



MASSLIVE'S HOUSE OF THE WEEK features a diverse mix of homes in Massachusetts.

How it works:

Each week MassLive showcases a home that is listed on the market in Massachusetts. The coverage can include a photo gallery of the home, a short video, and a content-based article highlighting the home's unique character.

The popularity of MassLive's House of the Week has rapidly grown to over 1.3 million page views¹ in the last year. Appealing to an audience with interests in real estate, home improvement, interior design, and other related categories, this series opens the doors to remarkable homes.

Sponsor House of the Week* to:

REACH an average of **100K+** monthly page views² and receive sponsor recognition in social media posts, video and promotional ads.

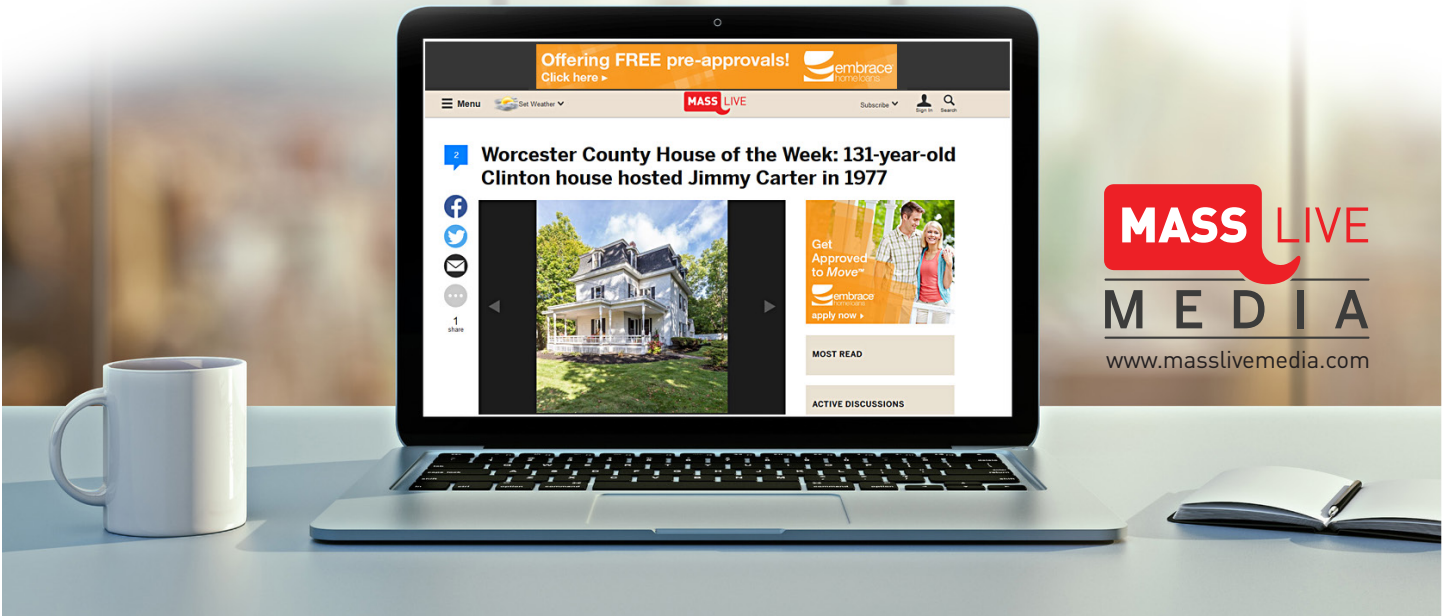
ENGAGE with a captivated audience as they look for inspiration in this weekly feature of select properties across Massachusetts.

EXTEND your brand message with display ads that will reach active or passive home seekers browsing this content, or other consumers with related interests.

SHOW brand support for local venues and small businesses.

For more information, contact your local Digital Media Strategist or email masslivesales@masslive.com

*Sponsorships are sold as SOV campaigns limited to 2 advertisers; includes category exclusivity.



¹ Burt Analytics Nov 2015-Nov 2016 ² Burt Analytics Nov 2016