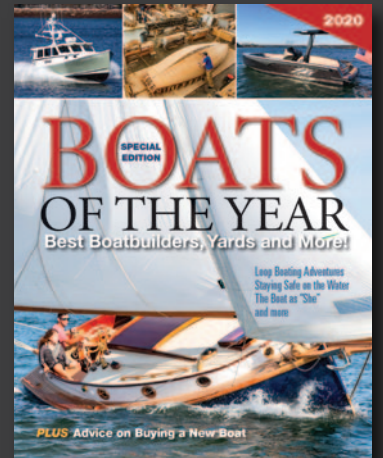
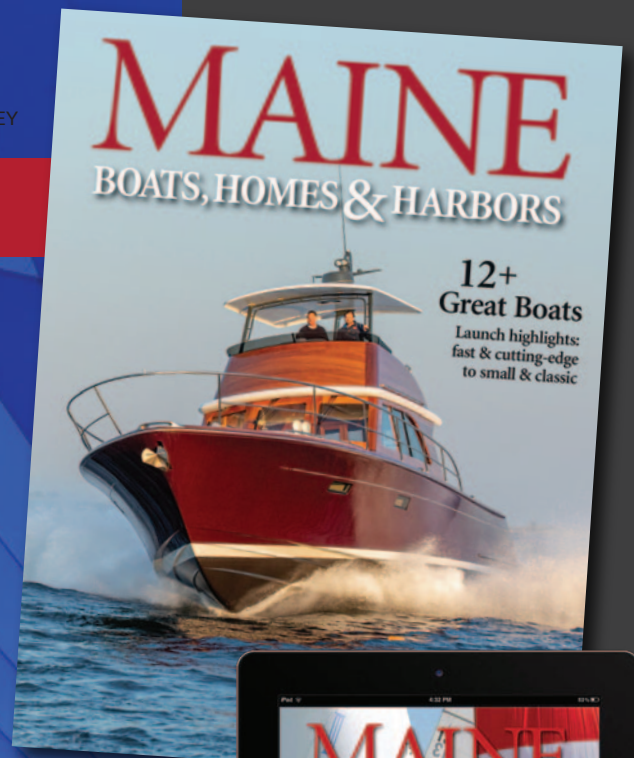


PHOTO BY ALISON LANGLEY

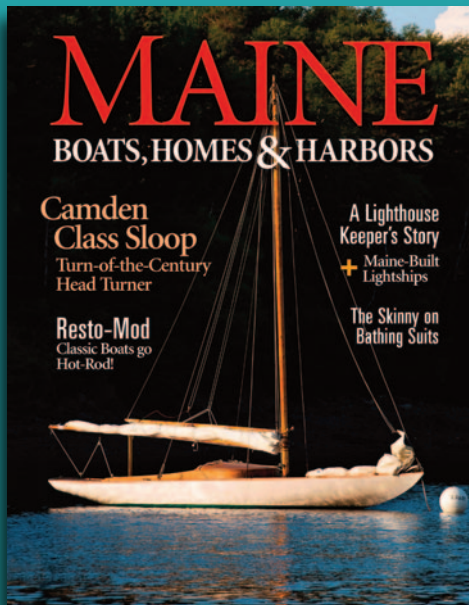
Maine Boats, Homes & Harbors

2021

Advertising Opportunities



Our Readers



**Average household
net worth of \$4.5 million
91% own a boat and more than
40% own 2nd homes in Maine**

In Print.

Award-Winning Magazine!

Maine Boats, Homes & Harbors is for people who love Maine, boats, and the water. Our readers trust us to keep them up to date on boats, art, history, and life along the coast in Maine.

401,000 users + 3 million page views



Online Views

Start Your Day in Maine!

Maineboats.com presents the best of the Maine coast to online readers at work and at home. Using the combined power of text, photos, audio, and video, the site provides web-exclusive content, daily tides, mariner's weather, Coastal Correspondents, selected events, and galleries of photos of beautiful Maine boats and scenery. "Just Launched" showcases brand new and rebuilt Maine boats. "Coastal Adventures" helps viewers plan their summer cruising.

**Show Visitors
8,500+ In Person.
attendees**

August Boat & Home Show!

This live version of the magazine brings readers and viewers together with Maine's finest craftsmen: boats, furniture, home wares, and more are showcased in a beautiful coastal setting on the waterfront in Rockland. There are boats in the water, boats and displays on land, and tents filled with wonderful wares. Plus there are events for the whole family.



In Print.

Display Advertising Rates

| Four Color | 1X | 3X | 6X |
|------------|---------|---------|---------|
| Back Cover | \$3,825 | \$3,650 | \$3,475 |
| Full Page | \$3,520 | \$3,430 | \$3,265 |
| 2/3 Page | \$2,690 | \$2,570 | \$2,450 |
| 1/2 Island | \$2,455 | \$2,320 | \$2,210 |
| 1/2 Page | \$2,105 | \$2,010 | \$1,915 |
| 1/3 Page | \$1,470 | \$1,400 | \$1,335 |
| 1/4 Page | \$1,065 | \$930 | \$885 |
| 1/6 Page | \$730 | \$625 | \$595 |
| 1/8 Page | \$580 | \$465 | \$445 |

Covers (Four color only)

Add 25% for Premium Cover Space. Commissions: 15% discount available to all recognized agencies for display advertising only, and only if paid within 30 days of invoice date.



Yacht Brokerage & Real Estate

| Four Color | 1X | 3X | 6X |
|------------------------------|---------|---------|---------|
| Full Page | \$3,080 | \$2,835 | \$2,465 |
| 1/2 Page | \$1,855 | \$1,700 | \$1,485 |
| 1/4 Page | \$750 | \$660 | \$640 |
| 1/8 Page | \$475 | \$435 | \$395 |
| 1/16 Maritime Professionals | \$285 | \$255 | \$230 |
| Two Block Coastal Classified | \$285 | \$255 | \$230 |

Full Page

8.375 x 10.875
(trim)

2/3 Page

4 5/8 x 10

1/3 Vert.

2 1/4 x 10

1/3 Square

4 5/8 x 4 7/8

1/6 Vert.

2 1/4 x 4 7/8

Closing Dates

| Issue | Closing Date |
|---|--------------|
| January/February | November 10 |
| March/April | January 10 |
| May/June | March 10 |
| July/August | May 10 |
| September/October (due to Show deadlines) | June 10 |
| November/December | September 10 |
| Boats of the Year / Digital Annual | November 10 |

1/4 Vertical

3 3/8 x 4 7/8

1/8

3 3/8 x 2 3/8

1/16

3 3/8 x 1 1/8

1/2 Horizontal

7 x 4 7/8

1/4 Horizontal

7 x 2 3/8

1/6 Horz.

4 5/8 x 2 3/8

1/2 Island

4 5/8 x 7 1/2

Contact Us

John Hanson: john@maineboats.com
or Call 207-594-8622

maineboats.com

The quality and pleasure of the writing is superior to that of many magazines with larger circulations. What it does well it does very, very well.

—INTERNATIONAL REGIONAL MAGAZINE ASSOCIATION 2018 CONTEST JUDGE

Advertising Print Specifications

Mechanical Requirements

| Size | Dimensions (width x height) | |
|---------------------|--|-----------------|
| Full Page | trim: 8 $\frac{3}{8}$ x 10 $\frac{7}{8}$ | live: (7 x 10) |
| 2/3 Page | 4 $\frac{5}{8}$ x 10 | (4.625 x 10) |
| 1/2 Island | 4 $\frac{5}{8}$ x 7 $\frac{1}{2}$ | (4.625 x 7.5) |
| 1/2 Page Horizontal | 7 x 4 $\frac{7}{8}$ | (7 x 4.875) |
| 1/3 Page Square | 4 $\frac{5}{8}$ x 4 $\frac{7}{8}$ | (4.625 x 4.875) |
| 1/3 Vertical | 2 $\frac{1}{4}$ x 10 | (2.25 x 10) |
| 1/4 Page Vertical | 3 $\frac{3}{8}$ x 4 $\frac{7}{8}$ | (3.375 x 4.875) |
| 1/4 Page Horizontal | 7 x 2 $\frac{3}{8}$ | (7 x 2.375) |
| 1/6 Page Vertical | 2 $\frac{1}{4}$ x 4 $\frac{7}{8}$ | (2.25 x 4.875) |
| 1/6 Page Horizontal | 4 $\frac{5}{8}$ x 2 $\frac{3}{8}$ | (4.625 x 2.375) |
| 1/8 Page | 3 $\frac{3}{8}$ x 2 $\frac{3}{8}$ | (3.375 x 2.375) |
| 1/16 Page | 3 $\frac{3}{8}$ x 1 $\frac{1}{8}$ | (3.375 x 1.125) |

Printed web offset: TRIM SIZE: 8.375" x 10.875"
LIVE AREA: 7x10" (keep all subjects $\frac{3}{8}$ " from trim)

Binding method: Perfect Bound

Colors available: Four-color process (SWOP)

Bleeds: Full page bleed 8 $\frac{5}{8}$ " x 11 $\frac{1}{8}$ " add 1/8" on all four sides (making it 8.625" x 11.125") to allow for the printer's trimming and binding process.

Send Materials To

**Maine Boats, Homes & Harbors
Advertising Dept.
P.O. Box 566, Rockland, ME 04841**

Contact Julie with questions:
800-565-4951

Small, compressed files may be sent to:
julie@maineboats.com

Specifications

MEDIA

- On disc, or compressed files via e-mail. Include a print-out of disc contents and a proof of ad (printer approved color proof). Clearly label all materials.
- PLATFORM: Macintosh
- APPLICATIONS: Page Layout: QuarkXPress 9.5 or earlier, InDesign CS6 or earlier (include all graphics and typefaces with native layout files)
- NAMING FILES: Please include company name in file name. Example: SmithCo.qxp. Do not use spaces or any of the following characters when naming your files: < > ~ ' ' " " ` { } [] / \ | & ! *

IMAGES & FORMATS:

- Please compress e-mailed files to avoid corruption.
- ACCEPTABLE FORMATS: Tiff or EPS files, PDF/X-1a files with no spot colors. (JPEG accepted if only option.)
- No MS Publisher, Corel Draw, or Microsoft Word files.

IMAGE RESOLUTION

- FOUR-COLOR: 300 ppi placed at 80-100%, CMYK process (*not RGB*)
- BLACK & WHITE: 300 ppi placed at 80-100%, grayscale (*not RGB*)
- LINE DRAWINGS: 800 ppi or higher, bitmap image (1200 ppi preferred) placed at 80-100%
- COLOR FORMAT: Black & white or four-color process (CMYK, not RGB). No Pantone or spot colors.

FONTS

Include screen and printer fonts, Macintosh Postscript Type 1 preferred. No Multiple Master fonts.

PROOFS

- COLOR ADS: Publisher will not accept responsibility for color quality unless ad is accompanied by a printer approved color proof.

Display Classified Ad Rates

Classified headings are by category.
Choose from existing or
suggest your own.

Color Four Blocks:
\$575 one-time rate
\$450 five-time rate

Black & White Four Blocks:
\$370 one-time rate
\$290 five-time rate

Make-ups: 80 word maximum, no image, or
40 word maximum, one image

Color Two Blocks:
\$295 one-time rate
\$230 five-time rate

**Black & White
Two Blocks:**
\$185 one-time rate
\$145 five-time rate

Make-ups:
40 word maximum,
no image, or
20 word maximum,
one image

Black & White One Block:
\$100 one-time rate
\$75 five-time rate
20 word maximum
(no pictures or logos,
single line frame)

Color Three Blocks:
\$425 one-time rate
\$325 five-time rate

**Black & White
Three Blocks:**
\$270 one-time rate
\$210 five-time rate

Make-ups:
60 word maximum,
no image, or
30 word maximum,
one image

Color Two Blocks:
\$295 one-time rate
\$230 five-time rate

Black & White Two Blocks:
\$185 one-time rate
\$145 five-time rate

Make-ups: 40 word maximum, no image, or
20 word maximum, one image

Classified rates by the word: \$3.15 per word, per insertion. \$50 minimum. Count each word of the address separately. Telephone numbers count as one word. E-mail addresses count as three.

Contact Us

John Hanson: john@maineboats.com
or Call 207-594-8622

maineboats.com

Classifieds

Specifications

Display Classified Rates:

A display classified is measured by column inches instead of words. One inch equals one block. Display classifieds may be as many as four blocks. A discount is available for five consecutive insertions.

Make-up requirements:

Two or more blocks may include a photo, logo, or illustration (no slides or transparencies). One block holds an average of 20 words. Two blocks hold an average of 40 words, or 20 words plus one illustration, and so on, up to four blocks.

Payment must accompany order:

Payable by check, money order, Visa, Mastercard, Discover, or American Express (include name, card number, and expiration date). Call 800-565-4951 for more information.

Mechanical Requirements

| Size | Dimensions (width x height) | |
|----------------------|------------------------------------|--------------|
| 1 block | 1 ⁹ / ₁₆ x 1 | (1.5625 x 1) |
| 2 block (vertical) | 1 ⁹ / ₁₆ x 2 | (1.5625 x 2) |
| 2 block (horizontal) | 3 ³ / ₈ x 1 | (3.375 x 1) |
| 3 block (vertical) | 1 ⁹ / ₁₆ x 3 | (1.5625 x 3) |
| 4 block | 3 ³ / ₈ x 2 | (3.375 x 2) |

Supplied File Requirements:

- PDF/X-1a files with no spot colors, Tiff, EPS or JPEG files.
- Macintosh platform. QuarkXPress 8.5 or earlier, InDesign CS5 or earlier, with fonts & linked images/graphics included.
- We do not accept: MS Publisher, Corel Draw, or Microsoft Word files.
- Four Color image: 300 ppi placed at 80-100%, CMYK process (not RGB)
- Black & White image: 300 ppi placed at 80-100%, grayscale
- Line Drawings: 800-1200 ppi, bitmap image placed at 80-100%

Closing Dates

| Issue | Closing Date |
|---|--------------|
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| March/April | January 10 |
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| September/October (due to Show deadlines) | June 10 |
| November/December | September 10 |
| Boats of the Year / Digital Annual | October 10 |

Online.

Online Display Advertising

All ads appear on both maineboats.com and maineharbors.com!

Online Advertising Rates

| | |
|--|-------------|
| 12,500 impressions per month (minimum) | \$75/month |
| 25,000 impressions per month | \$150/month |
| 50,000 impressions per month | \$300/month |
| 100,000 impressions per month | \$600/month |

**Print Classified advertisers with annual contracts can enhance their magazine presence for an additional \$65 per issue and get 6,250 impressions per month*

Closing Date

All materials must be received by 15th of the month for posting by the 15th of the next month.



Online Display Ad Sizes

**All 3 sizes needed for each campaign*

Leaderboard ad

728W x 90H Pixels

Medium Rectangle

300W x 250H

Mobile ad

300W x 100H

Email.

Monthly Email

Every month MBH&H sends an email to its house list of **6,000+ recipients**. Each newsletter provides a sneak peek at the current issue, plus educational and entertaining stories and news from the Maine coast. With a higher-than-average open rate this exclusive opportunity offers unparalleled exposure to one advertiser per email. \$350 per email.

Contact Us

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or Call 207-594-8622

maineboats.com



News from our Sponsor:

Maine Coast Heritage Trust: Preserving the Coast

From the deck of a sailboat, Margaret "Peggy" Rockefeller fell deeply and completely in love with the Maine coast. For decades she spent summers with loved ones exploring islands surrounding her Mount Desert Island home, learning the rocky shorelines and quiet green coves, slips of sandbar and scented spruce-fir forests. And, like anyone who has spent a good deal of time on the water, this perspective afforded her a unique relationship and intimacy with Maine's coastal lands.

** Sponsored by the Ocean Ledges Fund of the Maine Community Foundation*

[READ MORE>>>](#)

Sponsored E-Blasts

Send your custom message to the MBH&H audience of **6,000+ email addresses**. We can design the e-blast for you and link it directly to your story page on our website. \$475 per email.

In Person.



August 13-15, 2021

Harbor Park, Rockland, ME

**We'll bring you the buyers.
You do the rest.**

The three-day event attracts **8,500+ attendees** on average. Primarily drawn from the readers of *Maine Boats, Homes & Harbors* magazine and web site, the attendees are mature, upscale, and affluent. The magazine's subscribers have average annual household incomes of \$282,000 and an average net worth of more than \$4.5 million. They have a proven appetite for the finer things in life—yachts, custom furniture, art, and gorgeous homes.

In-Tent Booth Rates

8' deep x 10' wide. Price includes one 8' table & 2 chairs, IF requested. Includes electricity, pipe & drape. **\$585**

Land-Space Exhibitor Rates

Land space is \$5.25/square foot.
The minimum space size is 10' x 10' **\$525**

Larger spaces must be in 5' increments. If the total exhibit space exceeds 200 square feet, deduct 5% from the total cost.

In-Water Boat(s) Rates

Dockside space is \$6.25 per square foot stern to and \$8.00 side to, calculated by multiplying total length (*must include bowsprit, boomkin, stern platform, etc.*) by maximum beam.



Contact Us

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or Call 207-594-8622**

maineboats.com

*You have a classy show—
the location, the exhibitors, and
the food are all excellent.*

—SHOW ATTENDEE

Boats of the Year

Tell the world your story!

Boats of the Year is a print and digital issue of *Maine Boats, Homes & Harbors* magazine. The digital version is available for desktop/laptop computers, iPhones, iPads, Android devices, and Kindle Fire tablets. It is also printed as a special edition and is distributed to *Maine Boats, Homes & Harbors* magazine subscribers, available for purchase at newsstand outlets, and on display at select coastal events.



Editorial + Advertising Rates

| | |
|-----------------------------|------------------|
| Full-page Story | \$1,250 per year |
| USHarbors & MBH&H customers | \$975 per year |
| Full-page Ad | \$1,950 per year |
| Half-page Ad | \$1,080 per year |
| Quarter-page Ad | \$585 per year |

Space Reservation

Space Reservation October 20, 2021
(Receive a 10% discount if reserved by August 13)

Contact Us

John Hanson: john@maineboats.com
or Call 207-594-8622

maineboats.com

Lyman-Morse: Design, Technology, Craftsmanship



LAST YEAR WAS SIGNIFICANT for Lyman-Morse. The company launched Aries, a 65' cold-molded, composite-wood ship designed by Stephen Waring Yacht Design, hosted the third annual Camden Classics Cup with 68 boats on the line and 400 guests at post-race parties, and celebrated its 40th anniversary with a weekly island hopping with owners and friends.

2019 will be equally momentous. Work is under way on C.W. Hod's new 57' power yacht. Designed by the Waring, this project involves daily. Using SolidWorks modeling software, Lyman-Morse draftsmen make pre-construction a beneficial cost- and time-saving tool for owner and crew.

For service, two 100 Swans and a Gunkboat 35 as well as the classic Edwidge Moten commode that the yard repowered last year, was in for additional repairs, an 85' Panagon power yacht, was being reconfigured and will relaunch this spring. Many BOATS OF THE YEAR 2019

New Ellis 26 Takes Cue From Iconic Ellis 36 Express Cruiser



SINCE ITS DEBUT IN 1987, the Ellis 36 Express Cruiser has been outstandingly popular—an icon of classic styling and downwind semi-displacement hull design. Now the 36 Express Cruiser is inspiration for Ellis Boat's latest design—the new Ellis 26 Hardtop Express Cruiser. The 26 possesses all the elegance of the 36 Express Cruiser (and classic Bunker and Ellis classic boats)—styling that balances a hardtop, elegant sides, and sleek support post—but in a smaller package at a lower purchase price and lower maintenance and storage costs.

The 26 is exactly the right balance: providing the comfortable ride, seaworthiness, and stability for offshore cruising, while it also is easily trailerable—a plus for boaters who like to be in control of their boating experience. The Ellis 26 accommodates single or twin outboards—another plus, these days, when more people prefer outboard as simpler, lower cost, and out-of-the-way than inboards. It has a comfortable cockpit with seating for six to eight people, an extended swim platform, and the latest electronics throughout. Below, accommodations include V-berths, a small galley, and an enclosed head. Construction of the Ellis 26 will start the summer of 2019 for 2020 spring delivery.

ELLIS BOAT COMPANY
201 Seawall Rd.
Southwest Harbor, ME 04879
207-244-6221
info@ellisboat.com
www.ellisboat.com

ELLIS



Contact

Exhibitor Space & Advertising

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Tom Morse
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Boat & Home Show Management

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