

THE MAGAZINE AND ITS READERS

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 Jan Adkins, Peter Bass, Billy Black, Nancy Harmon Jenkins, Alison Langley, Carl Little, Rob McCall, 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 28 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.

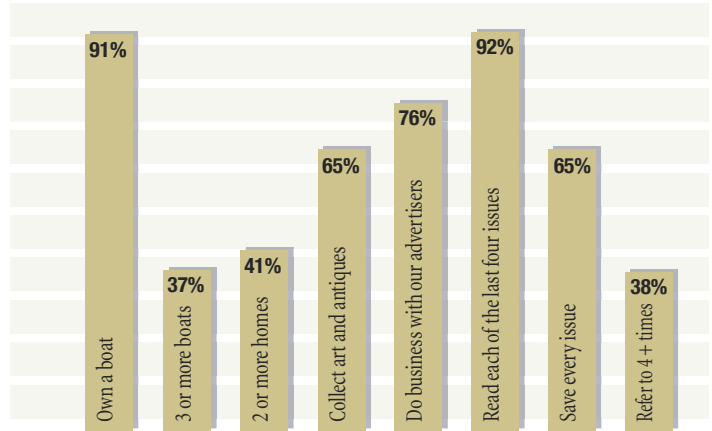
Maine Boats, Homes & Harbors, P.O. Box 566, Rockland, ME 04841

(800) 565-4951

advertising@maineboats.com

www.maineboats.com

| | |
|--|---------------|
| Our Readership: | 20,000/issue* |
| Household income: | \$281,519 |
| Household net worth: | \$4,515,000 |
| Own a boat: | 91% |
| Own three or more boats: | 37% |
| Own two or more homes: | 41% |
| Collect art and antiques: | 65% |
| Do business with our advertisers: | 76% |
| 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 |



*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

2016 DISPLAY ADVERTISING RATES* & 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 & 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 | \$495 | \$455 |
| 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

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 & 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



Full Page
trim: 8.375 x 10.875
live: 7 x 10

2/3 Page
4⁵/₈ x 10
(4.625 x 10)

1/6 Vertical
2¹/₄ x 4⁷/₈
(2.25 x 4.875)

1/6 Horizontal
4⁵/₈ x 2³/₈
(4.625 x 2.375)

1/2 Island
4⁵/₈ x 7¹/₂
(4.625 x 7.5)

1/4 Page Vertical
3³/₈ x 4⁷/₈
(3.375 x 4.875)

1/8 Page
3³/₈ x 2³/₈
(3.375 x 2.375)

1/16 Page
3³/₈ x 1¹/₈

1/2 Page Horizontal
7 x 4⁷/₈
(7 x 4.875)

1/4 Page Horizontal
7 x 2³/₈
(7 x 2.375)

1/3 Vertical
2¹/₄ x 10
(2.25 x 10)

1/3 Page Square
4⁵/₈ x 4⁷/₈
(4.625 x 4.875)

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julie@maineboats.com



2016 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.



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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 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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Print Issue

January/February 2016

LIFE ALONGSHORE

A dozen or more short boat features on notable launches from the past year, a handful of short home features including a look at the energy-efficient house that Steve Thomas of *This Old House* renovated for himself in Maine, and harbor features. This issue celebrates life on the Maine waterfront.

Also in February, we publish our digital-only 7th issue: Boats of the Year, featuring boats built and restored and other boatyard projects.

March/April 2016

SMALL ADVENTURE ISSUE

A look at different small adventures you can take or that others have taken around the state, including camping in an Airstream, renting a yurt, kayak and outboard cruises, and more.

May/June 2016

LAKES ISSUE

Possible stories include: Adirondack guideboats, Sebago Locks, boathouses, the art of the fresh-water fishing lure, the birth of the wood and canvas canoe, a visit to a fishing camp, steamboat days and more

July/August 2016

BOAT SHOW ISSUE

Celebrating summer on the water in Maine.

September/October 2016

UNDER THE HOOD ISSUE

This issue will take a peek “under the hood” at the people who make Maine work: mechanics, riggers, sailmakers, cabinetmakers, carpenters, caretakers, etc.

November/December 2016

FINDING HOME IN MAINE

In this issue we will explore the concept of home. How do people who live here know when they are home? What makes a home liveable, including what it’s like to live on a boat.

Every issue of the magazine 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, and boat design reviews by Art Paine..



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