

Boston

MAGAZINE



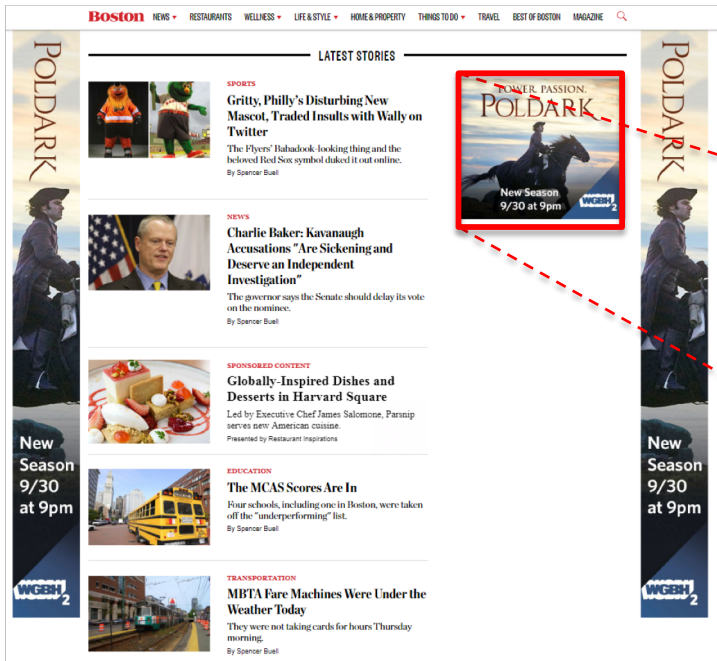
SEPTEMBER CAMPAIGN RECAP

WGBH– September Poldark Campaign

DIGITAL

- **ROS**
 - September 27 2018 – September 30 2018
- **News Landing Sponsorship**
 - September 27 2018 – September 30 2018
- **Homepage Sponsorship**
 - September 27 2018 – September 30 2018
- **Newsletter - Sunday**
 - September 30 2018





ROS Performance

Impressions: [REDACTED]
Click through rate: [REDACTED]

Boston mag benchmark:
Industry benchmark: 0.06%

Homepage Performance

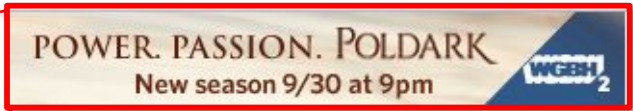
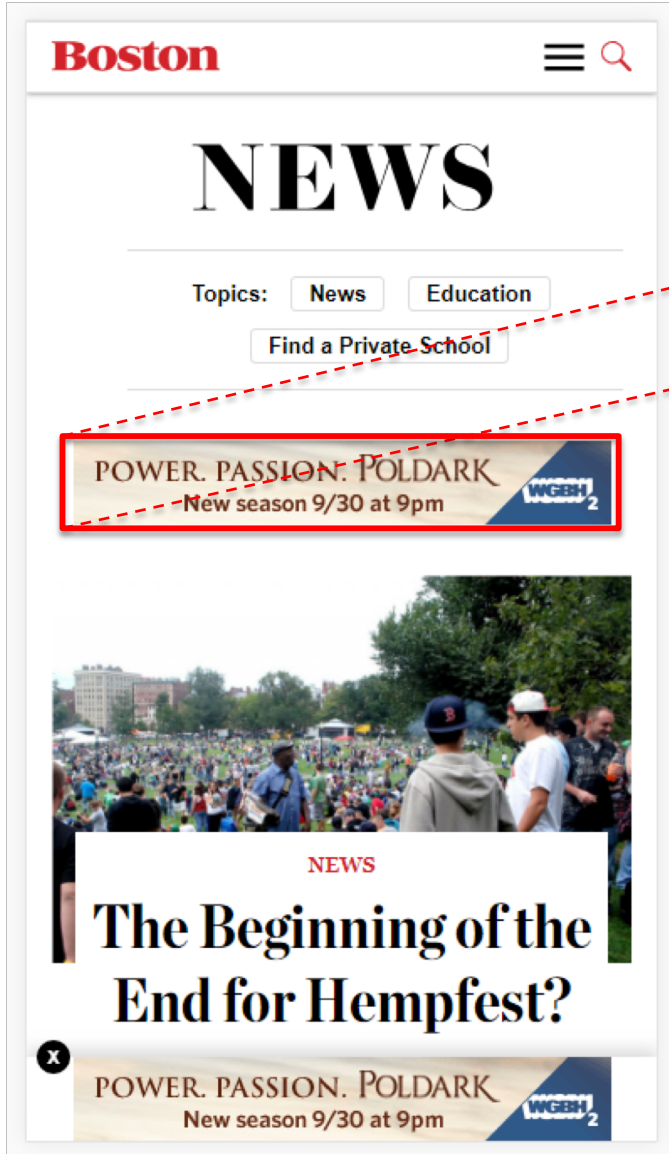
Impressions: [REDACTED]
Click through rate: [REDACTED]

Boston mag benchmark:
Industry benchmark: 0.07%

News Landing Performance

Impressions: [REDACTED]
Click through rate: [REDACTED]

Boston mag benchmark:
Industry benchmark: 0.06%



Performance


Impressions: [REDACTED]
Click through rate: [REDACTED]

Boston mag benchmark:
Industry benchmark: 0.06%


Boston

SUNDAY

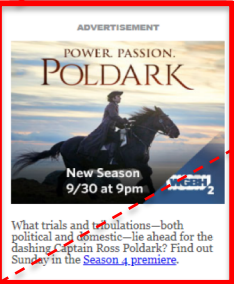
September 30, 2018



HIT THE HIGHWAY
Road Trip!
 Five fabulous ways to see New England this fall (before everything turns to snow).




Q&A
Catching up with Boston's New Police Commissioner
 William Gross talks race relations, turf wars with the State Police, and more.




ADVERTISMENT
 POWER. PASSION.
POLDARK
 New Season
 9/30 at 9pm
 WGEM 2


What trials and tribulations—both political and domestic—lie ahead for the dashing Captain Ross Poldark? Find out Sunday in the [Season 4 premiere](#).




MARK YOUR CALENDAR
Seven Can't-Miss Events in October
 Including the Asian American Film Festival, open artist studios, and more.




FITNESS
Five Places to Get Pumped This Fall
 Why it's time to ditch the cardio and head straight for the weights.



TRAVEL
Escape to the Berkshires
 Whether you're awed by art or nature's beauty, there's plenty to do.




RESTAURANTS
A Visit to Southern Proper
 Can this fried-chicken-filled crowd-pleaser stand out from the flock?

SHARE! 

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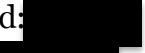
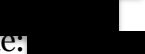

ADVERTISMENT

POWER. PASSION.
POLDARK



New Season
 9/30 at 9pm
 WGEM 2

What trials and tribulations—both political and domestic—lie ahead for the dashing Captain Ross Poldark? Find out Sunday in the [Season 4 premiere](#).

Performance
 Delivered: 
 Open rate: 
 Click through rate: 

WGBH – September Poldark Campaign

DIGITAL

- **ROS**
 - Impressions delivered: 373,999
- **News Landing Sponsorship**
 - Impressions delivered: 1,559
- **Homepage Sponsorship**
 - Impressions delivered: 38,552
- **Newsletter – Sunday**
 - Impressions delivered: 21,716

Total campaign impressions delivered: 435,826

Reagan Driscoll
Account Executive

Kathryn Regan
Account Coordinator

