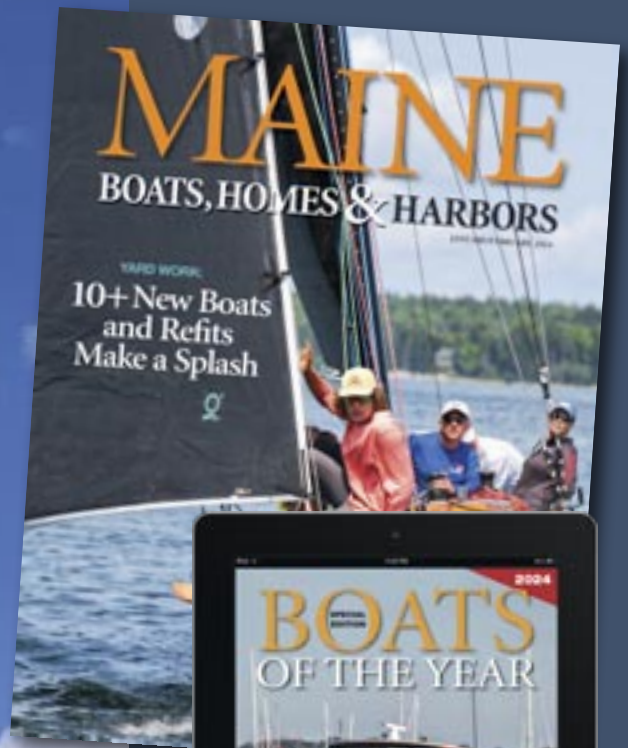


MAINE BOATS, HOMES & HARBORS

2025 Advertising Opportunities



MEDIA KIT COVER BY KAT STUART

Our Readers



Average household income of \$323,723
Average net worth of \$3.4 million
80% own a boat and
42% own a second home

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.

In Print.

Display Advertising Rates

Four Color	1X	3X	6X
Back Cover	\$4,015	\$3,830	\$3,650
Full Page	\$3,695	\$3,600	\$3,430
2/3 Page	\$2,825	\$2,700	\$2,570
1/2 Island	\$2,575	\$2,435	\$2,320
1/2 Page	\$2,210	\$2,110	\$2,010
1/3 Page	\$1,545	\$1,470	\$1,400
1/4 Page	\$1,120	\$975	\$930
1/6 Page	\$765	\$655	\$625
1/8 Page	\$610	\$490	\$485

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	\$3,235	\$2,975	\$2,590
1/2 Page	\$1,950	\$1,785	\$1,560
1/4 Page	\$785	\$695	\$670
1/8 Page	\$500	\$455	\$415
1/16 Maritime Professionals	\$300	\$265	\$240

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
 207-594-8622
 cell 301-526-1198

Full Page 8.375 x 10.875 (trim)	2/3 Page 4 5/8 x 10	1/3 Square 4 5/8 x 4 7/8 1/6 Vert. 2 1/4 x 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

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 $\frac{1}{2}$	(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 all typefaces. 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:
\$600 one-time rate
\$470 six-time rate

Black & White Four Blocks:
\$390 one-time rate
\$300 six-time rate

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

Color Two Blocks (vertical):
\$310 one-time rate
\$240 six-time rate

Black & White Two Blocks (vertical):
\$195 one-time rate
\$150 six-time rate

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

Black & White One Block:
\$105 one-time rate
\$80 six-time rate
 20 word maximum
*(no pictures or logos,
 single line frame)*

Color Three Blocks (vertical):
\$445 one-time rate
\$340 six-time rate

Black & White Three Blocks (vertical):
\$285 one-time rate
\$220 six-time rate

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

Color Two Blocks (horizontal):
\$310 one-time rate
\$240 six-time rate

Black & White Two Blocks (horizontal):
\$195 one-time rate
\$150 six-time rate

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

Classified rates by the word: \$3.35 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
207-594-8622 • cell 301-526-1198

Amy Gordon: amy@maineboats.com
cell: 203-912-3421

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 six 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

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Online.

Online Display Advertising

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

Start your Day in Maine!

Maineboats.com brings the world to you for just \$250 per month!

- Advertising is limited. Every advertiser rotates exclusively through the home page. No more than 4 companies will be visible on any page.
- Ads are delivered on both **maineboats.com** and our sister site, **maineharbors.com**. The combined sites had in excess of 401,000 users and more than 2,885,000 page views over the past year.



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

Social Media Sponsored Post

Share your content with over 17,000 MBH&H followers
\$500 per post



Closing Date

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

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: ted@maineboats.com

207-594-8622

cell 301-526-1198

News from our Sponsor:

Maine Coast Heritage Trust: Preserving the Coast

From the deck of a well-lit, Morgan "Pragg" ketch, you'll see the Maine coast. For decades the great outdoors will have been exploring the rocky shorelines and quiet green coves, along of surfers and excited spruce-fir forests. And, like anyone who has spent a good deal of time on the water, this perspective afforded for a unique relationship and intimacy with Maine's coastal lands.

* Sponsored by the Green Judges 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, 2025

Contact Us

Ted Ruegg: ted@maineboats.com

207-594-8622

cell 301-526-1198

SOUTHPORT BOATS

New 38FE: Proven Performance and The Famous 'Southport Ride'



FOR MORE THAN 20 YEARS, Southport Boats has been synonymous with maximum performance, cutting-edge composite construction, and the soft and stable 'Southport Ride' afforded through continuously variable-V design features.

Always with eye toward product development and new, efficient propulsion systems, Southport Boats now introduces the 38FE as the big brother to the company's highly successful 33FE.

The 38FE has the proven Southport performance with the added level of comfort and convenience over Southport's, said George Mervais, a key contributor to the boat's innovative developments.

Like all Southports, the 38FE is designed for ergonomic versatility, maneuverability and stability. Key amenities include expansive teak work tops, swim platform, helm platform, seating area with 9 lazarette access, and a center helm location for 30C or A5 foot double berth converts to dinette seating. 7 LED dual-thru-hull include reading lights, interior lights, blue courtesy lights, soft headliner panels,



enclosed head with hot/cold shower. The model comes standard with twin Yamaha 400 XTO engines, Yamaha Helm Master EX Full Manoeuvrability control system, and 520 Volvo IPS Automatic Trim System. Options include optional on-helm display or track, Veeva and Seakeeper 4 gyro-stabilizer with 600Ah battery bank and

ZURN YACHT DESIGN

Timeless Design, Modern Performance For Stellar Builders Since 1993



TIMELESS DESIGN and modern performance—that's the Zurn Yacht Design trademark.

Since 1993, Doug Zurn has produced 55 designs—52 powerboats and three sailboats—resulting in nearly 700 launches by stellar companies like C/O Marine, Hudson Marine, M&M Yachts, Brookman Yachts, Lyman-Morse, J/W Boat Company, New England Boatworks, Oller Marine, Boston Boatworks, Barton & Gray, and The Hinckley Company.

"All our boats are the result of taking advantage of design and materials for optimal handling and performance," said Zurn. "I've spent years at sea—changing filters underway, standing around engine rooms. His experience shows through in his designs."

Recent projects? The 8844 offshore express cutter for Boston Boatworks is a 30-annealer craft, perfect for day use, overnight, and long-term cruising. Accommodations include large living and entertainment spaces, lots of natural light, transition door, large swim platform, and seaworthy details like

well-placed cleats and handholds, functional engine room access, and clean lines of sight from the helm.

The Dayhailer 48, for the Barton & Gray Mariners Club in Portsmouth, New Hampshire, is a scudding showboat with bow lounge, chaise longue bar and galley, air dock, and ample stern area for water sports and the beach. Amenities include a roomy head with full shower, ventilation, defog, and leading-edge technology.

Whether production or custom, the process is about listening to clients and translating their ideas into detailed specifications and drawings.

"The reward for me is to see the way my clients enjoy using my designs," Zurn said.

2 California Lane, Northwood, MA 01945
781-639-0078
doug@zurnyachts.com
zurnyachts.com

In Person.



August 8-10, 2025
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
207-594-8622
cell 301-526-1198

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

—SHOW ATTENDEE





Contact

Advertising

TED RUEGG
ted@maineboats.com
207-594-8622
cell: 301-526-1198

Classifieds

AMY GORDON
amy@maineboats.com
cell: 203-912-3421

Advertising Materials

JULIE CORCORAN
julie@maineboats.com

Maine Boats, Homes & Harbors Office

Phone: 207-594-8622
toll-free: 800-565-4951
fax: 207-593-0026
email: info@maineboats.com

