



# CommonWealth

— 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.

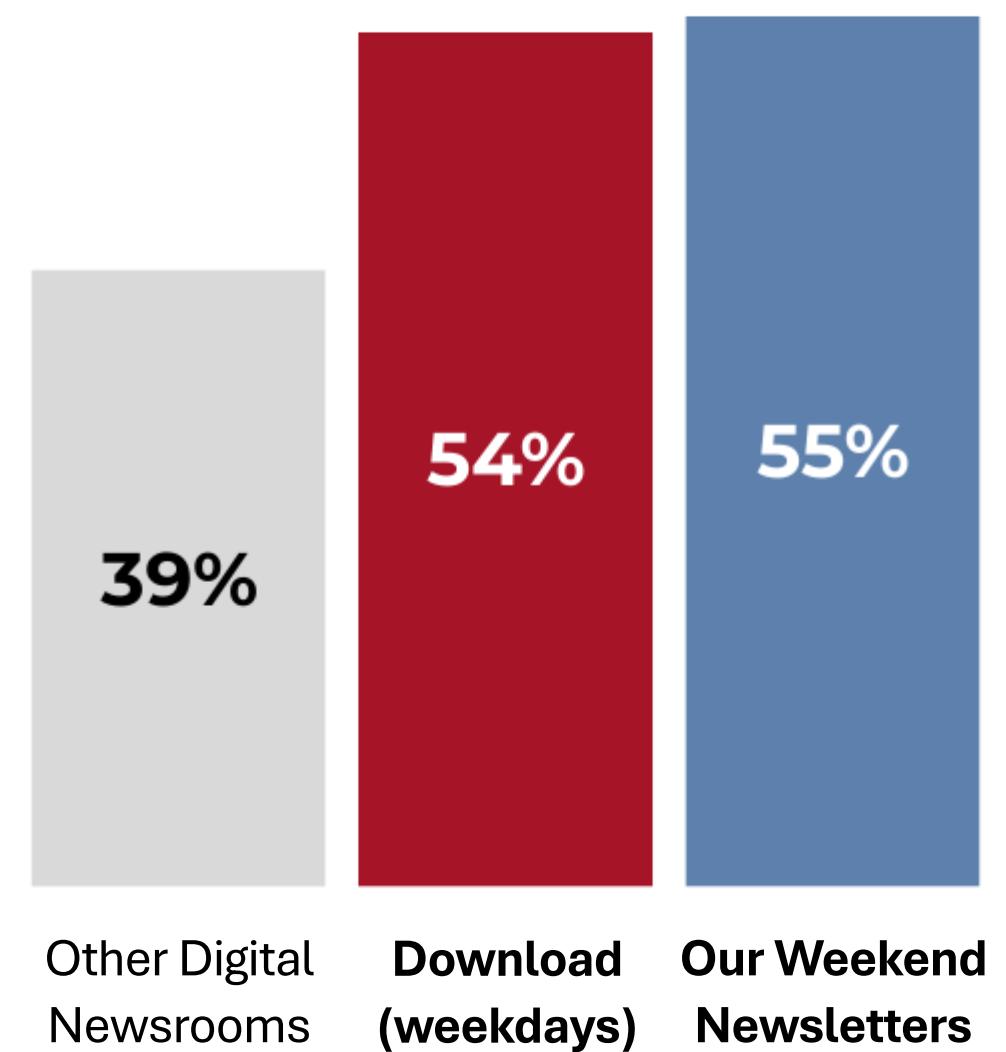
[commonwealthbeacon.org](http://commonwealthbeacon.org)

# 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.**

ADVERTISEMENT  
From federal data purges, to the primary care crisis, to climate change's wake. Here are five Codcasts from 2025 [worth revisiting](#) — or checking in on for the first time — as the new year kicks off.

ADVERTISEMENT  
Advertise with CommonWealth Beacon  
Bring Your Message to Life with an Engaged Audience  
Put your message in front of an engaged, policy-minded audience across Massachusetts. In 2026, CommonWealth Beacon's Download newsletter offers new sponsorship opportunities to connect with civic leaders, policymakers, advocates, and professionals — placing your brand alongside trusted, nonprofit journalism that informs debate and decision-making statewide.  
[Click here to learn more.](#)

What We're Reading  
BOSTON COUNCIL: A new term for the Boston City Council starts Monday, and the winds of favor for the council president race [continued to blow in the right direction](#) (continued to blow in the right direction)

- [Cutting taxes, recriminalizing recreational pot, scrutinizing Beacon Hill: record number of ballot questions in the mix for 2026](#)  
(November 2025)

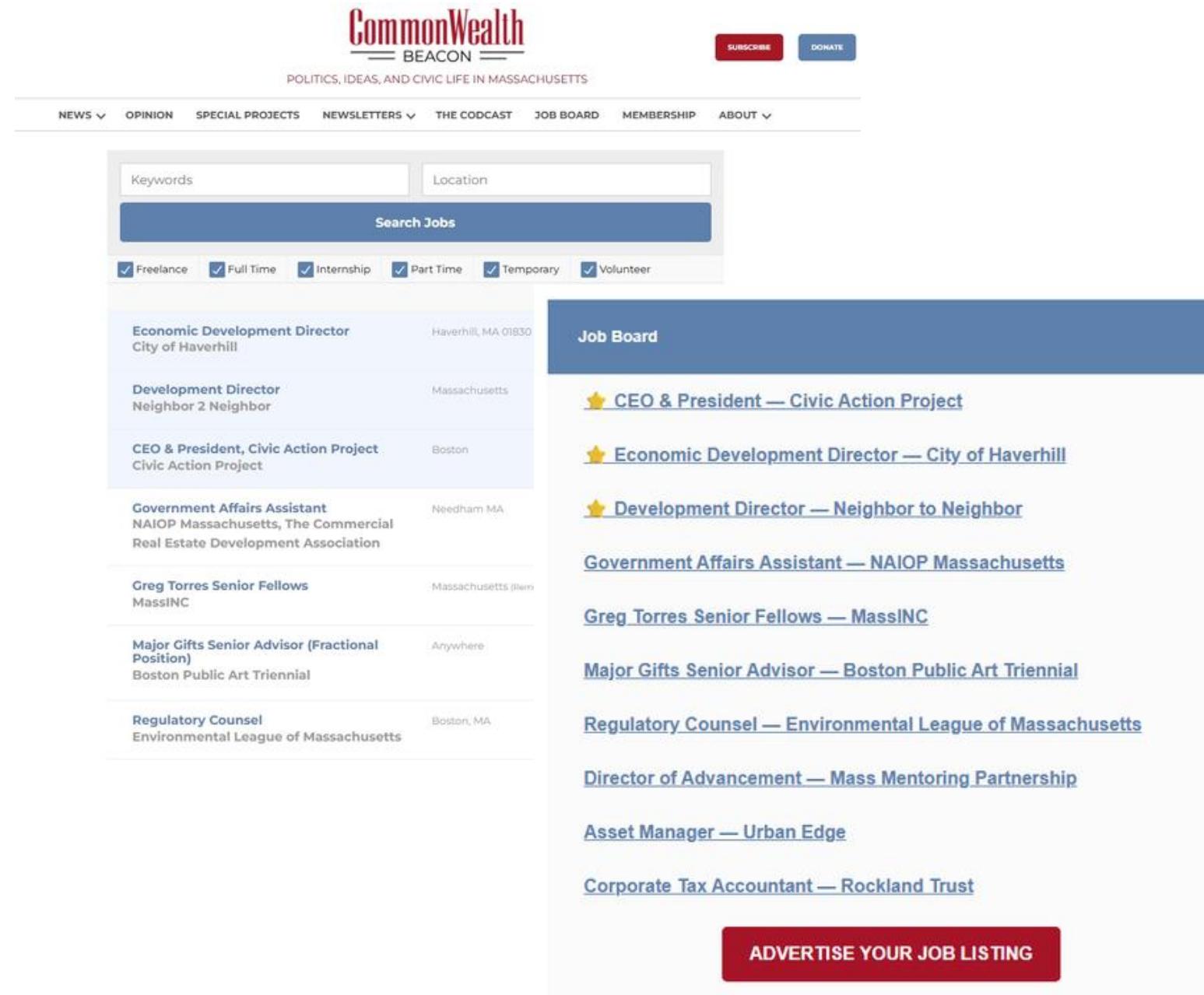
ADVERTISEMENT  
A message from CommonWealth Beacon  
Reach Massachusetts leaders where they turn for clarity and context. In 2026, CommonWealth Beacon's daily Download newsletter offers new sponsorship opportunities for organizations looking to connect with policymakers, civic leaders, advocates, and engaged professionals statewide. Align your message with trusted, nonprofit journalism and place your brand alongside reporting that informs decisions, shapes public debate, and reaches readers engaging with the issues shaping the Commonwealth. [Learn more about 2026 sponsorship opportunities today.](#)

More from CommonWealth Beacon  
CODCAST: John McDonough of the Harvard TH Chan School of Public

**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 job board section of the CommonWealth BEACON website. At the top, there is a search bar with fields for 'Keywords' and 'Location', and a 'Search Jobs' button. Below this are filter checkboxes for 'Freelance', 'Full Time', 'Internship', 'Part Time', 'Temporary', and 'Volunteer'. The main content area is titled 'Job Board' and lists several job listings:

- Economic Development Director, City of Haverhill, MA 01830
- Development Director, Neighbor 2 Neighbor, Massachusetts
- CEO & President, Civic Action Project, Civic Action Project
- Government Affairs Assistant, NAIOP Massachusetts, The Commercial Real Estate Development Association, Needham MA
- Greg Torres Senior Fellows, MassINC
- Major Gifts Senior Advisor (Fractional Position), Boston Public Art Triennial
- Regulatory Counsel, Environmental League of Massachusetts
- Director of Advancement, Mass Mentoring Partnership
- Asset Manager, Urban Edge
- Corporate Tax Accountant, Rockland Trust

At the bottom of the list is a red 'ADVERTISE YOUR JOB LISTING' button.

**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.