

■ Maine's Largest Online Community **Mainers**

2016 Media Kit



real stories from
**Real Maine
People**

visit us at

www.mainers.me

Upcoming Editions

A full list of upcoming editions

	My Hometown A Maine town - Places to eat, things to do, etc.	The Maine Dish Maine restaurant review - 10 category checklist	Wicked Healthy All about staying healthy, fit and smart	Made in Maine Entrepreneurship and great products	Best in... Recommending a "hot spot" in Maine
2016					
JUL	Scarborough, Cumberland County	David's KPT, Kennebunkport	Green Smoothies	Kate's Homemade Butter Arundel	Pizza in Biddeford
AUG	Boothbay Harbor, Lincoln County	The Clambake Restaurant, Scarborough	Benefits of the sun	Stonewall Kitchen York	Ice Cream in Saco
SEP	Castine, Hancock County	Oarweed Oceanside, Ogunquit	Drinking Water	Coffee by Design Portland	Lighthouse in Southern Maine
OCT	Presque Isle, Aroostook County	Linda Bean's, Freeport	5 Amazing Superfoods	Bixby Company Rockland	Tacos in Portland
NOV	Oxford, Oxford County	Five Fifty-Five Portland	Lighting Weights	The Jackson Lab Bar Harbor	Coffee in Brunswick
DEC	Gardiner, Kennebec County	Stewman's Downtown Lobster Bar Harbor	Meditation	Shipyard Brewing Company Portland	Golfing in So. Portland
2017					
JAN	Bangor, Penobscot County	Back Street Grill, Sanford	Lowering Risks of Diabetes	CourseStorm Orono	Beach in Scarborough
FEB	Gorham, Cumberland County	The Fiddlehead Restaurant, Bangor	Protect yourself from STDs	FlowFold Peaks Island	Fishing in Cape Elizabeth
MAR	The Berwick's, York County	The Steakhouse, Wells	A Positive Mindset	RaveX So. Portland	Camping on Sebago Lake
APR	Machias, Washington County	Fuel, Lewiston	Dangerous Processed Foods	Gifford's Ice Cream Skowhegan	Seafood in York
MAY	Knox, Waldo County	Run of the Mill, Saco	Breastfed Babies	L.L. Bean Freeport	Place to watch a movie in the Maine Highlands region
JUN	Skowhegan, Somerset County	Primo, Rockland	Managing Stress	MadGab's Westbrook	Gardens in Maine

Please Note: This is a proposed schedule. Articles may be swapped at the editors discretion.

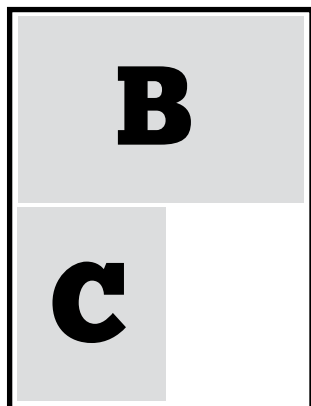
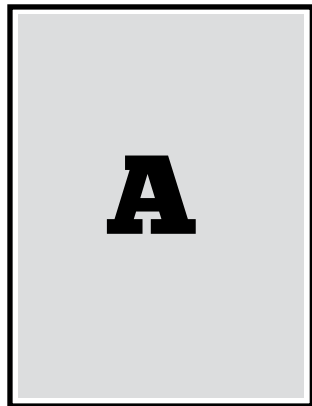
More Editions

More great editions

	My Hometown A Maine town - Places to eat, things to do, etc.	The Maine Dish Maine restaurant review - 10 category checklist	Wicked Healthy All about staying healthy, fit and smart	Made in Maine Entrepreneurship and great products	Best in... Recommending a "hot spot" in Maine
2017					
JUL	Kennebunkport, York County	Saltwater Grille, South Portland	Proper Childcare	Allagash Brewing Company, Amherst	Hiking in Northern Maine
AUG	Bar Harbor, Hancock County	40 Paper, Camden	Brushing/Flossing	Buoy Sports, South Berwick	Island in Lincoln County
SEP	Greenville, Piscataquis County	The Black Birch Kittery	Get Enough Sleep	ImmuCell, Portland	White Water Rafting in the Forks
OCT	Fryeburg, Oxford County	Café Sorpreso, Presque Isle	Healthy Relationships	Lucy's Granola, East Blue Hill	Sailing in Kennebunkport
NOV	Houlston, Aroostook County	Havana, Bar Harbor	Depression	LIVEME, Scarborough	Playhouses in mid-coast region
DEC	Falmouth, Cumberland County	Yellowfin's Restaurant, Old Orchard Beach	Vaccines	Casco Bay Butter, Scarborough	Skiing in Maine
2018					
JAN	Bowdoin, Sagadahoc County	The Clam Shack, Kennebunk	Menopause	Mount Desert Island Ice Cream, Bar Harbor	Wedding venue in the Maine Beaches region
FEB	Rangeley, Franklin County	Red Barn Drive-in, Augusta	First Aid	Good To-Go, Kittery	Movie made in Maine
MAR	Damariscotta, Lincoln County	Frontier, Brunswick	Less Sodium	Sea Bags, Freeport	Scenic Mountain Top in the Maine Lakes & Mountains Region
APR	Monmouth, Kennebec County	The Front Porch Café, Dixfield	Get Active	Federal Jack's Brew Pub, Kennebunkport	Lobster Roll in Maine
MAY	Dexter, Penobscot County	Cape Neddick Lobster Pound, York	Biking Safely	Cratefull of Maine, Portland	Dance club in Portland
JUN	Old Orchard Beach, York County	Waterman's Beach Lobster, South Thomaston	Birth Control	Rancourt & Co, Lewiston	School System in Maine

Ad Specs

Specific dimensions



A FULL PAGE

8 1/2" w x 11" h

B HALF PAGE

7 1/4" w x 4 3/4" h

C QUARTER PAGE

3 5/8" w x 4 3/4" h

Press Ready PDF Files Only (PDF/X-1a)

Images

- Use high resolution images. 300 DPI is recommended.
- RGB and LAB color are unacceptable.
- Images should not have ICC profiles embedded.
- Avoid scaling images. If you must, do not scale below 50% or above 110%.
- Total Area Coverage should not exceed 300%.
- Avoid using JPEG images.

Fonts

- Always embed all fonts.
- Do not allow font substitutions.
- Do not use True Type fonts.

Colors

- Only use CMYK colors; convert spot colors to process.

Layout

- Build documents in Portrait mode without scaling or rotation.
- Remember, when bleed is required, provide 1/8 inch beyond the trim area.
- Do not allow marks to encroach upon the trim or bleed areas.

Transparency

- All transparent objects must be flattened at a high resolution.
- Avoid placing transparent objects on top of text or other critical vector objects.

File Submission

Submitting your ad

Please email ad files to: info@mainers.me or go to www.mainers.me/ad

Please include your business name in the subject line.

Please upload files larger than 10MB please contact the email address listed above.

In Every Issue

Highlighted articles



Rate Card

Prices are subject to change

4-COLOR	6X	12X	24X
QUARTER PAGE	\$250	\$250	\$225
HALF PAGE	\$400	\$400	\$360
FULL PAGE	\$750	\$750	\$675

Rates are subject to change. Please visit www.mainers.me/advertise for current rates.

Ad Engagement

How well are we reaching our audience?

Projected Readership:

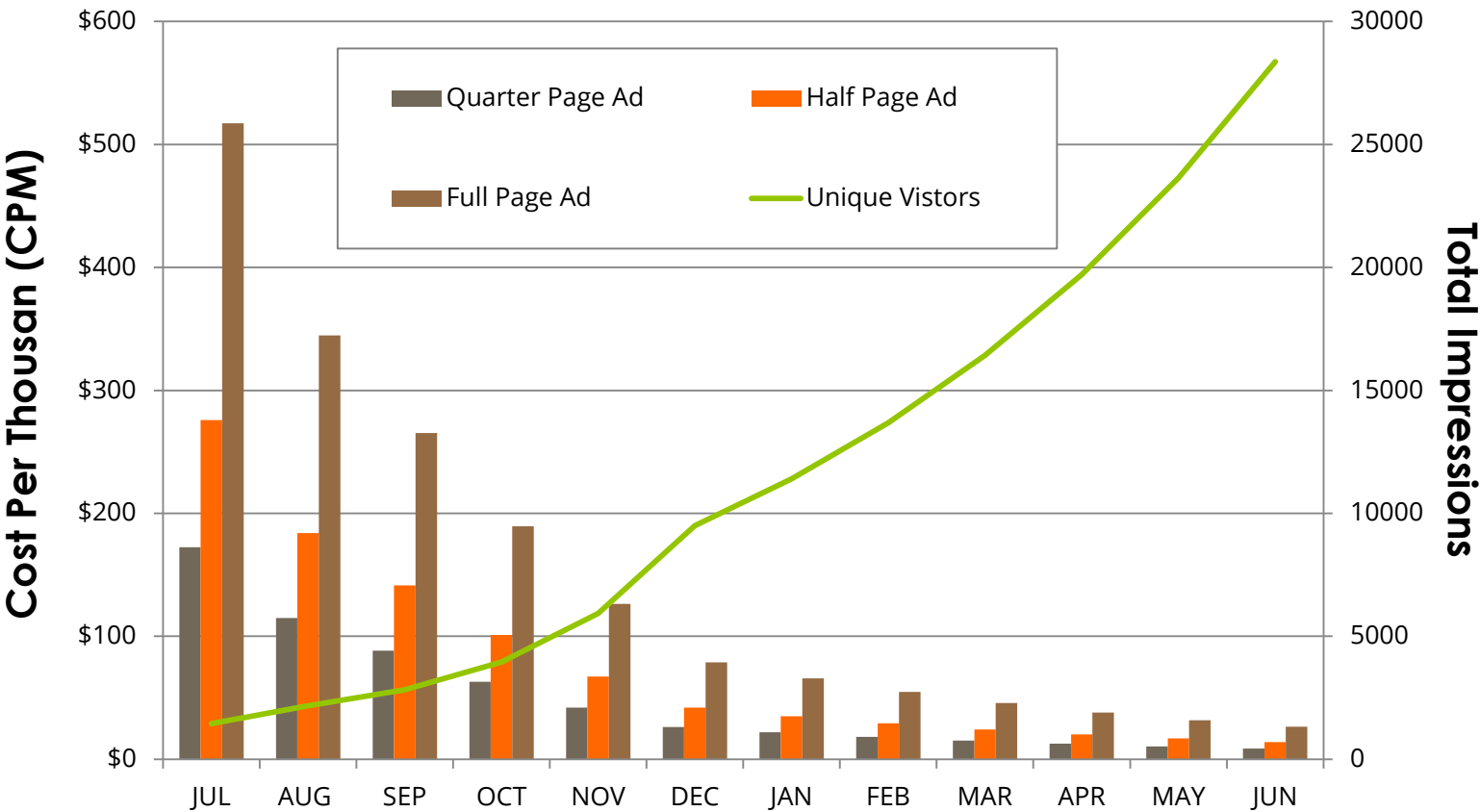
Median Age: 34
Target Age: 18-90
Sex: 55% Female / 45% Male
Est. Average Income: \$89,921
Est. Average Value of Primary Residence: \$263,536

Subscription Based Advertisement Model:

The graph below displays the publishers projected growth by the current CPM rate.
CPM = Cost Per Thousand Views.

Methodology: The advertiser pays a higher rate per thousands impressions during the startup phase of the magazine, but over the life of the ad the advertiser will pay a lower rate. The average CPM rate for a 1-year subscription ranges from \$50-150 depending on the size of the ad. This is significantly lower than business standards.

In addition, you will be locked into your monthly rate at the time of signing up. Based on projected growth a \$750 full page ad today could cost as much as \$12,228 the same time next year.



Fine Print

Yes, let's get the legal stuff out of the way

Advertising Standards:

The publisher reserves the right to correct or reject any advertising material submitted for publication. Words such as "advertisement" will be placed on ad copy that, in the publisher's opinion, resembles editorial matter. If the publisher determines the material provided is unacceptable, the publisher reserves the right to run the most recent ad. The publisher reserves the right to decline or reject any advertisement for any reason, at any time, without liability, even though previously acknowledged or accepted. Only actual publication of an advertisement constitutes its acceptance, but does not constitute any agreement for continued publication in any form, regardless of any prior agreements.

Advertising Responsibility:

The publisher cannot be held responsible for the quality of reproduction when specifications are not adhered to or when material is not received by deadline. If materials require alterations to meet advertising specifications, the publisher reserves the right to charge for alteration costs.

Billing:

Payment for advertising is due at the start of the contract unless credit terms are approved in writing prior to that date. Failure by an advertiser to pay promptly may result in non-publication of its advertisement thereafter.

Positioning:

Ad placement is at the discretion of the publisher and cannot be guaranteed unless otherwise specified on contract.

Disclaimer:

The opinions given in this magazine are those of our editors and writers. No establishment is ever covered in this magazine because it has been advertised, and no payment ever influences our stories and reviews.

Mainers Magazine
PO Box 10323
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www.mainers.me

Full Page
8.5" x 11"

Half Page
7.5" x 4.75"

Quarter Page

3.625" x 4.75"



Premium

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Includes

Featuring:

- Extensive rich and creative content
- Compatible on all devices
- 95% of audience from Maine

More Information at:
mainers.me/advertise