

CommonWealth Beacon – 2025 Media Kit

Reach a deeply engaged and highly influential audience across
Massachusetts

We are *CommonWealth Beacon*, a nonprofit, non-partisan news organization, serving as the state's trusted source for in-depth news, analysis, and original reporting on policy, politics, and civic life.

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.

Since 1996, *CommonWealth Beacon* has evolved from a quarterly, public policy-focused print magazine into a daily source of in-depth news, analysis, and original reporting on key issues across the state. Today, we remain a widely trusted independent news organization with a statewide readership that includes civic leaders, policymakers, decision-makers, opinion leaders, and business experts.

By partnering with us, you are supporting an informed citizenry while aligning your business, organization, or group with our award-winning journalism. You gain access to a range of advertising and sponsorship opportunities, ensuring effective and uncluttered visibility across our channels, reaching highly engaged readers who rely on us to stay informed every day.

Published by the Massachusetts Institute for a New Commonwealth (MassINC), *CommonWealth Beacon* is a 501(c)(3) nonprofit funded by individuals, foundations, advertisers, and sponsors. *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 all revenue. For more information on our editorial independence policies, please [visit our website](#).

CommonWealth Beacon is a member organization of the [Institute for Nonprofit News](#) (INN), a network of nonprofit newsrooms upholding standards of editorial excellence in news coverage, editorial independence, and transparency.

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

- Julie, a reader from Wakefield

Award-winning journalism | *CommonWealth Beacon* makes a unique and essential contribution to the Massachusetts news ecosystem

Our track record provides a strong foundation as we continue to build upon our role as the go-to statewide news organization committed to independent, non-partisan reporting. *CommonWealth Beacon*'s growing readership relies on us to hold state government accountable and highlight promising solutions to the challenges facing Massachusetts. Our platform fosters thoughtful, respectful civic dialogue among diverse community leaders and subject matter experts.

"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, a reader from Boston

Reach and Audience

CommonWealth Beacon averages more than 180,000 monthly pageviews—with even more reading our work through Apple News, NewsBreak, and other media outlets in Massachusetts. Readers holding influential roles across the public, private, and nonprofit sectors turn to us for our commitment to delivering outstanding, non-partisan journalism.

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

- Linda, a reader from Pittsfield



Advertising and Sponsorship Opportunities

We offer digital advertising, event sponsorships, and institutional memberships to align with *CommonWealth Beacon* and effectively reach our audience while supporting the future of critical public service journalism.

DIGITAL ADVERTISING

Advertising with the *CommonWealth Beacon* website and email newsletters is a highly effective way to expand your brand's reach to a qualified audience while maintaining a degree of control over your exposure, your target audience, your environment, and your campaign goals.

WEBSITE

Our website is the heartbeat of Massachusetts news and information and freely accessible to all. Ad space is available across our website, allowing for maximum visibility to reach your campaign goals.

- **Ad unit sizes:**
 - **Desktop:** 1456x180 leaderboard, 600x500 in article pages
 - **Mobile:** 640x200 leaderboard, 600x500 in article pages
- **181,000** website pageviews per month

NEWSLETTERS

Our newsletters allow you to reach our most loyal and passionate audience members. Carefully placed ads in each newsletter provide a clean uncluttered reader experience with industry-leading open rates.

Daily “The Download”

Our premier newsletter is sent every weekday with original news and in-depth stories about the state's politics and civic life.

- **12,700** unique subscribers
- **43.82%** average open rate in 2024
- Up to five ad units available

Weekly “Saturday Send”

Added in 2024, our Saturday newsletter features highlights of the week's top stories.

- **14,000** unique subscribers
- **44.9%** average open rate in 2024
- Up to three ad units available

Weekly “CommonWealth Voices”

Our Sunday opinion newsletter offers a platform for robust discourse, analysis, and advocacy on the challenges and aspirations of political life in Massachusetts.

- **13,000** unique subscribers
- **43.76%** average open rate in 2024
- Five ad units available

EVENTS

CommonWealth Beacon produces impactful live journalism events to promote civic engagement and democracy throughout Massachusetts. Our live public events offer a unique opportunity for sponsors that support our mission, value community building, and targeted brand visibility. Each sponsorship comes with benefits to ensure brand presence to recognize your support and custom opportunities to connect meaningfully with our audience.

PODCAST

Our weekly episodes feature robust conversations with guests playing key roles across a wide range of areas affecting daily life in Massachusetts.

- **850** average listeners per episode
- Multiple ad slots available per episode
- Client creates copy that is approved and read by the *CommonWealth Beacon* team

ANNUAL INSTITUTIONAL MEMBERSHIPS – NEW IN 2025

Support original, comprehensive, and unbiased journalism that serves as a critical public resource, ensuring government accountability in addressing the needs of Massachusetts residents.

As a *CommonWealth Beacon* Institutional Member, you become part of a statewide network of supporters who share the belief that an informed and engaged citizenry is essential to a thriving democracy.

Members gain access to additional benefits with *CommonWealth Beacon*, while helping advance the future of our journalism.

JOB BOARD – NEW IN 2025

Post your job listing with us and get seen by talented professionals across the state with expertise across all sectors and industries.

“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.”

- A *CommonWealth Beacon* reader

We look forward to partnering with you in 2025 as we aim to expand *CommonWealth Beacon*’s impact across Massachusetts through our public service journalism. [Email us](#) to get started.