



## Year 2008 The Magazine and Its Readers

Rate Card #21 • Effective January 1, 2008

P.O. Box 758 • 43 Mechanic St. • Camden, ME 04843

**800-565-4951 • 207-236-8622 • Fax: 207-236-0811**

e-mail: [advertising@maineboats.com](mailto:advertising@maineboats.com) • [www.maineboats.com](http://www.maineboats.com)

**Maine Boats, Homes & Harbors** was founded in 1987 (as Maine Boats & Harbors) to look at life on the Gulf of Maine with a special focus on boats, and the people who build and use them. Unlike other boating magazines, **Maine Boats, Homes & Harbors** covers all aspects of coastal life—food, homes, art, wildlife, history, and cruising.

Over the past 21 years, our readers have proven themselves to be active buyers of boats, boating gear, waterfront homes, marine art, Maine antiques, high-end travel services and fine food.

With 20,000+ readers who love Maine's handsome boats and scenic harbors, **Maine Boats, Homes & Harbors** delivers a quality audience for the discriminating advertiser.

### Readership Survey

In the spring of 1999, Hugger Communications, Portland, Maine was commissioned by the publishers of **Maine Boats & Harbors**\* to do a survey of its readers. A two page, 20 question survey was developed and mailed to 1,000 subscribers on a random basis. A total of 1,000 survey packages were mailed on May 7, 1999 with a cut-off date of June 9, 1999. The final response rate was 41%.

#### Readership Demographics

Male:	90%
Household Income:	\$281,519
Household Net Worth:	\$4,515,000
Reside in New England:	50%

#### Home Ownership

Own at least one home:	97%
Own two or more homes:	41%

#### Boat Ownership

Own a boat:	91%
Own powerboats:	43%
Own sailboats:	41%
Own three or more boats:	37%

#### Activities and Interests

Collect art	65%
Downhill and/or cross-country ski	50%
Pleasure trips per year	4+
Chartered a boat within the year	12%
Saltwater fishing	36%

#### Relationship with Magazine

Read each of the last four issues:	92%
Save every issue:	65%
Refer to each issue four or more times:	38%
Total readership (includes pass along):	104,200

#### Relationship with Magazine's Advertisers

Have done business with our advertisers:	76%
Collect art and antiques:	65%
Have purchased art within the last 12 months:	53%

### Circulation/Distribution

In addition to our own subscribers, **Maine Boats, Homes & Harbors** is distributed to newsstands, chandleries and bookstores up and down the East Coast.

**Readership: 20,000/issue**

#### New England

**(distribution is 58% of the total)**

Maine	23%
Massachusetts	18%
Connecticut	9%
New Hampshire	5%
Rhode Island	2%
Vermont	1%

#### Outside New England

**(distribution is 42% of the total)**

New York	8%
Florida	5%
New Jersey	3%
Pennsylvania	3%
Maryland	3%
Virginia	2%
Ohio	2%
Michigan	1%
Texas	1%

States with distribution under 1% represent 15% of the total

Approximately 1% is distributed outside the United States

\*The name *Maine Boats, Homes & Harbors* first appeared with the February/March 2006 issue.