygoers with warm Greek doughnuts from Gre.Co. Once inside and among the beloved Children's Museum exhibits, attendees relaxed in a sleek lounge by Boston Design Center while enjoying a variety of exquisite food offerings and beverages from Polar, Stella Artois, Social Wines, Don Julio, Brockman's Premium Gin, Double Cross Vodka, Grey Goose La Vanille, Kahlúa, Virginia Distillery, and Acqua Panna. International flavors were served up by chef Michael Hinds from Barbados and pastry chef Eric Lanlard from Virgin Atlantic Airlines. Kenyon Grills partnered with Chef Peter Agostinelli of Grill 23 to bring guests a delectable grilled steak and additional bites were provided by Dig Inn, Caviar, and Goodnow Farms. All attendees departed the event with a special dog-friendly treat from Polkadog Bakery.

SPONSORSHIP OVERVIEW

Print

- Logo inclusion on print promotional advertisement in September, October, and November issues of *Boston* magazine
- Logo inclusion, photo, and mention on the in-book recap in the January issue of *Boston* magazine
- Logo inclusion on marketing materials

Digital

- Logo inclusion on promotional eblasts and thank you email
- Logo and link on Taste event microsite on bostonmagazine.com
- Inclusion in dynamic social media campaign
- Inclusion in post-event Party Pics album on *Boston* magazine Events Facebook and bostonmagazine.com

On-site

- Onsite sampling and activation space
- Logo inclusion on all applicable event collateral



SPONSORSHIP IMPRESSIONS

Print impressions

- September Issue: 476,250 impressions
- October Issue: 476,250 impressions
- November Issue: 476,250 impressions
- Post event recap in January Issue: 476,250 impressions
- Total quantifiable print impressions: **1,905,000***

Social Media impressions

- *Boston* magazine generated: 166,222
- Boston magazine Events Instagram Story: 20,881
- User generated: 841,767
- Total quantifiable social media impressions: **1,028,870**

Digital impressions

- Eblast impressions: 71,459
- E-newsletter impressions: 377,366
- ROS ads: 76,621
- Module drivers on bostonmagazine.com: 1,932,535
- Microsite: 16,493
- Total quantifiable digital impressions: **2,474,474**

On-site

- Total Attendance: **932**

Total quantifiable program impressions: 5,409,276

**Boston* magazine has a guaranteed rate base of 75,000 that benefits from an average pass along rate of 6.35 additional people per issue

THANK YOU!

Thank you for partnering with *Boston* magazine for our 8th annual Taste Event!

It was a pleasure to work with you and it's our hope to continue this partnership in the future, please don't hesitate to reach out if you'd like any additional information or to speak about new collaborations.