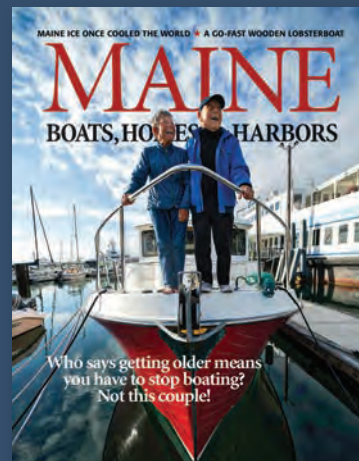
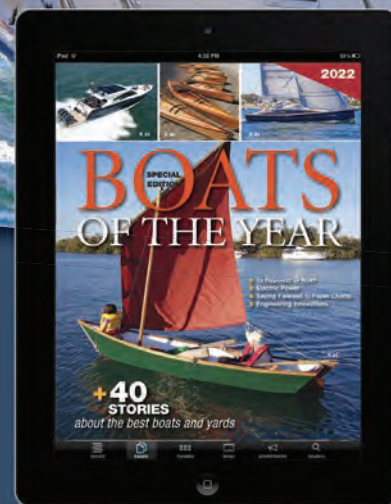


MAINE BOATS, HOMES & HARBORS

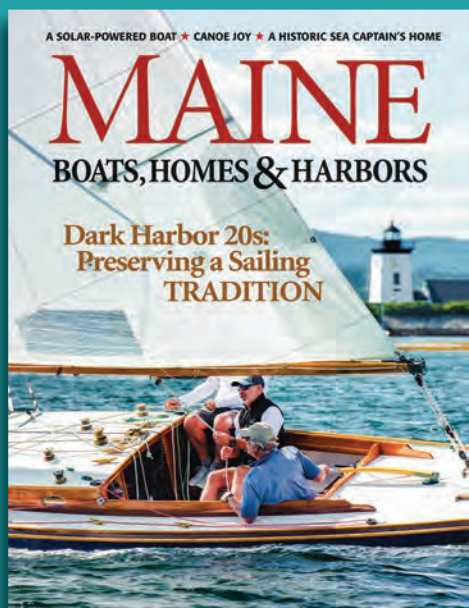
# 2023 Advertising Opportunities



MEDIA KIT COVER BY KAT STUART



# 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.

# 2023 MAGAZINE ADVERTISING RATES & SCHEDULE

## 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

### Closing Dates

Issue	Closing Date
January/February	November 10
March/April	January 10
Boats of the Year / Digital Annual	February 10
May/June	March 10
July/August	May 10
September/October	June 10
November/December	September 10

## Contact Us

**Ted Ruegg: ted@maineboats.com**  
cell 301-526-1198

**John Hanson: john@maineboats.com**  
cell 207-691-0156

<b>Full Page</b> 8.375 x 10.875 (trim)	<b>2/3 Page</b> 4 <sup>5</sup> / <sub>8</sub> x 10	<b>1/3 Square</b> 4 <sup>5</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub>  <b>1/3 Vert.</b> 2 <sup>1</sup> / <sub>4</sub> x 10  <b>1/6 Vert.</b> 2 <sup>1</sup> / <sub>4</sub> x 4 <sup>7</sup> / <sub>8</sub>
<b>1/4 Vertical</b> 3 <sup>3</sup> / <sub>8</sub> x 4 <sup>7</sup> / <sub>8</sub>  <b>1/8</b> 3 <sup>3</sup> / <sub>8</sub> x 2 <sup>3</sup> / <sub>8</sub>  <b>1/16</b> 3 <sup>3</sup> / <sub>8</sub> x 1 <sup>1</sup> / <sub>8</sub>	<b>1/2 Horizontal</b> 7 x 4 <sup>7</sup> / <sub>8</sub>  <b>1/4 Horizontal</b> 7 x 2 <sup>3</sup> / <sub>8</sub>	<b>1/6 Horz.</b> 4 <sup>5</sup> / <sub>8</sub> x 2 <sup>3</sup> / <sub>8</sub>  <b>1/2 Island</b> 4 <sup>5</sup> / <sub>8</sub> x 7 <sup>1</sup> / <sub>2</sub>

*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



Maine Boats, Homes & Harbors, P.O. Box 466, Rockland, Maine 04841

**MAINEBOATS.COM**

# 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 466, 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.



## CLASSIFIED ADVERTISING

### 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

**Ted Ruegg: ted@maineboats.com**  
**cell 301-526-1198**

**John Hanson: john@maineboats.com**  
**cell 207-691-0156**

# 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 <sup>9</sup> / <sub>16</sub> x 1	(1.5625 x 1)
2 block (vertical)	1 <sup>9</sup> / <sub>16</sub> x 2	(1.5625 x 2)
2 block (horizontal)	3 <sup>3</sup> / <sub>8</sub> x 1	(3.375 x 1)
3 block (vertical)	1 <sup>9</sup> / <sub>16</sub> x 3	(1.5625 x 3)
4 block	3 <sup>3</sup> / <sub>8</sub> 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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Maine Boats, Homes & Harbors, P.O. Box 466, Rockland, Maine 04841

**MAINEBOATS.COM**



# Online.

## Online Display Advertising

All ads appear on both [maineboats.com](http://maineboats.com) and [maineharbors.com](http://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

**Ted Ruegg: [tred@maineboats.com](mailto:tred@maineboats.com)**  
cell 301-526-1198

**John Hanson: [john@maineboats.com](mailto:john@maineboats.com)**  
cell 207-691-0156

#### 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.

# 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
Full-page Ad	\$1,950 per year
Half-page Ad	\$1,080 per year
Quarter-page Ad	\$585 per year

## Space Reservation

Space Reservation February 10, 2023

## Contact Us

**Ted Ruegg:** [ted@maineboats.com](mailto:ted@maineboats.com)  
cell 301-526-1198

**John Hanson:** [john@maineboats.com](mailto:john@maineboats.com)  
cell 207-691-0156

### ALERION YACHTS

An Ever-Popular Daysailer Around the Country—and the World



OVER THE PAST TWO YEARS,

Alerion Yachts, launched boats for customers around the United States, and as far away as Japan. Owners started buying as late as 2020 as more people were drawn to the joy of these classic daysailers, which are easy to use, perform well, and are very comfortable.

Amateur (Maineboat's) Yacht Club, Alerion 20-foot—already having a dozen strong—request for new additions in 2021. And the design and build—perfect for weekend or vacation use—has led to a steady stream of orders for the boats. New designs are needed to keep the boats, and as for any other classic daysailer, plentiful sailing, and a lot of fun. That boat was shipped to September and as November—getting other boats already in Japan. Another Alerion story is about a customer who left the design, and traded up to 2022, a Maryland family.

BOATS OF THE YEAR 2022

### ATLANTIC BOAT COMPANY

Yacht Club Launch and Water Taxi  
Reliable and USCG Compliant



SINCE 2003, the Duffy 20' Yacht

Club Launch and the Water Taxi

have been a staple here at Atlantic Boat Company.

The Duffy Launch and the Water Taxi have been around for years, but have remained reliable and easy to use.

Duffy Launches are rated for 2000 lbs. and are perfect for weekend or vacation use.

Our reliable, modern, and dependable launch and water taxi service is available throughout the year. We recently shipped four new Water Taxis to operations in Florida, located on each of these new boats were a full-size canopy and side enclosure.

BOATS OF THE YEAR 2022

use, the partnership with Robert Carr and Galt and Combined Sea Works to fabricate the launchers, which Atlantic Boat Company will be bringing reliability and ease of operation to any yacht club launch service.

With 13 years of production, Atlantic Boat Company's launchers will bring reliability and ease of operation to any yacht club launch service.

Knowledge coupled with unparalleled customer service makes Atlantic Boat Company's launchers a reliable and easy-to-use launch service.

PO Box 217, 315 First Road, Southport, NC 28586

207-691-0156

[info@atlanticboat.com](mailto:info@atlanticboat.com)

[atlanticboat.com](http://atlanticboat.com)



# In Person.



**August 11-13, 2023**  
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

**Ted Ruegg:** [ted@maineboats.com](mailto:ted@maineboats.com)  
cell 301-526-1198

**John Hanson:** [john@maineboats.com](mailto:john@maineboats.com)  
cell 207-691-0156



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

—SHOW ATTENDEE



PHOTO BY DARWIN DAVIDSON



# Contact

## Advertising

TED RUEGG  
ted@maineboats.com  
301-526-1198

JOHN HANSON  
john@maineboats.com  
207-691-0156

## Advertising Materials

JULIE CORCORAN  
julie@maineboats.com

## Maine Boats, Homes & Harbors Office

Phone: 207-594-8622  
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fax: 207-593-0026  
email: info@maineboats.com



Maine Boats, Homes & Harbors, P.O. Box 466, Rockland, Maine 04841 **MAINEBOATS.COM**