

CommonWealth
— BEACON —

Media Kit

Share your message with our
statewide audience and support
nonprofit journalism



About *CommonWealth Beacon*

Mission

Our mission is to contribute to a more inclusive and vibrant civic culture that makes our government more responsive and effective by providing rigorous coverage of important issues affecting life in Massachusetts.

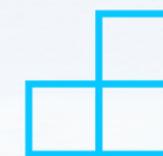
History

CommonWealth Beacon is an award-winning and highly influential source of rigorous reporting and in-depth journalism. Our roots trace back to 1996, when the quarterly public-policy focused print publication, *CommonWealth Magazine*, was launched. In 2018, it transitioned to an online-only publication featuring in-depth articles and shorter news pieces. On November 1, 2023, *CommonWealth Beacon* was launched after a three-year period of strategic planning, fundraising, and investment.

“Your work educates, expands, and challenges my thinking. I recognize the value of nonpartisan reporting on topics that may not be drama-trenched, but nevertheless essential to our well-being.”

- Julie from Wakefield

CommonWealth Beacon is a proud member of:



**Institute for
Nonprofit News**

Partner with *CommonWealth Beacon*

Access to an influential audience

Get your message directly to policymakers and decision makers at the highest level of state government.

Frame the narrative

Shape the debate on Beacon Hill with legislators, advocates, industry groups, and other media members.

Strengthen your brand

Align your brand with a highly trusted and respected statewide civic organization.



Dan Kennedy (left) and Bruce Mohl after their conversation on the landscape of community news during a *CommonWealth Beacon* event on March 12, 2024.

“CommonWealth Beacon provides an important source of information on vital issues in the state, such as education and criminal justice reform, with impeccable journalistic integrity.”

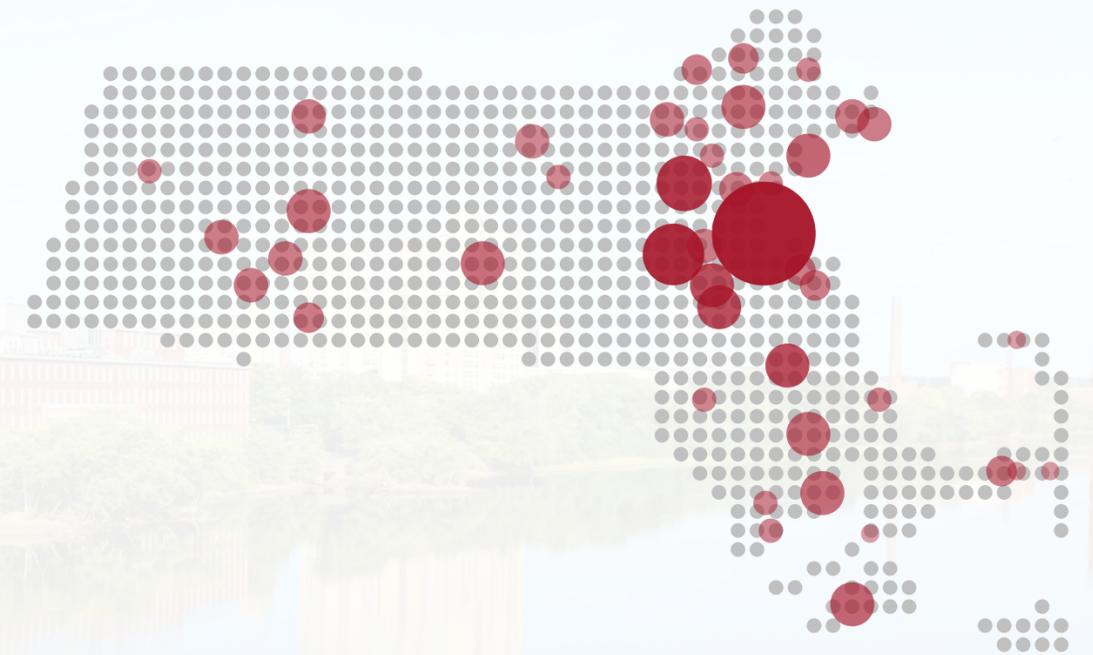
- Jerry from Boston

Audience

Readers turn to *CommonWealth Beacon* for our commitment to deliver outstanding, nonpartisan journalism.

12,000+ subscribers across the Bay State

25% growth since November 1, 2023



Readers agree that *CommonWealth Beacon* is:



Trustworthy



Accurate



Unbiased

“One of the best sources of accurate, clear, timely, and detailed reporting on MA policy! I use it in my work to keep myself and colleagues informed of policies that may impact our clients.”

- *CommonWealth Beacon* reader

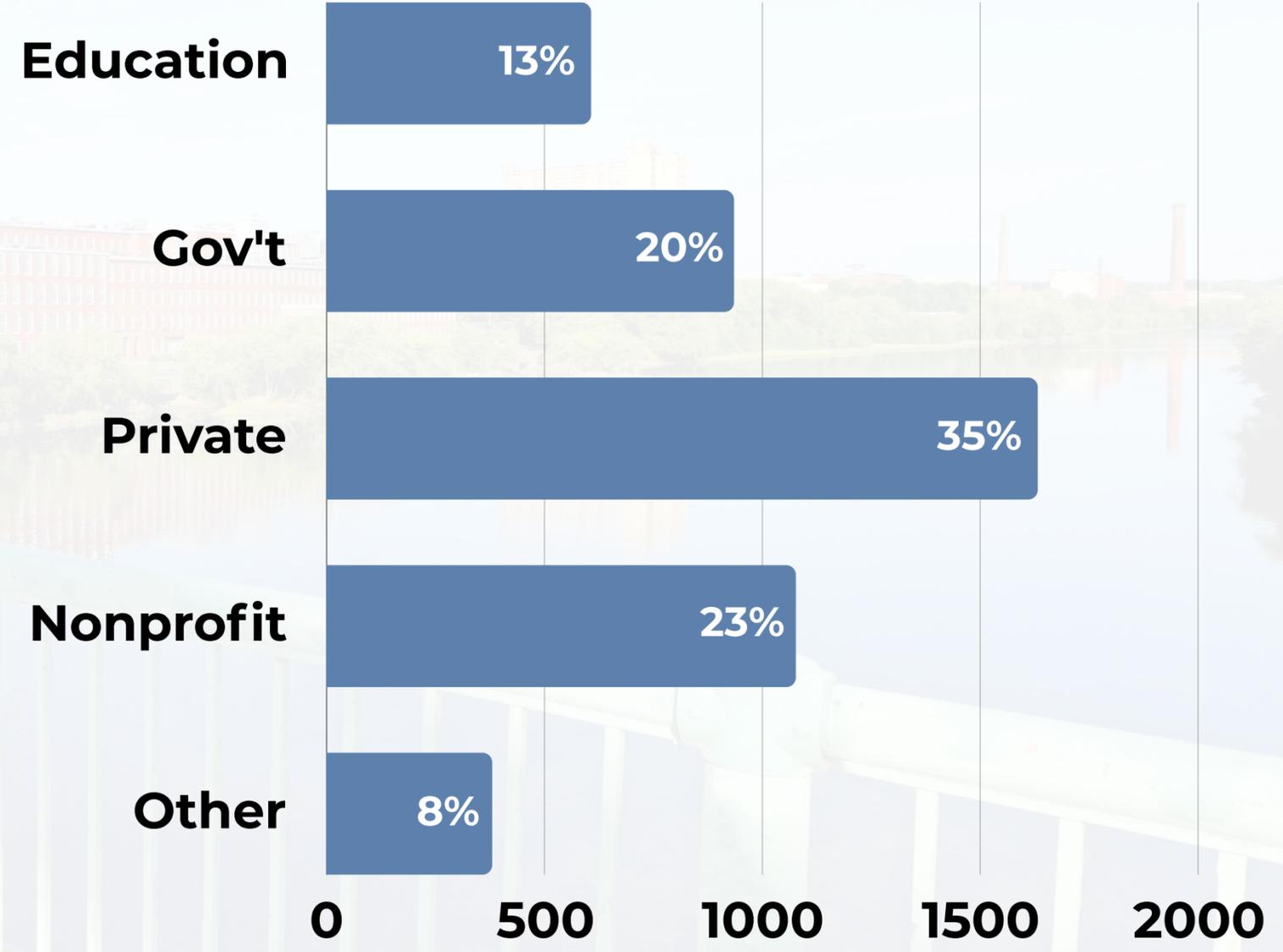
Source: The MassINC Polling Group survey of *CommonWealth Beacon* readers conducted June 26 - July 13, 2023.

Subscribers by the numbers

Category	% of Readers
Men	53%
Women	45%
Master's degree or higher	61%
Household income > \$100K	53%
Massachusetts residents	97%

Newsletter subscribers

by sector



Source: The MassINC Polling Group survey of *CommonWealth Beacon* readers conducted June 26 - July 13, 2023.

Note: Subscribers who receive newsletter(s) via personal email accounts are not included in the data above. The data above is based on 4,631 work or professional email address domains.

Digital Advertising

Aligning your brand with *CommonWealth Beacon* is a highly effective way to share your message with a deeply engaged and influential audience.

Newsletters

The Download newsletter:

- Our premier newsletter sent Monday through Friday
- **11,900** subscribers; average open rate: **42%**

CommonWealth Voices newsletter:

- Our weekly opinion newsletter sent every Sunday
- **12,000** subscribers; average open rate: **44%**

***Coming Soon:**

- A Saturday weekly round-up newsletter

Website

- 175,000 average monthly views



“I strongly support the important work that you are doing to bring insight and transparency to democracy in Massachusetts!”

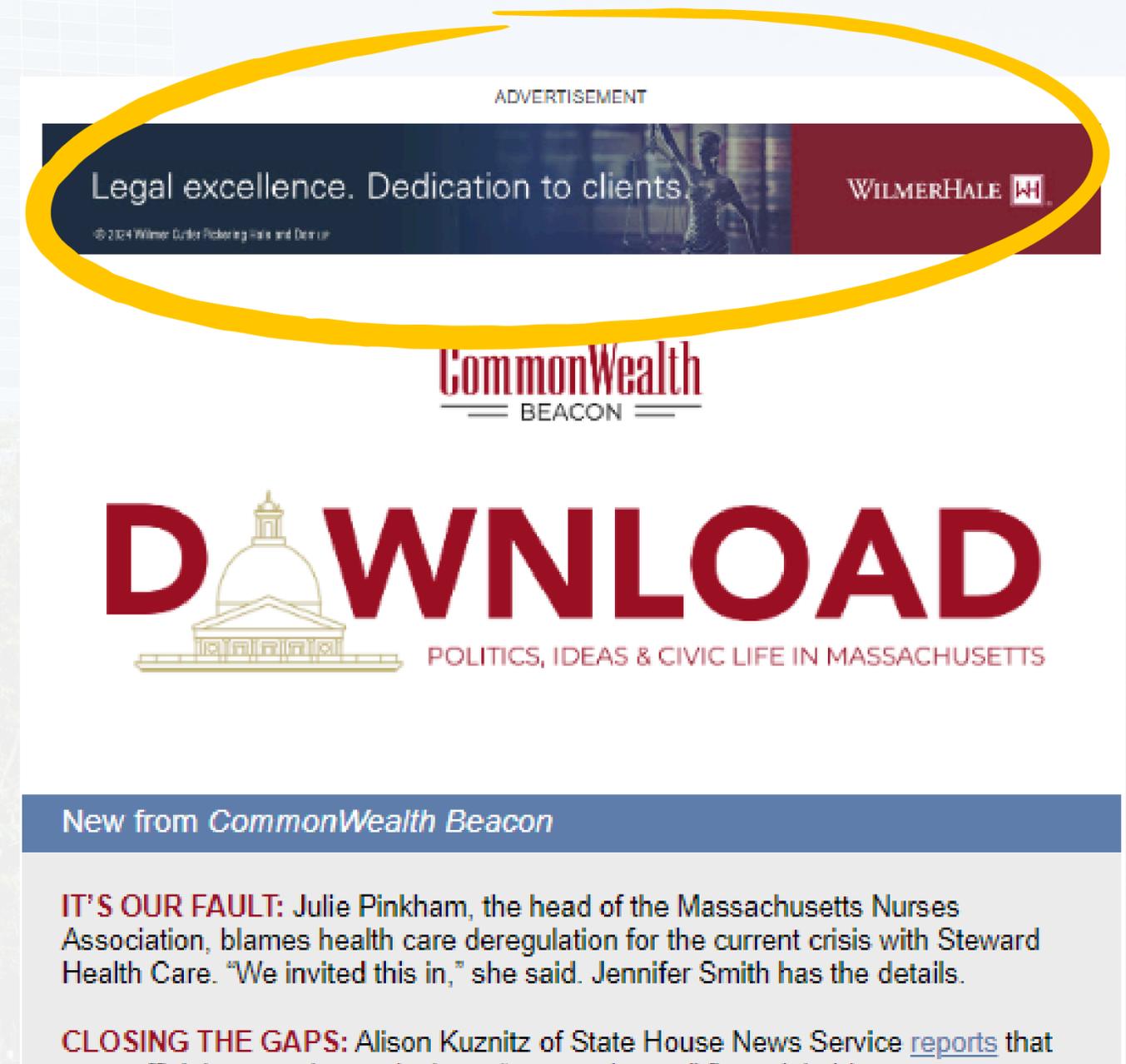
- Bob from Somerville

Note: *CommonWealth Beacon* retains full authority over editorial content to protect the best journalistic and business interests of our organization. We maintain a firewall between news coverage decisions and sources of revenue. Acceptance of financial support does not constitute implied or actual endorsement of donors or their products, services, or opinions.

Digital Advertising Tiers

Gold Tier Includes:

- Top placement (above logo) in all newsletters
- Complete run of site (ROS) on every webpage
- Specifications:
 - 728x90 and 300x150 image sizes
 - Advertiser provides a click-through URL
 - Acceptable formats are PNG, JPG, or GIF
 - Image densities: 2x (preferred), 1.5x, or 1x
 - No more than 20 words of text



"I have been a huge fan for over 20 years. You are a great resource for government officials at every level."

- Linda from Pittsfield

Silver Tier Includes:

- Our best deal with three available spots located in the middle of newsletter and website
- Specifications (same for Silver & Bronze):
 - 728x90 and 300x250 image sizes
 - Advertiser provides a click-through URL
 - Acceptable formats are PNG, JPG, or GIF
 - Image densities: 2x (preferred), 1.5x, or 1x
 - Up to 20 words of text

Bronze Tier Includes:

- Two available spots located above footers in newsletter and website

“Living in western Massachusetts, the news beyond the metropolitan area makes the publication much better.”

- John from Amherst

governor's office in 2002, and largely shifted out of the public eye.

Her presence these days is most keenly felt in her education advocacy, her commentary on the perception of women in public life, and her openness about grieving her husband, who died almost two years ago after a long struggle with kidney disease.



Swift is wading into the thorny debate over pharmaceutical benefit managers – intermediaries between pharmaceutical manufacturers and insurance providers – testifying before the Legislature that her daughter Lauren's struggle with juvenile arthritis and autoimmune complications plunged the family into regular and frustrating interactions with the middlemen that can be

More from *CommonWealth Beacon*

KRAFT GUESSING GAME: Is Josh Kraft [considering a run](#) for mayor of Boston?

OPINION: Kate Andrias of Columbia Law School and Sharon Block and Benjamin Sachs of Harvard Law School [lay out](#) a new path for unionizing Uber and Lyft.

OPINION: Jeremy Wortzel and David Silbersweig of Brigham and Women's Hospital [emphasize](#) that climate change is also a threat to mental health.



In Other News

BEACON HILL

- Massachusetts Republican Party chair Amy Carnevale [says](#) the Legislature should reconvene in formal sessions if Democratic leaders want to take up a huge spending bill that includes funding for the state's emergency shelter

More Opportunities

Job board

Hiring? Share your job listing with our audience. Listings start at \$200 per month.

Podcast

Share up to a 30-second audio advertisement to listeners of The Codcast, our weekly podcast. Rates starting at \$500 per episode.

Institutional memberships

Have your company or organization support independent journalism while giving your employees free access to our statewide coverage.

- **Corporate memberships:** Free employee subscriptions, company promotional opportunities, and discounted advertising rates.
- **Nonprofit memberships:** Free employee subscriptions, organizational promotional opportunities, and discounted advertising rates.

Events

Sponsor a virtual or in-person event, which can include a speaking opportunity, logo on the invitation and event program.

Underwriting

Support a line of coverage such as housing, education, energy, etc. and get public recognition on the website. Underwriting does not imply any impact on editorial decisions.



Councilor Ian Cain speaks during *CommonWealth Beacon's* panel conversation on MBTA Communities. Panelists included Andrea Harris-Long and State Rep. Russel E. Holmes and was moderated by reporter, Gin Dumcius.

Advertising Policies

CommonWealth Beacon advertisers share our belief that delivering trustworthy, nonpartisan, and in-depth news coverage affecting civic life in Massachusetts makes our state more informed and engaged.

To that end, we retain full authority over editorial content to protect the journalistic and business interests of our organization. We maintain a firewall between news coverage decisions and sources of revenue. Acceptance of financial support does not imply endorsement of any products, services, or opinions. We do not accept advertisements from current elected Massachusetts state constitutional officers, members of the state Legislature, members of Congress, mayors, candidates running for those offices, or state cabinet-level office holders. Additionally, we do not accept financial support or advertisements from political campaigns, political action committees, or political organizations as defined in Section 527 of the IRS Code.

All advertisement messaging is subject to review prior to the start of the publishing date.

All advertising materials should be submitted via email no later than three days before the campaign flight date unless otherwise noted.

We will gladly reserve available advertising space, free of charge, for up to 48 hours. After 48 hours, a minimum deposit will be required to secure the advertising space based on the overall cost and duration of the package.

A signed insertion order must be completed prior to the campaign flight date. Invoices will be sent separately, and payment is due Net 15 unless otherwise noted.

Financial support has no influence on editorial or event content.



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Contact **Ryan Garcia**, Director of Development at rgarcia@massinc.org for availability, pricing, and more information.