

THE MAGAZINE AND ITS READERS

# MAINE

## BOATS, HOMES & HARBORS



## In Print.

With more than 20,000 loyal readers who love Maine's handsome boats and scenic harbors, *Maine Boats, Homes & Harbors* magazine delivers a quality audience for the discriminating advertiser.

*Maine Boats, Homes & Harbors* magazine was founded for readers who want to revel in life on the coast of Maine. There is a special focus on boats, and the people who build and use them, but, unlike other boating magazines, *Maine Boats, Homes & Harbors* covers all aspects of coastal life—art, architecture, gardens, food, homes, wildlife, history, and cruising. The award-winning company has grown steadily since its beginnings in 1987, adding an online edition at [maineboats.com](http://maineboats.com), and an annual boat and home show each August in Rockland, Maine.

Some of the finest names in the business contribute to the magazine. They include Jan Adkins, Peter Bass, Billy Black, Ben Ellison, Alison Langley, Carl Little, Sam Manning, Rob McCall, Eva Murray, Sandy Oliver, Art Paine, Peter Spectre, Brian Vanden Brink, and Onne van der Wal. These journalists cover the amazing people, places, and companies that make the coast of Maine such a great place to live: boatbuilders, architects, designers, artists, furniture makers, leaders in the marine industry, researchers, and more.

For 25 years, our 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

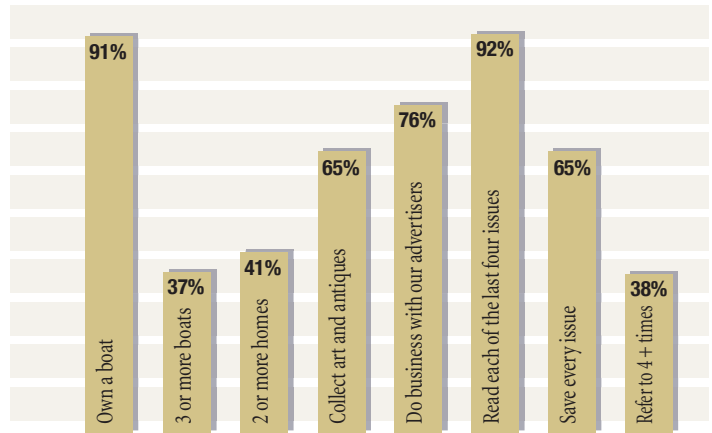
(800) 565-4951

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

[www.maineboats.com](http://www.maineboats.com)

<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

### Gender

Male ..... 90%

### 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

(800) 565-4951 advertising@maineboats.com www.maineboats.com

## 2012 DISPLAY ADVERTISING RATES\* &amp; SCHEDULE

## Display Advertising Rates

<b>Four Color</b>	<b>1X</b>	<b>3X</b>	<b>5X</b>
Full Page	\$4,860	\$4,255	\$3,690
2/3 Page	4,255	3,725	3,225
1/2 Island	3,125	2,855	2,475
1/2 Page	2,810	2,550	2,220
1/3 Page	2,145	1,960	1,695
1/4 Page	1,640	1,395	1,250
1/6 Page	1,070	975	835
1/8 Page	810	730	625
<b>Black &amp; White</b>	<b>1X</b>	<b>3X</b>	<b>5X</b>
Full Page	\$3,555	\$3,160	\$2,765
2/3 Page	3,110	2,775	2,405
1/2 Island	2,305	2,110	1,820
1/2 Page	2,065	1,885	1,620
1/3 Page	1,580	1,435	1,235
1/4 Page	1,140	1,045	870
1/6 Page	840	795	780
1/8 Page	585	515	440
<b>Covers (Four color only)</b>	<b>1X</b>	<b>3X</b>	<b>5X</b>
Back	\$6,110	\$5,545	\$4,840
Inside	5,450	4,890	4,310

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.

<b>Size (Four Color)</b>	<b>1X</b>	<b>3X</b>	<b>5X</b>
1/16 (3 $\frac{3}{8}$ x 1 $\frac{1}{8}$ ")	\$315	\$275	\$235
<b>Size (Black &amp; White)</b>			
1/16 (3 $\frac{3}{8}$ x 1 $\frac{1}{8}$ ")	\$260	\$220	\$180

## 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.

<b>Size (Four Color)</b>	<b>1X</b>	<b>3X</b>	<b>5X</b>
1/16 (3 $\frac{3}{8}$ x 1 $\frac{1}{8}$ ")	\$315	\$275	\$235
<b>Size (Black &amp; White)</b>			
1/16 (3 $\frac{3}{8}$ x 1 $\frac{1}{8}$ ")	\$260	\$220	\$180

## Yacht Brokerage &amp; Real Estate\*

<b>Four Color</b>	<b>1X</b>	<b>3X</b>	<b>5X</b>
Full Page	\$3,690	\$3,390	\$2,955
1/2 Page	2,220	2,050	1,775
1/4 Page	1,250	1,155	1,020
1/8 Page	630	565	510
<b>Black &amp; White</b>	<b>1X</b>	<b>3X</b>	<b>5X</b>
Full Page	\$2,755	\$2,530	\$2,265
1/2 Page	1,625	1,530	1,320
1/4 Page	875	825	720
1/8 Page	440	435	355

\*These rates are non-commissionable.

## Closing Dates

<b>Issue</b>	<b>Closing Date</b>
February/March	December 1
April/May	February 1
June/July	April 1
Boat Show Issue (Aug-Oct)	June 1
Winter (Nov-Jan)	September 17

## 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 8.5 or earlier, InDesign CS5 or earlier
- 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: 300ppi placed at 80-100%, CMYK process (*not RGB*)
- BLACK & WHITE: 300ppi placed at 80-100%, grayscale (*not RGB*)
- LINE DRAWINGS: 800ppi or higher, bitmap image (1200 dpi 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 $\frac{1}{8}$ 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 Vertical	3 $\frac{3}{8}$ x 10	(3.375 x 10)
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 $\frac{1}{8}$  x 10 $\frac{7}{8}$ "  
LIVE AREA: 7x10" (keep all subjects  $\frac{3}{8}$ " from trim)

**Binding method:** Saddle-stitched

**Colors available:** Four-color process (SWOP)

**Bleeds:** Full page bleed is 8 $\frac{3}{8}$  x 11 $\frac{1}{8}$ "

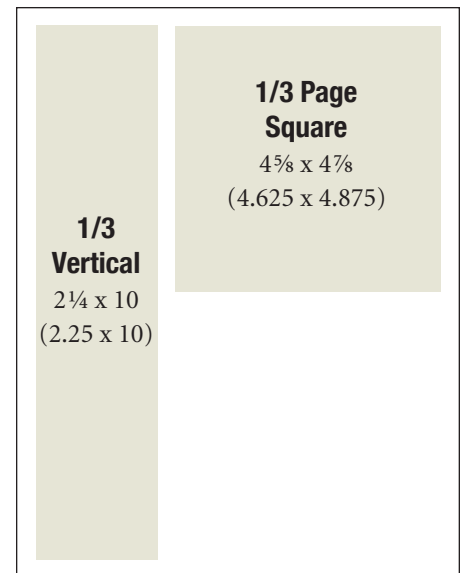
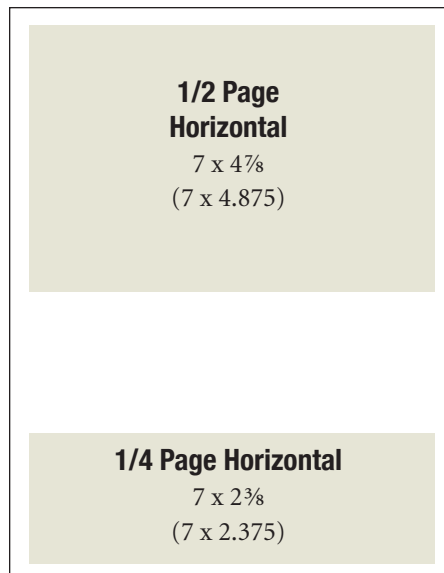
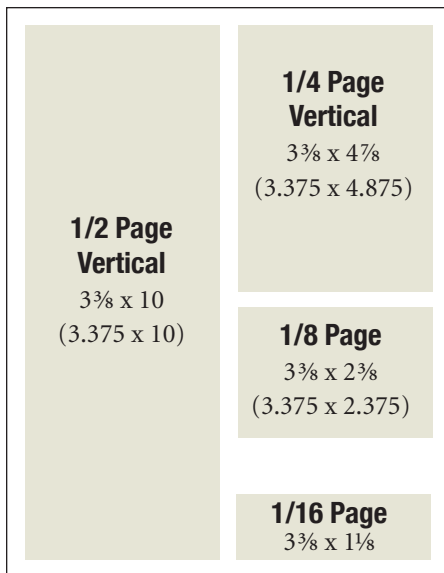
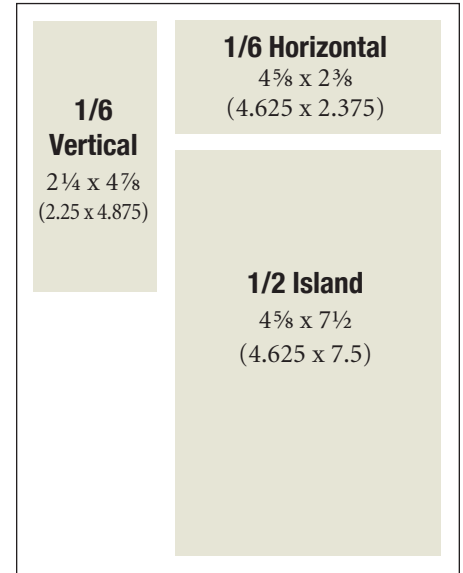
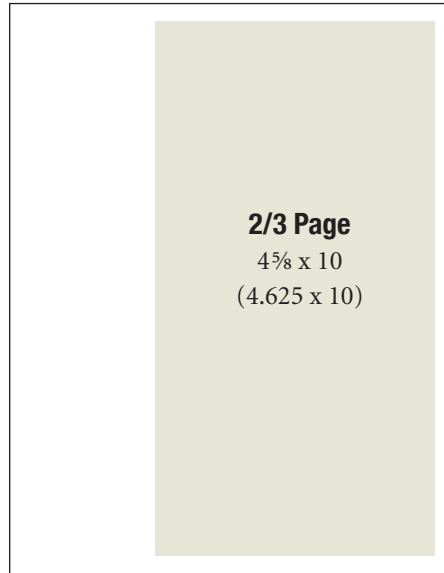
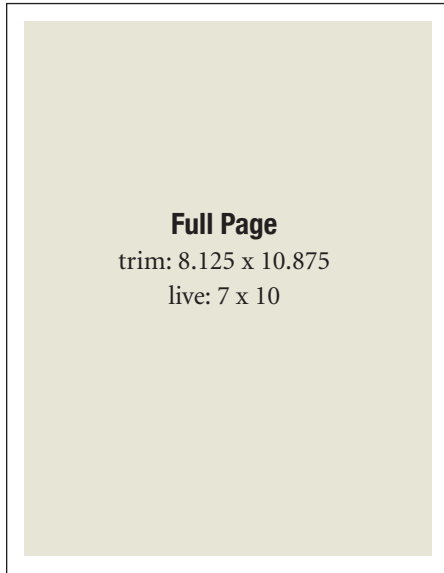
## Send Materials To

**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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# 2012 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

**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.



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

## 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, or MasterCard (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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