

about us

Boston Event Guide is the young professional's personal guide to the city.

We reach tens of thousands of people through the powerful combination of our website, www.bostoneventguide.com, our email subscriber lists, our popular and well-attended social events (such as the New Year's Eve Resolution Ball), and our marketing and event planning services.

There is no other social marketing company in Boston that has the ability to reach your ideal target market—the large young professional population—in this unique way. We deliver the desired audience your business is targeting. Our website provides up-to-the-minute access to events through online calendars featuring fashion, nightlife, restaurant, social and theatre/ art happenings. In addition, our reach over 25,000 subscribers placing Boston's hottest events right in their mailboxes.

BOSTON event GUIDE



social

Our Social calendar lists the social events that your target market wants to attend: benefits, fundraisers, networking events—events where they can hang out with old friends, meet new ones, or network for new business opportunities.





theatre & arts

The Theatre/ Arts calendar lists the latest and greatest shows now appearing in Boston and beyond, including all the smaller theaters and lesser-known venues. It's never been easier to plan a great night out at the theater.



fashion

The Fashion calendar lists all the exciting happenings in the burgeoning fashion/ beauty world of Greater Boston: fashion shows, trunk shows, makeup artist appearances, and shopping extravaganzas.





restaurant

Wine tastings, food tastings, cooking classes by famous chefs: they all appear on Boston Event Guide's Restaurant calendar. Whether it's an opening or a guest sommelier event, we've got our finger on the pulse of Boston's sophisticated dining scene.



featured events

Each month, Boston Event Guide features unique events, ranging from social trips to networking workshops for women. Check our Featured Events section to see which exciting events we're highlighting for the current month. Your event could be promoted here!



nightlife

Boston is a young, vibrant city with a flourishing music scene. Our Nightlife calendar helps young Bostonians plan their night on the town. It's easy to check out the hottest local musicians and where they're playing—all in one convenient place.

Q: Who uses Boston Event Guide?

A: Anyone who attends or wants information about events in or around Boston. Our users are young professionals who are interested in the city in which they live.

STATISTICAL ANALYSIS

Age

48%
21-29

41%
30-39

11%
40+

Marital Status

69%
Single

31%
Married

Activities

40%
State dining out is their favorite date

40%
Spend between \$2-5K annually on clothes

35%
Dine out at a restaurant more than 15 times per month

Gender

48%
Male

52%
Female

Dollars and Cents

62%
Invest in IRAs, Stocks, CDs and Mutual Funds

28%
Own property

38%
Plan to buy a new car in the next five years

Income

21%
Make \$70-85K per year

22%
Make over \$85K per year