

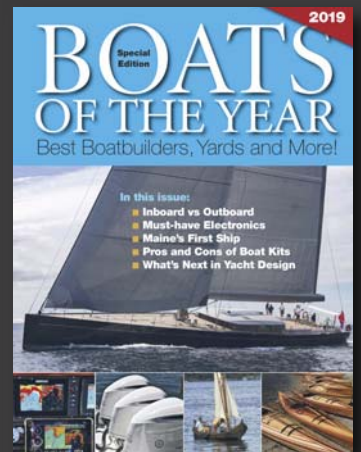
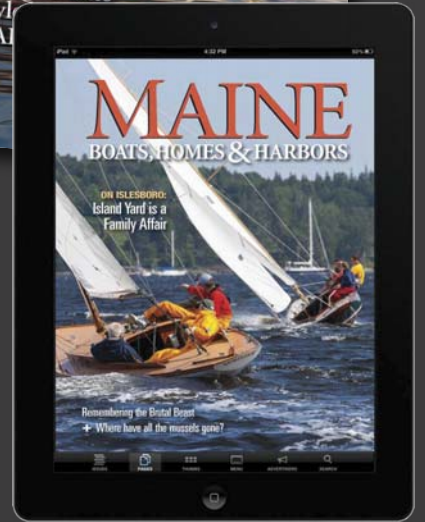
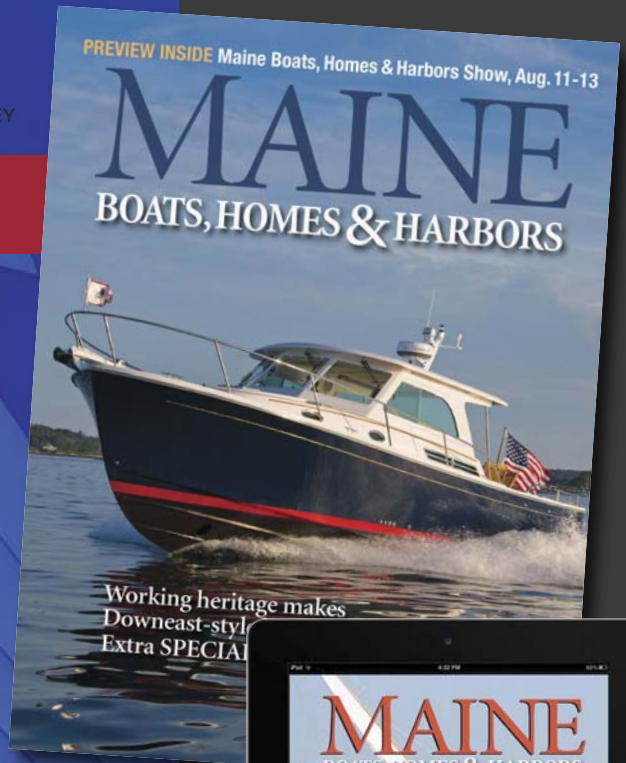
PHOTO BY ALISON LANGLEY

# Maine Boats, Homes & Harbors

# 2019



# Advertising Opportunities



# Our Readers



**Average household net worth of \$4,515,000 and 91% own a boat In Print.**

## **Award-Winning Magazine!**

*Maine Boats, Homes & Harbors* is for people who love Maine, boats, and the water. We bring a boater's sense of simplicity, practicality, and elegance to our coverage of boats, homes, art, history, food, and how people live their lives in Maine.

**401,000 users + 2,885,000 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.



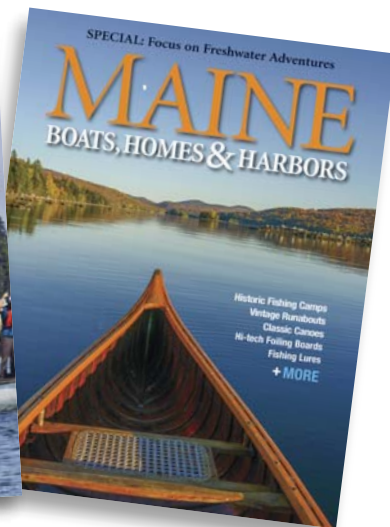
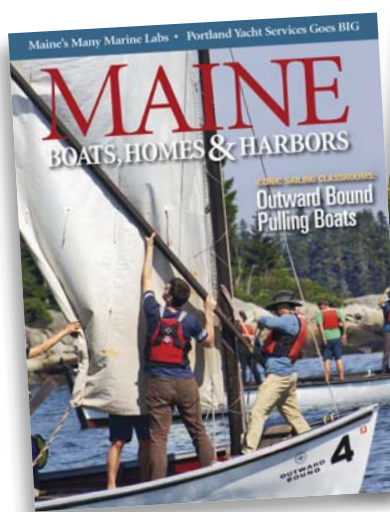
## In Print.

### Display Advertising Rates

Four Color	1X	3X	6X
Full Page	\$4,120	\$3,660	\$3,295
2/3 Page	\$3,165	\$2,890	\$2,635
1/2 Island	\$2,765	\$2,455	\$2,210
1/2 Page	\$2,475	\$2,200	\$1,980
1/3 Page	\$1,860	\$1,650	\$1,485
1/4 Page	\$1,230	\$1,095	\$985
1/6 Page	\$875	\$830	\$745
1/8 Page	\$660	\$590	\$530

### 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

Call for other classified rate information

### 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

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

*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



# Boats of the Year

# 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 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

**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

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

**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  
Dave Getchell: dave@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 <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
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	October 10

# Online.

## 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.
- Advertising slots are annual contracts, with first refusal upon renewal. The slots sell for \$3,000 per year and are billed monthly.

### Closing Date

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

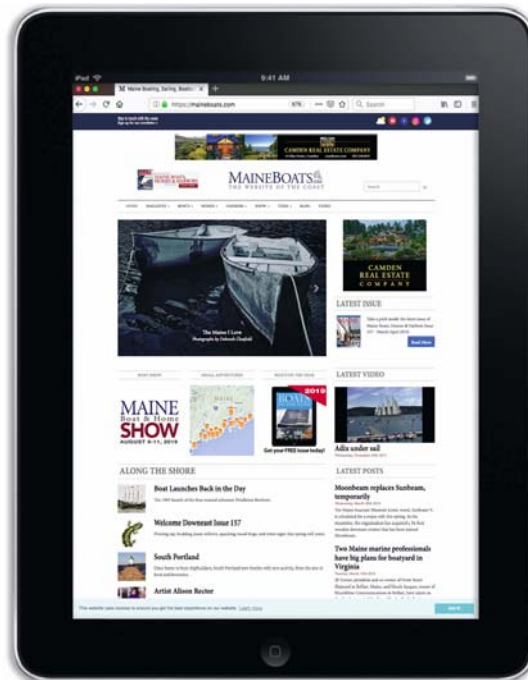
### Digital Sponsorships

Blog – Industry and community news along the coast  
Newsletter

## Contact Us

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

maineboats.com



### Online Display Ad Sizes

**Leaderboard ad**  
728W x 90H Pixels

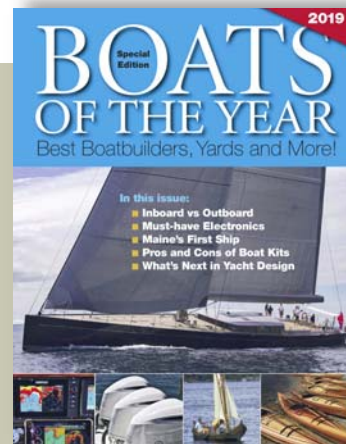
**Medium Rectangle**  
300W x 250H

*Maineboats.com gives me a taste of my spiritual home even if I am far, far away. The blog keeps me up to date. And the archive of stories is great.*

—A FAITHFUL READER

## 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.



# In Person.



**August 9-11, 2019**  
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.

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

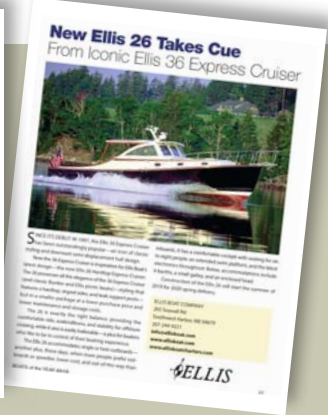
—SHOW ATTENDEE

### Editorial + Advertising Rates

Full-page Story **\$1,250 per year**  
Full-page Ad **\$1,950 per year**  
USHarbors & MBH&H customers **\$975 per year**

### Space Reservation

Space Reservation October 20, 2019  
(Receive a 10% discount if reserved by August 13)









# Contact

## Exhibitor Space & Advertising

John Hanson  
john@maineboats.com

Dave Getchell  
dave@maineboats.com

Laura Tracy  
laura@maineboats.com

Tom Morse  
tom@maineboats.com

Scott Akerman  
scott@maineboats.com

## Boat & Home Show Management

Show Manager Gretchen Piston Ogden  
showmanager@maineboats.com

Assistant Show Manager Laura Tracy  
showinfo@maineboats.com

## 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

