



# CommonWealth

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## BEACON

## 2026 Media Kit

*CommonWealth Beacon* is a nonpartisan, nonprofit newsroom that produces free award-winning statewide public service journalism on digital, audio, and newsletter platforms.

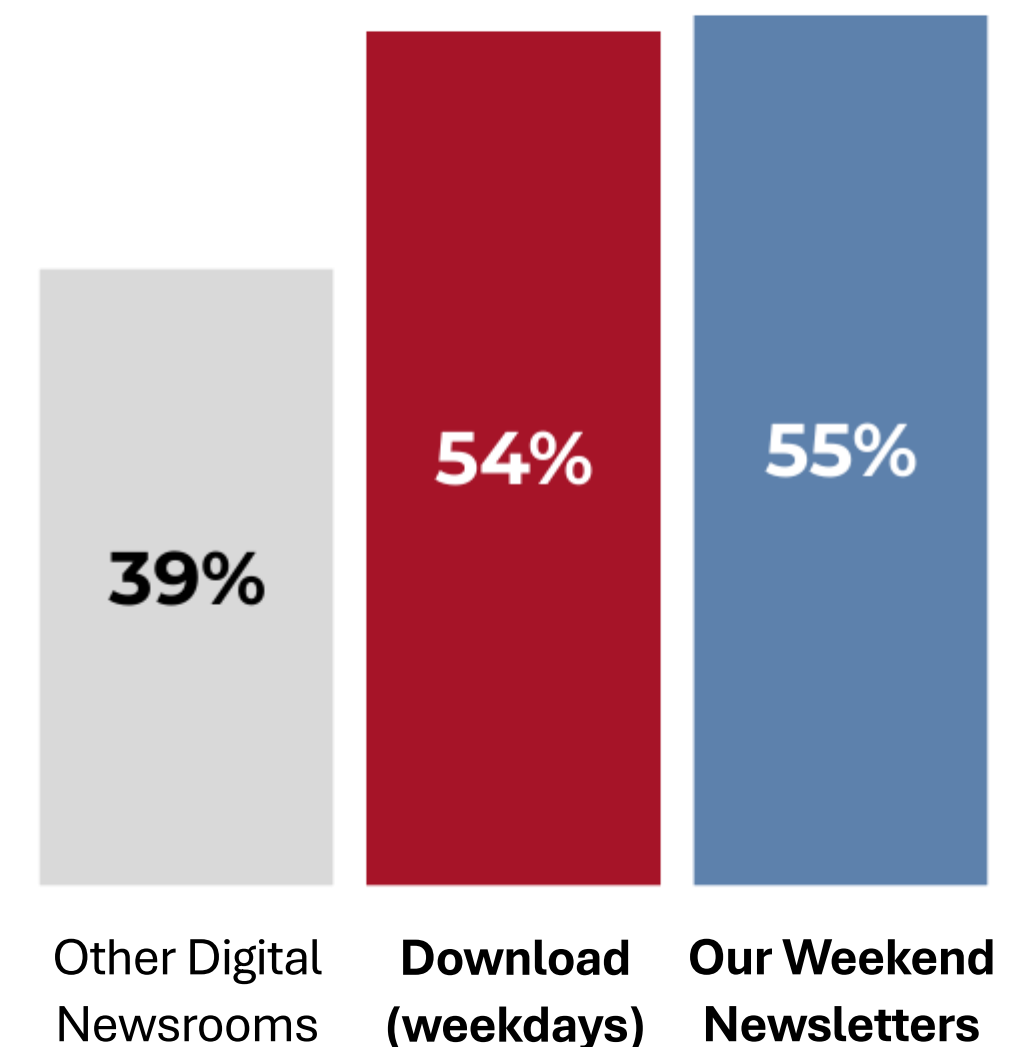
[commonwealthbeacon.org](https://commonwealthbeacon.org)

# Our Audience

*CommonWealth Beacon* reaches a fast-growing base of **12,000+ newsletter subscribers** and **94,000 monthly website visitors**, giving advertisers increasing access to an engaged, influential audience across Massachusetts.

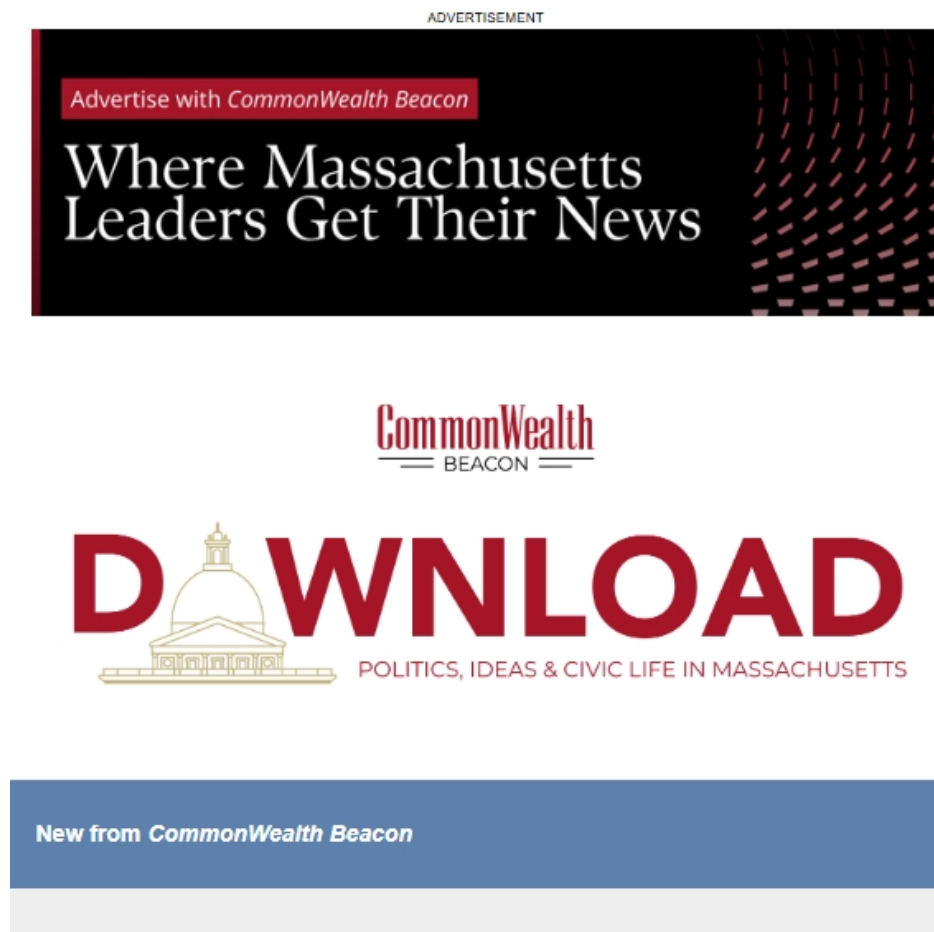
- Nearly **9 in 10 readers engage weekly**, with most returning multiple times per week
- An audience that is exceptionally educated, with **two-thirds holding postgraduate degrees**
- **More than half earn \$150,000+**, signaling strong purchasing and decision-making power
- A **long-tenured Massachusetts audience** with deep local knowledge and influence

## Newsletter Open Rate Comparison

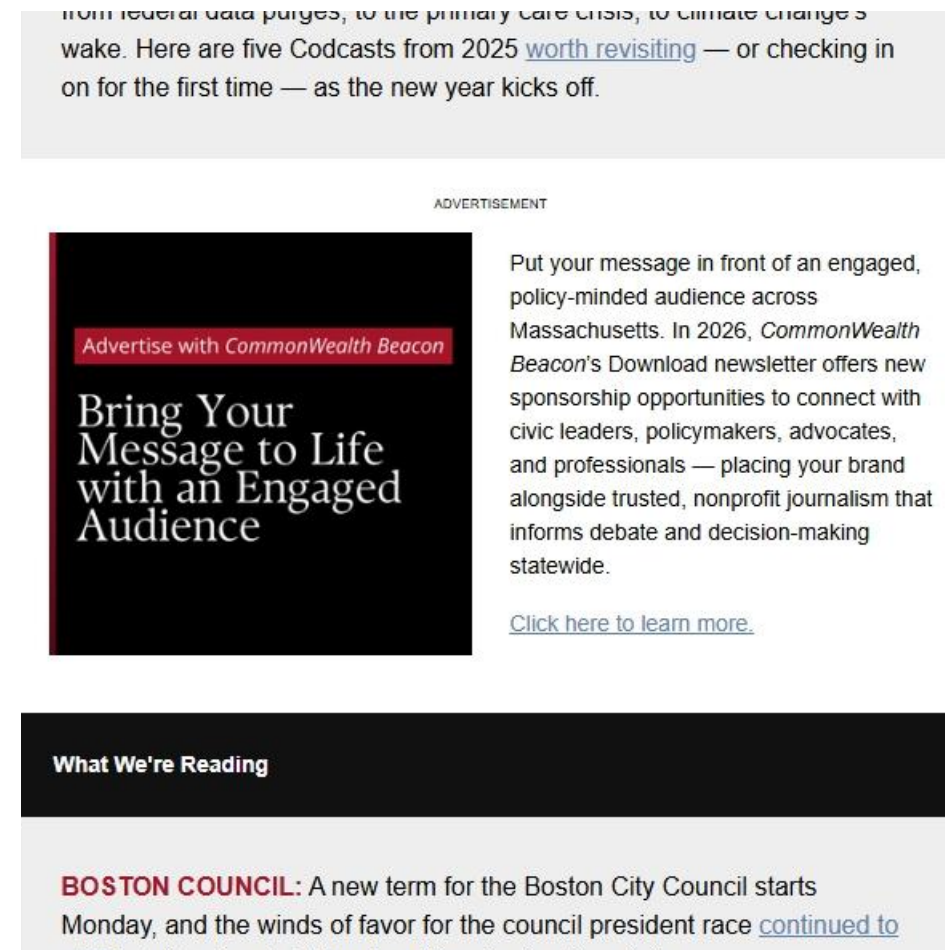


# Get Your Message, Front and Center

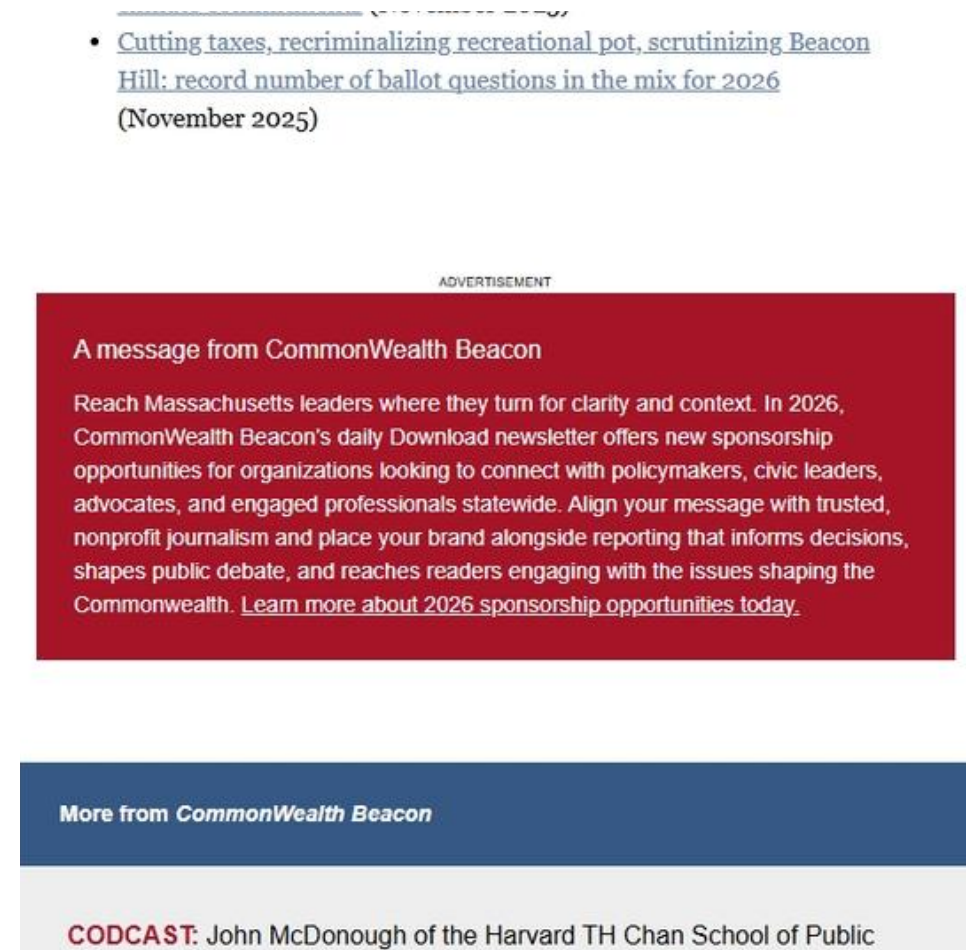
➡ View a [sample newsletter](#) to see how your brand can stand out across our full range of ad placements.



**Maximize visibility** with a 320×100px display ad placed at the top of our newsletter.



**Showcase your brand** with a 300×300px image plus 325 characters of sponsor copy for deeper engagement.



**A flexible sponsorship option** offering up to 525 characters of copy to bring your message to life.



# Beyond Display: Job Board and Podcast Advertising

The screenshot shows the Commonwealth Beacon website's job board. At the top, the logo 'Commonwealth BEACON' is displayed with the tagline 'POLITICS, IDEAS, AND CIVIC LIFE IN MASSACHUSETTS'. Below the logo is a navigation bar with links: NEWS, OPINION, SPECIAL PROJECTS, NEWSLETTERS, THE CODCAST, JOB BOARD, MEMBERSHIP, and ABOUT. The main content area is divided into two columns. The left column contains a search bar with 'Keywords' and 'Location' fields, a 'Search Jobs' button, and a list of job categories with checkboxes: Freelance, Full Time, Internship, Part Time, Temporary, and Volunteer. The right column is titled 'Job Board' and lists several job openings, each with a star icon and a link to the job listing. The jobs listed are: CEO & President — Civic Action Project, Economic Development Director — City of Haverhill, Development Director — Neighbor to Neighbor, Government Affairs Assistant — NAIOP Massachusetts, Greg Torres Senior Fellows — MassINC, Major Gifts Senior Advisor (Fractional Position) — Boston Public Art Triennial, and Regulatory Counsel — Environmental League of Massachusetts. At the bottom of the job board is a red button that says 'ADVERTISE YOUR JOB LISTING'.

A **trusted job board** reaching civic-minded, policy-engaged professionals across Massachusetts.

➡ View our job board [here](#)



**Reach listeners** who spend time with in-depth conversations on the issues shaping the Commonwealth.

➡ Listen to the Codcast [here](#)

# 2026 Rate Card



**STANDARD PACKAGES:** Reach 12,000+ unique readers in their inboxes each weekday and across our website, every day with placements in the daily Download and on commonwealthbeacon.org.

	1 week	1 month	3 months
Gold	\$2,000	\$8,000	\$22,000
Silver	\$1,250	\$5,000	\$13,500
Bronze	\$1,000	\$4,000	\$10,500

**NEWSLETTER TAKEOVERS:** Secure all three ad slots for a week in the Download or in our weekend newsletters to deliver full share of voice with highly engaged readers.

	1 week	1 month	3 months
Download (M-F)	\$4,000	\$15,000	\$35,000
Weekends	\$500	\$1,500	\$4,250

**PODCAST ADVERTISEMENT:** The Codcast offers direct reach to listeners who follow policy, politics, and civic life in Massachusetts. Options are available per episode, providing targeted exposure to an engaged statewide audience.

	1 episode	3 episodes	5 episodes
Codcast ad reads	\$500	\$1,250	\$2,000

**JOB BOARD:** Feature your openings in our daily newsletters plus Monday’s Download and the Saturday Send to reach candidates engaged in policy, civic leadership, and statewide impact.

	1 job	5 jobs	10 jobs
Featured Posts	\$150	\$650	\$1,250
Standard Posts	\$100	\$450	\$800

To get started, reach out to Ryan Garcia at [rgarcia@massinc.org](mailto:rgarcia@massinc.org) or [click here to submit our form](#). If you’re interested in a custom package, we’ll work with you to design one that fits your goals and budget.