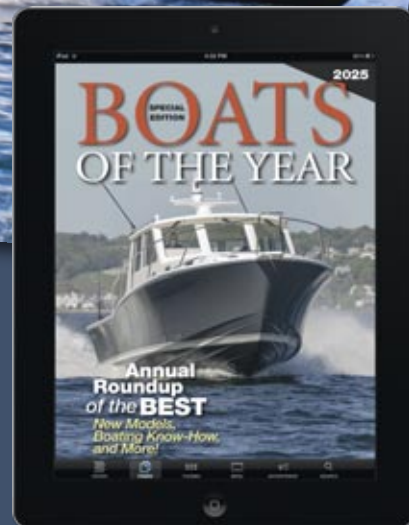
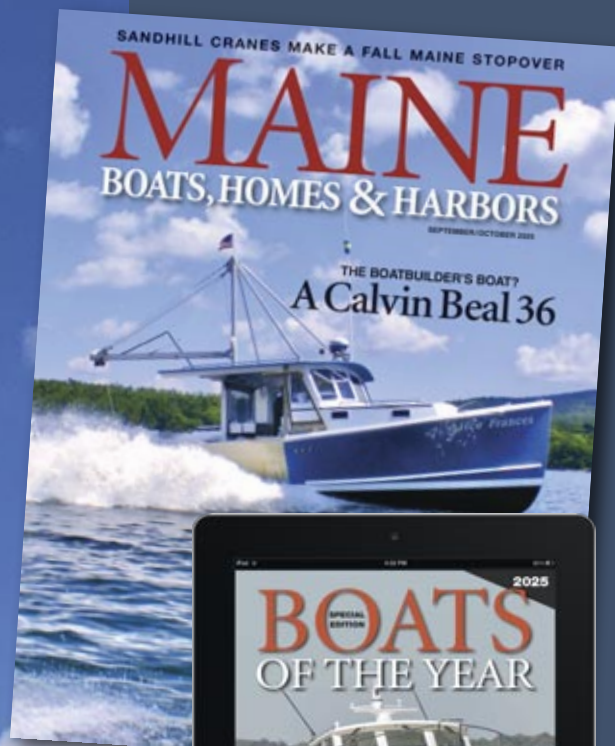


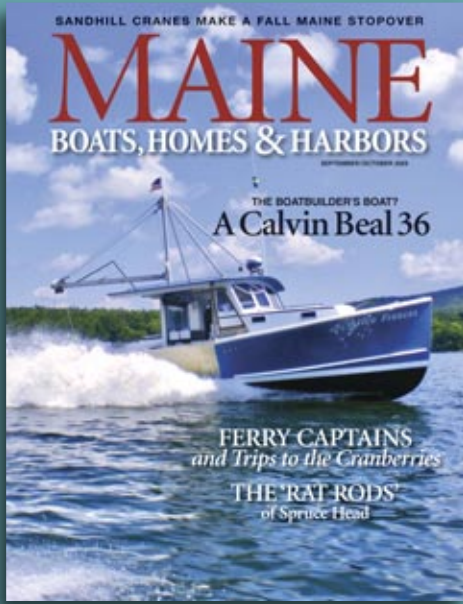
MAINE BOATS, HOMES & HARBORS

2026 Advertising Opportunities



MEDIA KIT COVER BY KAT STUART

Our Readers



Average household income of \$323,723

Average net worth of \$4.5 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. "Small 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

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
Boats of the Year / Digital Annual	February 10
May/June	March 10
July/August	May 10
September/October	June 10
November/December	September 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

Ted Ruegg: ted@maineboats.com
207-594-8622 • cell 301-526-1198

Heide Ruegg: heide@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



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: (7.875 x 10.375)
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: For full-page bleed ads, 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

- PDF or acceptable compressed files (see below) via e-mail. Clearly label all materials.
- APPLICATIONS: Page Layout: QuarkXPress 2024 or newer, InDesign 2024 or newer (include all graphics and typefaces with native layout files)
- PLATFORM: Macintosh, if sending native 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: PDF/X-1a files preferred. Other acceptable files include Ai, JPG, Tiff or EPS.
- No MS Publisher, Corel Draw, or Microsoft Word files.

IMAGE RESOLUTION

- FOUR-COLOR: at least 300 ppi placed at 80-100%
- GRAYSCALE: 300 ppi placed at 80-100%
- LINE DRAWINGS: 800 ppi or higher, bitmap image (1200 ppi preferred) placed at 80-100%
- COLOR FORMAT: Black & white or four-color process CMYK (*supplied RGB and spot colors will be converted to CMYK*).

FONTS

Embed or include all typefaces.

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

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

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

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

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

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 \$265 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.

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

Social Media Sponsored Post

Share your content with over 17,000 MBH&H followers

\$525 per post



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. \$370 per email.

Contact Us

Ted Ruegg: ted@maineboats.com
207-594-8622 • cell 301-526-1198

Heide Ruegg: heide@maineboats.com



News from our Sponsor:

Maine Coast Heritage Trust: Preserving the Coast

From the deck of a sailboat, Margaret "Peggy" Rockefeller felt 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 scrubbed 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. \$500 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	\$1,315 per year (discounted renewal \$995)
Full-page Ad	\$1,995 per year
Half-page Ad	\$1,200 per year
Quarter-page Ad	\$720 per year

Space Reservation

Space Reservation February 10, 2026

Contact Us

Ted Ruegg: ted@maineboats.com

207-594-8622

cell 301-526-1198

THE CARPENTER'S BOAT SHOP 46 Years of Apprenticeships, Building Boats & Nurturing Lives



In 1979, Bobby and Ruth has created a place of community that is rooted in the craft of boatbuilding. Ruth was a machinist and Bobby a fisherman and minister who enjoyed learning about boatbuilding and wanted to share it with others. Bobby and his mentor, Edward Galt, taught apprentices at a resident Car Boat Shop campus. Former apprentices recall the atmosphere—a renovated farmhouse and chicken farm home workshop, restoration shop, and painting area—for the shop.

This was a true community, enhanced by myriad visitors, that evolved with more land, docks, and sea including an on-site built boat shop designed for efficiency and modern woodworking equipment.

Now in its 46th year, The Carpenter's Boat Shop dedicated to restoring and building boats through the art of building and restoring wooden boats, living in and serving others. Its core program is a unique opportunity

adults to take deliberate time for reflection and skill-building as they search for new direction in their lives.

The shop's standard apprentice-built craft is the Monaghan Skiff, a traditional 9-foot 6-inch or 11-foot plywood-sided or lap-

FARRIN'S BOATSHOP

Custom Finished Pleasure Craft In Rugged Workboat Designs



FARRIN'S BOATSHOP was delighted to complete Sentinel II for the Maine Marine Patrol. P/V Sentinel II was built on a rugged 42-foot hull designed by the legendary Cabin Boat, whose downeast-style boats have long been popular for their looks and handling, and for providing a safe and stable platform.

Features include a dual station top using a molded unit modified by Farrin's team.

Supplies included Nautilus Marine (Lewiston), R.E. Thomas Marine Hardware (Lewiston) and American Hardware, Bilge & Calk (Lewiston) and (Lewiston), Freeman/Forster and Hamilton Marine (Bath), Blue Water Fabrication (Lewiston), Searcy & Whitman Marine Electronics, and Farrin's Marine (Lewiston).

Bilge & Calk and Maine provided a 60 MAN 800-hp diesel engine.

Sentinel II is a sister vessel to Endeavor, a similarly finished Cabin Boat 42 that Farrin's Boatshop built for the Maine Patrol in 2021.

Based in Jonesport, Sentinel II replaced the 25-year-old P/V Maine to cover the downeast coast to the Canadian border.

BOATS OF THE YEAR 2025

19 Spinal Road
Walden, ME 04073
207-563-5310
farrinsboatshop@maineboats.com
farrinsboatshop.com

In Person.



August 7-9, 2026
Harbor Park, Rockland, ME

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

The three-day event attracts thousands of attendees. 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 \$323,723 and an average net worth of \$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. \$615

Land-Space Exhibitor Rates

Land space is \$5.50/square foot.
The minimum space size is 10' x 10' \$550

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 \$6.55 per square foot stern to and \$8.50 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

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

Heide Ruegg: heide@maineboats.com



*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

HEIDE RUEGG
heide@maineboats.com

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

