



BOCA RATON'S FIVE-TIMES-A-WEEK EMAIL NEWSLETTER

Put your business in Boca Raton's inbox.

Good in Boca is a weekday email newsletter and local guide helping residents decide where to eat, explore, shop, and spend their time—and helping local businesses reach the people already here.



5x
ISSUES PER WEEK

94%
READ ON MOBILE

47%
AVERAGE OPEN RATE

THE BOCA RATON MARKET

Boca Raton combines exceptional household purchasing power with a growing population, major investment, and a large college community that supports year-round spending.

4.2% POPULATION GROWTH SINCE 2020	\$121.6K MEDIAN HOUSEHOLD INCOME	33% HOUSEHOLDS EARNING \$200K+	\$853.2K MEDIAN OWNER-OCCUPIED HOME VALUE
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Sources: U.S. Census Bureau, 2024 ACS and July 1, 2025 population estimates. In 2025, Boca Raton supported five economic-development projects representing approximately 600 jobs and nearly \$90 million in capital investment. Citywide market context; not subscriber analytics.

INCLUDED AT NO CHARGE

Free Business Spotlight

Every local business can receive one email newsletter feature, plus dedicated Facebook and Instagram posts.

Good in Boca

Facebook post
Meet a local Boca business worth knowing.

@goodinboca

Instagram post
A visual feature shared with local followers.

ADVERTISING PLACEMENTS

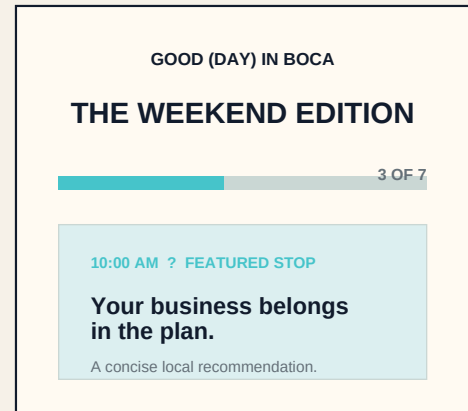
Newsletter Sponsor Top of issue · above the fold	\$100 / issue
Mid-Issue Callout Dedicated block at peak engagement	\$100 / issue
Weekly Bundle Five appearances, Monday–Friday	\$250 / week



SUBSCRIBER-ONLY PRINTABLE ITINERARY

Put your business on the Weekend Edition itinerary.

The Weekend Edition guides subscribers through seven timed Boca stops. A participating business can be featured as one of those stops in an upcoming edition.



WHAT THE FEATURE INCLUDES

- Business name, address, hours, and destination links
- Two supplied or Good in Boca-approved photos
- A short editorial description and insider recommendation
- "Tell them Good in Boca sent you" attribution
- Optional category exclusivity, subject to availability

WEEKEND EDITION FEATURE

One featured stop in a subscriber-only Boca itinerary.

CONTACT FOR PRICING

A useful feature readers can act on.

Availability is limited because each edition includes only seven stops. Editorial fit and final placement are determined by Good in Boca.

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