

Boston

MAGAZINE



BREITLING

1884



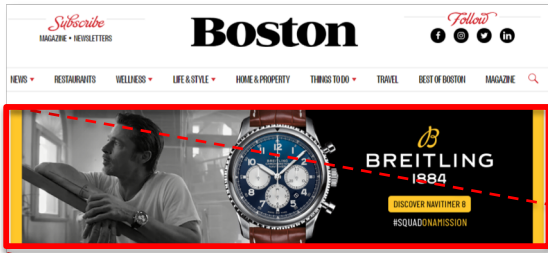
FALL CAMPAIGN RECAP

Breitling – Fall Campaign

DIGITAL

- **Run of Site**
 - 10/01/2018 – 10/31/18
 - 11/01/2018 – 11/30/2018

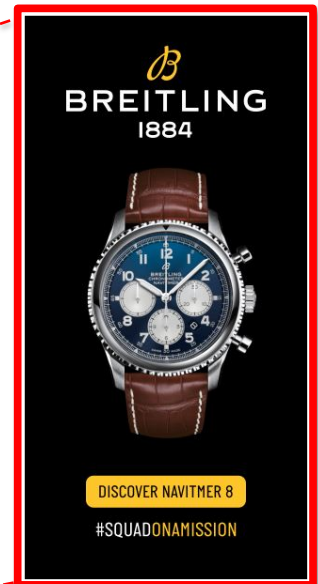
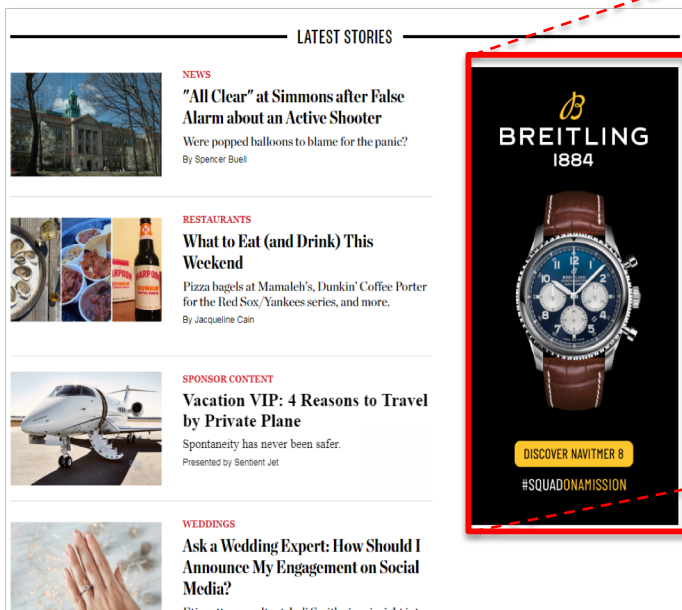




970 x 250 Performance

Impressions:
Click through rate:

Boston mag benchmark:
Industry benchmark: 0.13%



300 x 600 Performance

Impressions:
Click through rate:

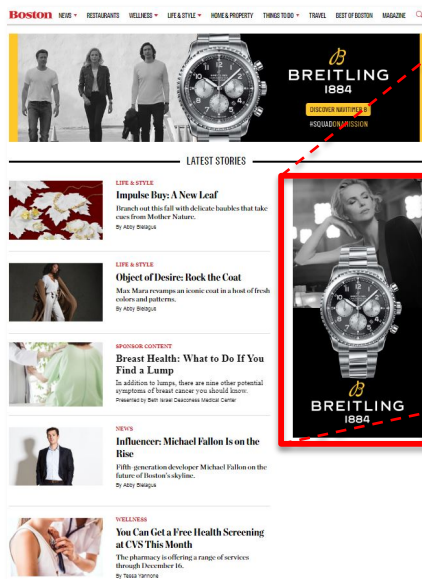
Boston mag benchmark:
Industry benchmark: 0.11%



970 x 250 Performance

Impressions:
Click through rate:

*Boston mag benchmark:
Industry benchmark: 0.13%*



300 x 600 Performance

Impressions:
Click through rate:

*Boston mag benchmark:
Industry benchmark: 0.11%*

Breitling – Fall Campaign

DIGITAL

- **Run of Site 10/01 – 10/31**
 - Impressions guaranteed: **x**
 - Impressions delivered: **x**
- **Run of Site 11/1 – 11/30**
 - Impressions guaranteed: **x**
 - Impressions delivered: **x**

Total campaign impressions guaranteed: x
Total campaign impressions delivered: x (+x)

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