

# MAINE

## BOATS, HOMES & HARBORS

### In Print.



Maine Boats, Homes & Harbors magazine is for people who love Maine, the water, and boats. In words and images, the magazine reflects life along the Maine waterfront, whether on the ocean, lakes, or rivers. We bring a boater's sense of simplicity, practicality, and elegance to the coverage of boats, art, history, food, and how people live their lives.

Our readers are affluent, educated, curious, and responsive. They have a sense of humor, a strong conservation ethic, and a love of beautiful things, whether designed for practical use or for decoration. They appreciate and understand quality craftsmanship. Many live in Maine or spend part of the year here. Others dream about living here because in Maine "place" still means something.

The people whose work has helped define this place include farmers, fishermen and boatbuilders, artists and writers. We tell their stories, and celebrate the characteristics that define the places where the land meets water, in a way that is neither simpleminded nor patronizing, but rather, dignified and not without humor.

Some of the finest names in the business contribute to the magazine. They include, Billy Black, Nancy Harmon Jenkins, Alison Langley, Carl Little, Bill Mayher, Rob McCall, Benjamin Mendlowitz, Eva Murray, Sandy Oliver, Art Paine, Brian Robbins, Catherine Schmitt, Laurie Schreiber, Peter H. Spectre, Brian Vanden Brink, and Onne van der Wal.

Like our readers, Maine Boats, Homes & Harbors is witty, sophisticated, elegant and literate, and does not take itself too seriously.

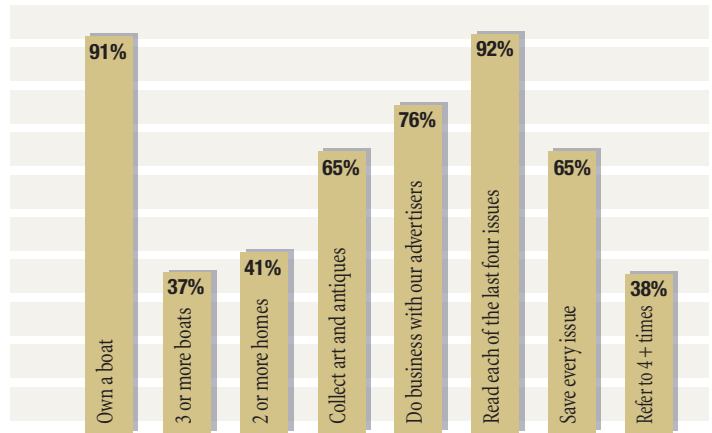
For more than 30 years, our dedicated readers have proven themselves to be active buyers of boats, boating gear, waterfront homes, marine art, Maine antiques, high-end travel services, and fine food. This is the audience you want to reach.

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



<b>Our Readership:</b>	20,000/issue*
<b>Household income:</b>	\$281,519
<b>Household net worth:</b>	\$4,515,000
<b>Own a boat:</b>	91%
<b>Own three or more boats:</b>	37%
<b>Own two or more homes:</b>	41%
<b>Collect art and antiques:</b>	65%
<b>Do business with our advertisers:</b>	76%
<b>Read each of the last four issues:</b>	92%
<b>Save every issue:</b>	65%
<b>Refer to each issue four or more times:</b>	38%
<b>Total readership (includes pass-along):</b>	104,200

\*New England distribution is 58% of the total



## Readership Demographics

### Income & Location

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 and Distribution

In addition to our loyal subscribers, *Maine Boats, Homes & Harbors* is distributed via newsstands, chandleries, B&Bs, and bookstores up and down the East Coast. Call us to carry MBH&H in your place of business.

### 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% distributed outside the United States

Hugger Communications of Portland, Maine, was commissioned by the publishers to do a reader survey in 1999. A two-page, 20-question survey was developed and mailed to 1,000 randomly chosen subscribers, and the final response rate was 41%. A sampling of the results appears above. The current name, *Maine Boats, Homes & Harbors*, first appeared with the February/March 2006 issue.



Maine Boats, Homes & Harbors, P.O. Box 566, Rockland, ME 04841 (800) 565-4951

## 2017 DISPLAY ADVERTISING RATES\* &amp; SCHEDULE

## 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.

## Maritime Professionals

A fixed-format advertising section that features people and businesses working on or about the water—yacht designers, boatbuilders, surveyors, marina operators, craftsmen, mechanics, and other marine-related services.

Size (Four Color)	1X	3X	6X
1/16 (3 $\frac{3}{8}$ x 1 $\frac{1}{8}$ " )	\$285	\$255	\$230

## Vacation Resources

A fixed-format advertising section that features recreation resources, fine dining and lodging establishments, interesting places to shop, and charter businesses. 80% of our readers live outside Maine, and look to this section for the right places to stay, eat, and shop, or to charter a boat when they visit.

Size (Four Color)	1X	3X	6X
1/16 (3 $\frac{3}{8}$ x 1 $\frac{1}{8}$ " )	\$285	\$255	\$230

## Yacht Brokerage &amp; 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

\*These rates are non-commissionable.

## Closing Dates

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

## Contact Information

Call (207) 594-8622 and ask for John Hanson or Dave Getchell or contact them via e-mail:

[john@maineboats.com](mailto:john@maineboats.com)

[dave@maineboats.com](mailto:dave@maineboats.com)

Package deals available for advertisers who have a presence in all 3 media (*magazine, website and show*). Call for details!

Buy all  
3 and  
SAVE



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

## 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 &amp; 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.

## 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 $\frac{3}{8}$  x 10 $\frac{7}{8}$ "  
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 is 8 $\frac{3}{8}$  x 11 $\frac{1}{8}$ "

## Send Materials To

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

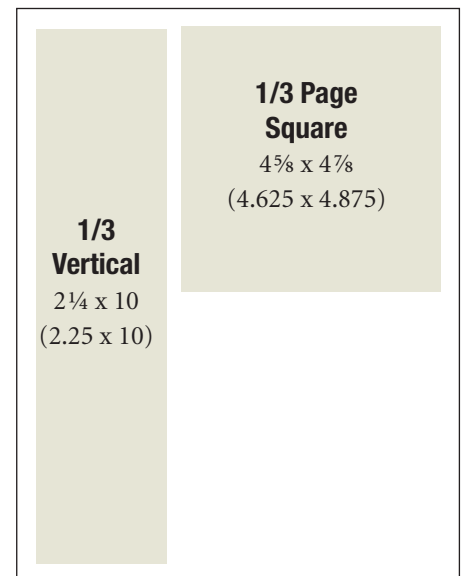
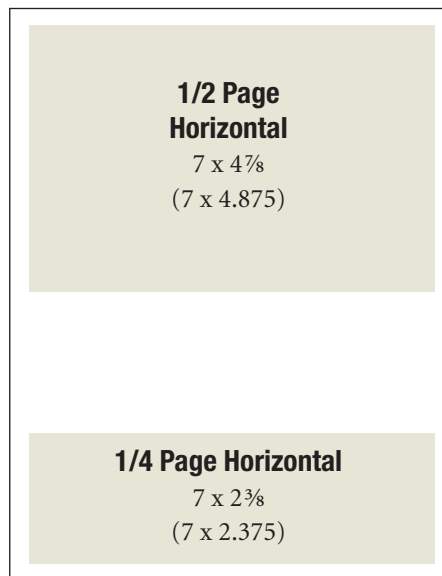
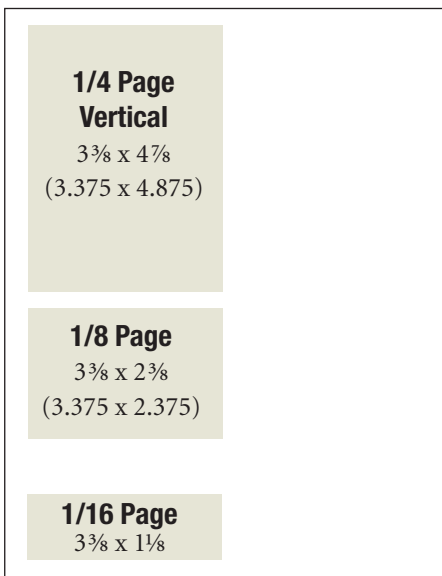
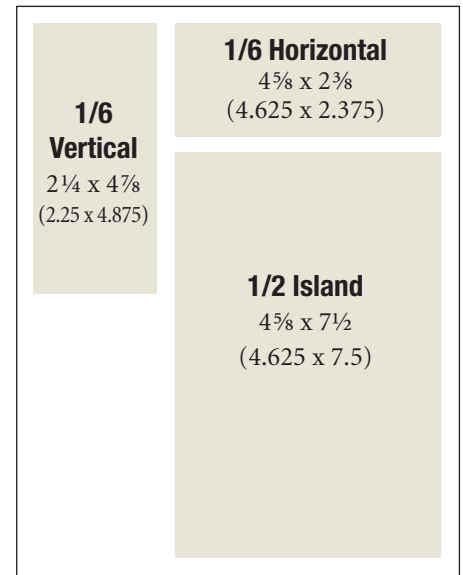
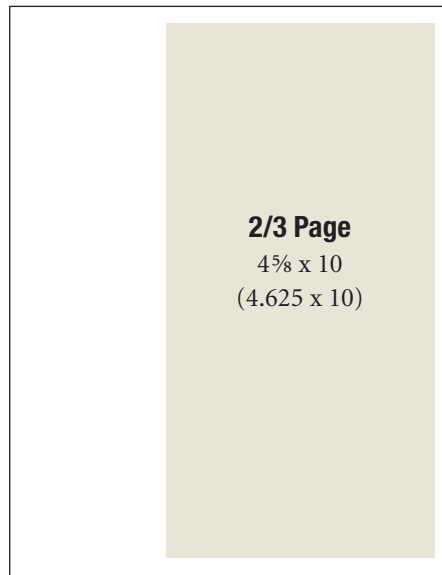
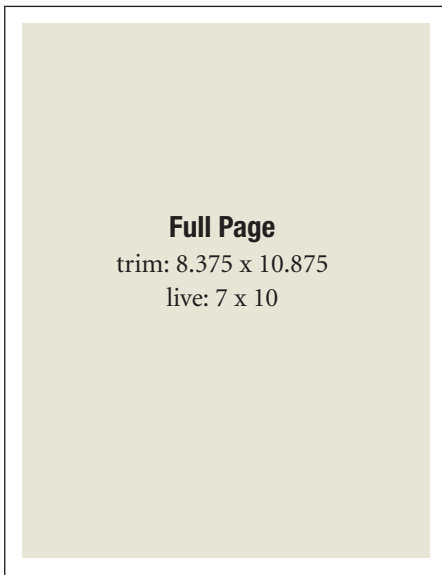
Contact Julie with questions:

**800-565-4951**

Small, compressed files may be sent to:

**julie@maineboats.com**





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# 2017 CLASSIFIED ADVERTISING RATES & SCHEDULE

## 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.



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## 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

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Print Issue	Ad Deadline	Mail Date
<b>January/February 2017</b> THE PEOPLE WHO MAKE MAINE WORK Featuring stories about how people make homes and careers for themselves in Maine. We look at 10 notable boat projects from the past year, sailing with dogs, charting coastal waters, GMRI's Casco Bay monitoring project, sculptor Melita Westerlund, and Audubon's Bird Count.	11/10/16	12/16/16
<b>March/April 2017</b> SPRING LAUNCHING Getting ready for the summer, opening up the summer house or camp, fitting out the boat, getting rid of the rust. Other features include: people who live on their boats year-round, sustainable living in Gouldsboro, the history of the Southport Yacht Club, an essay about early summers on Bailey Island, and one about running aground while sailing.	1/10/17	2/21/17
<b>May/June 2017</b> LAKES ISSUE Celebrating life on Maine's freshwater. Tentative stories include a look at Jerry Corson and his line of Corson powerboats, a renovated mansion on Kezar Lake with an incredible history, the rafting party on the Saco River, an essay by Bill Mayher on going to camp, a tall-tale fishing story from the Rangeley Lakes about "White Nosed Pete." Plus an essay about the Bagaduce Lunch.	3/10/17	4/25/17
<b>July/August 2017</b> FAMILY ADVENTURE & SMALL BOATS This issue celebrates life on the water in Maine. Features currently on tap include: one man's eight-year project to build a boat with his son, a look at some of Maine's weirdest museums, an ode to the Hinckley B-40, the Small Reach Regatta, and more.	5/10/17	6/20/17
<b>September/October 2017</b> SCIENCE & INNOVATION In this issue, we delve into how things work and innovations along the coast, such as how boat propellers work, new building techniques, and an explanation of the Bernoulli Principle and sailing.	6/10/17	8/20/17
<b>November/December 2017</b> AT HOME IN MAINE Meet some of the fine craftspeople building works of art along the coast such as furniture makers, green homes, art and artists.	9/10/17	10/24/17
<b>January/February 2018</b> THE PEOPLE WHO MAKE MAINE WORK We celebrate more of the unseen and unheralded people who make Maine work. Mechanics, riggers, sailmakers, cabinet makers, carpenters, and more.	11/10/17	12/27/17

Every issue includes stories about art, boats, science, food, living spaces and history. Regular columns include Peter Spectre's Postcard, Rob McCall's spiritual musings on nature in Awanadjo Almanack, and boat design reviews by Art Paine.



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