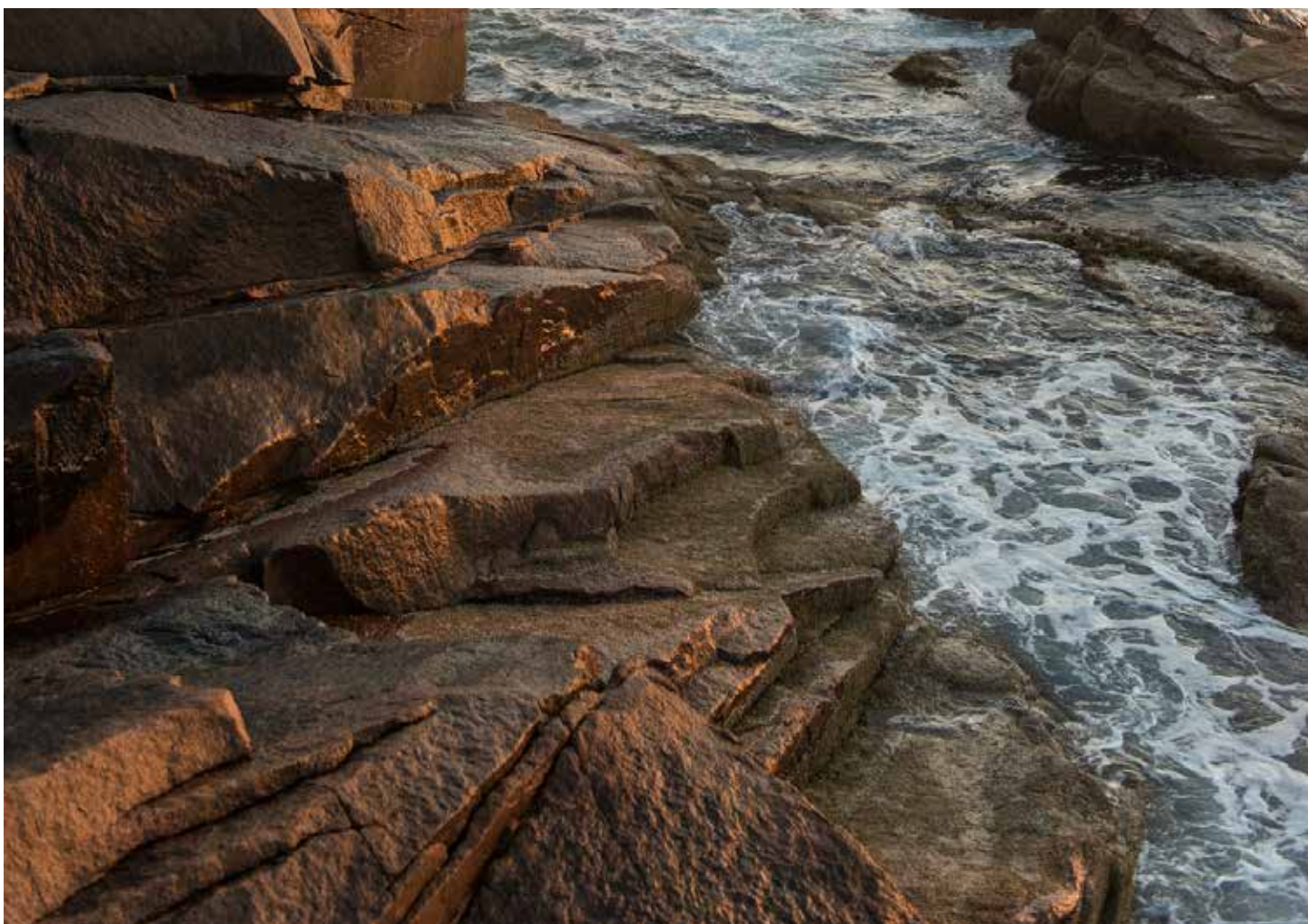




# Down East

MEDIA KIT 2016



The goal of *Down East* has always been to hold a mirror up to Maine—its storied past and lively present—and to celebrate its independent character and unhurried way of life.

As Maine has changed with the times, so has *Down East*.



# *by the numbers*

*Down East* magazine reaches hundreds of thousands of educated and established adults.

## Our Magazine

AUDIENCE .....	<b>378,855</b>
TOTAL CIRCULATION .....	<b>87,029</b>
ADVERTISING / EDITORIAL .....	<b>55% / 45%</b>
AVERAGE READERS PER COPY .....	<b>4.35</b>
FREQUENCY .....	<b>12 X PER YEAR</b>

## Our Readers

MALE / FEMALE .....	<b>47% / 53%</b>
HOUSEHOLD INCOME ABOVE \$75,000 .....	<b>67%</b>
COLLEGE DEGREE .....	<b>68%</b>
GRADUATE DEGREE.....	<b>32%</b>
MARRIED .....	<b>53%</b>
MEDIAN AGE .....	<b>59</b>

*“We continue to be amazed at the amount of sales that Down East Magazine generates, it has been responsible for sales as far away as Florida and Texas.”*

— DANIEL DOUCETTE, GENERAL MANAGER,  
PRIME MOTOR CARS

*“I’d like to take a moment to express how staggering the direct response has been ... We’ve had constant chatter on all fronts and the increase in traffic to our tasting room...has been substantial.”*

— GEOFF MASLAND, OXBOW BREWING CO.

SOURCE: Circulation Verification Council 2014 Publication Audit Report



# engaged readers

*Down East* has been the trusted source for all things Maine for more than 60 years.

**98%**

Regularly read *Down East*

**63%**

Frequently purchase products or services advertised in *Down East*

**59%**

Keep copies of *Down East* for longer than one month

**84%**

Use *Down East* as a source of travel information

**78%**

Travel a distance of more than 120 miles for a weekend getaway

“We closely track our ‘where you heard about the show’ sources, and are excited by the response we get from *Down East* readers—proof that our advertising is reaching the right audience!”

— JANET MITCHKO, CO-ARTISTIC DIRECTOR, THE PUBLIC THEATRE

## Readers’ planned purchases over the next 12 months:

WOMEN’S APPAREL .....	<b>73%</b>
MEN’S APPAREL.....	<b>65%</b>
ATHLETIC & SPORTS GEAR .....	<b>31%</b>
AUTOMOBILES .....	<b>40%</b>
AUTOMOTIVE ACCESSORIES & SERVICES .....	<b>55%</b>
DINING & ENTERTAINMENT .....	<b>85%</b>
FURNITURE / HOME FURNISHINGS.....	<b>40%</b>
HOME IMPROVEMENT .....	<b>39%</b>
LAWN & GARDEN SUPPLIES .....	<b>45%</b>
VACATION / TRAVEL .....	<b>73%</b>

SOURCES: Circulation Verification Council 2014 Supplemental Readership Study & *Down East* 2012 Online Reader Survey



# digital formats

Bringing readers the pages of *Down East*, wherever they go.

## Downeast.com

**48,000**

Average monthly unique visitors

**120,000**

Average monthly page views

**1:30**

Average time spent on site

**1.8**

Average number of pages per visit



## E-Newsletter

**40,000**

Subscribers

**99.8%**

Average delivery rate

**19%**

Average weekly open rate

**65%**

Percent of new visits

SOURCE: Google Analytics rolling monthly audience overview

*Down East* magazine, the award-winning title that brings the Maine lifestyle to readers across the country and beyond, is brought to life online with **downeast.com**. The site features the same authoritative journalism and stunning photography found in the pages of *Down East* magazine, along with video and opportunities to share your Maine through photos, polls, and more. Viewed by more than **48,000 unique visitors monthly**, downeast.com is the online resource of choice for people who love Maine.

Our **weekly newsletters** are a great way to connect with more than **40,000 e-subscribers**. Three times per week, our editors share the very best of Maine in a simple, easy-to-read format. Every Monday, readers get a snapshot of beauty from Maine. Every other Wednesday, we feature a food round-up with restaurant reviews, recipes, events, and more. Premium advertising placement is limited, giving your message the most impact. Send your message directly to the mailboxes of our audience.



# *departments*

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*Down East* is greater than the sum of its parts, but each one is important.

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## **Where in Maine?**

Think you know Maine? Each month, we ask readers to name the location of a gorgeous landscape photo.

## **Connect**

The pages of *Down East* come to life through bonus content in the book and online. Plus, readers discover how they can join us for events and trips around Maine.

## **The Mail**

The communication lines are always open at *Down East*, whether through email, social media, or regular post. Enjoy the best of the month's correspondence and find the answer to last month's *Where in Maine?*

## **North by East**

Opinions, Advisories, and Musings from the Length and Breadth of Maine. Regular columns include: *Down East Dispatches*, *What's in a Picture*, *Other Views*, and *Talk of Maine*.

## **Dooryard**

Living the Maine Life, Home, Garden, Décor. Regular columns include: *Making It in Maine*—a profile of a Maine business or craftsperson, *My Maine*, and *Room With a View*.

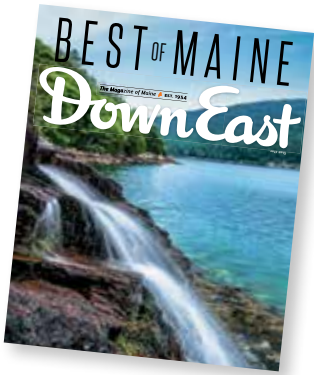
## **Guide**

What to do each month in Maine, Dining, Art, Books, Music, Film, Excursions, and Venues.



# editorial calendar

January	SEA SMOKE + READER PHOTO CONTEST
February	BEST BREAKFASTS + RETIREMENT GUIDE
March	BEST PLACES TO LIVE IN MAINE
April	HOME & GARDEN
May	SUMMER PLANNER
June	ACADIA CENTENNIAL SPECIAL ISSUE
July	BEST OF MAINE
August	HIDDEN MAINE
September	THE ROAD TRIP ISSUE
October	ULTIMATE MAINE FALL
November	WHERE TO EAT NOW
December	THE HOLIDAYS IN MAINE





# ***important dates***

<b>Issue</b>	<b>Ad Close</b>	<b>Art Due</b>	<b>Mail Date</b>	<b>On Sale</b>
<b>March</b>	01/15/16	01/20/16	02/07/16	02/23/16
<b>April</b>	02/12/16	02/17/16	03/06/16	03/22/16
<b>May</b>	03/18/16	03/23/16	04/10/16	04/26/16
<b>June</b>	04/15/16	04/20/16	05/08/16	05/24/16
<b>July</b>	05/13/16	05/18/16	06/05/16	06/21/16
<b>August</b>	06/17/16	06/22/16	07/10/16	07/26/16
<b>September</b>	07/15/16	07/20/16	08/07/16	08/23/16
<b>October</b>	08/12/16	08/17/16	09/04/16	09/20/16
<b>November</b>	09/16/16	09/21/16	10/09/16	10/25/16
<b>December</b>	10/14/16	10/19/16	11/06/16	11/22/16
<b>January</b>	11/11/16	11/16/16	12/06/16	12/20/16
<b>February</b>	12/15/16	12/20/16	01/01/17	01/24/17



# advertising options

## Print



### FULL PAGE:

Bleed:  
8.625" x 10.75"  
Non-Bleed:  
7.25" x 9.5"



### TWO-THIRDS PAGE:

Bleed:  
5.4" x 10.75"  
Non-Bleed:  
4.75" x 9.5"



### ONE-HALF PAGE:

7.25" x 4.625"



### ONE-THIRD PAGE:

Vertical:  
2.25" x 9.5"



### ONE-THIRD PAGE:

Square:  
4.75" x 4.625"



### ONE-QUARTER PAGE:

Vertical:  
3.5" x 4.625"



### ONE-SIXTH PAGE:

Vertical:  
2.25" x 4.625"

Run of book,  
Maine Homes  
*Single or 2-page  
spread*

Run of book

Run of book,  
Maine Homes

Run of book  
*limited availability*

Run of book

Maine Homes,  
Marketplace

Marketplace

PLEASE NOTE: PAGE TRIM = 8.375" x 10.5" LIVE AREA = 7.875" x 10"

## Website



### EXPANDING BANNER<sup>(1)</sup>:

970 x 90,  
Expanding to  
970 x 415



### EMBEDDED BANNER:

540 x 150



### BOX:

300 x 250  
Image or flash

<sup>(1)</sup>Requires two banners, both JPEG. If using video, the file must be converted to 16:9 resolution in .mp4 format. Expanding Video Ad may only run two consecutive weeks per month.

## Newsletter



### LEADERBOARD:

728 x 90  
Image or  
animated .gif



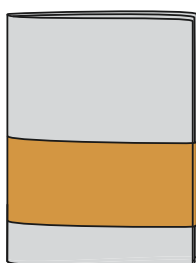
### BOX:

300 x 250  
Image or  
animated .gif

PLEASE NOTE: Actual size of website and newsletter ads may vary depending on viewing device.

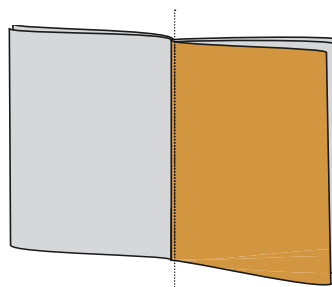


# additional options



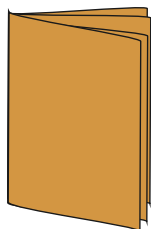
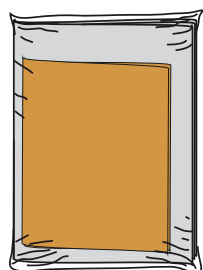
## BELLY BAND

5.5" high, overall width varies based on number of pages in issue



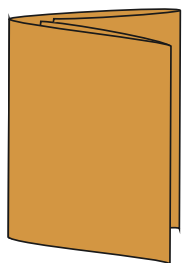
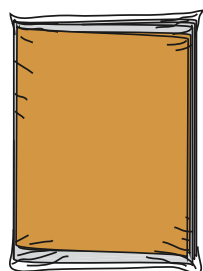
## 2-PAGE BIND-IN

Perforated;  
8.375" x 10.5"



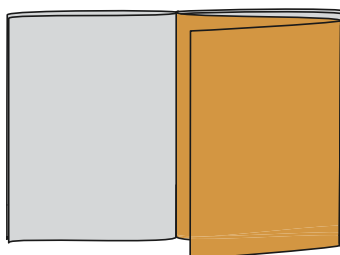
## 8-PAGE SADDLE-STITCHED POLY BAG INSERT

5" x 7"



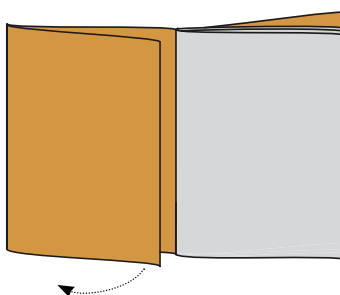
## 8-PAGE GATEFOLD POLY BAG INSERT

8" x 10"



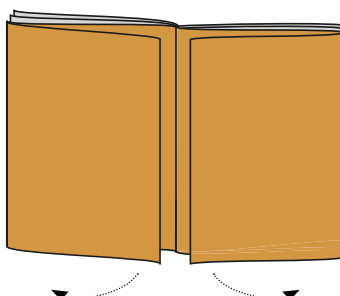
## 4-PAGE INTERNAL GATEFOLD

8.375" x 10.5"



## 6-PAGE COVER GATEFOLD

8.375" x 10.5"



## 8-PAGE INTERNAL DOUBLE GATEFOLD

8.375" x 10.5"

**PLEASE NOTE:** All sizes are approximate. Templates will be provided with exact specifications, including bleed, trim, and sizing.



# terms & conditions

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**1.** Advertisements are accepted upon the representation that the advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, the advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication. **2.** Contents of all advertisements are subject to publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation, or position commitment at any time without cause. Publisher reserves the right to insert the word "advertisement" above or below any copy. It is the policy of the publisher not to accept advertisements for tobacco, some alcoholic beverages, some medical products, or anything otherwise not in keeping with the editorial profile of the magazine. All advertising is subject to review for visual, graphic, and mechanical quality as well as grammatical correctness and may be edited for clarity. Where color reproduction is concerned, there will be no restitution for imperfect color matches. **3.** Orders specifying space not in conformance with standard units offered will be subject to adjustment to the nearest size feasible and/or pro-rata billing. **4.** Publisher is not responsible for errors in publication-set copy. **5. Positioning of advertisements is at the discretion of the publisher, except where a special-position order has been accepted and a 10% premium applied.** No other ad-on-the-page requests are subject to a 10% position premium. **6.** Cancellations are not accepted after the advertising closing date. **7.** In the event that no acceptable copy for reserved space is furnished by the deadline, the publisher reserves the right to repeat a previous advertisement or, if none exists, to charge no less than 80% of the booked value for the unused space. **8.** Frequency discounts are based on the number of issues used in a 12-month contract period. **9.** For frequency-discount purposes, frequency must be established by written contract and actual performance. Short-rate billing will be issued on cancellation of a contract or failure to fulfill the contracted schedule. If frequency exceeds the original intent, previous billings will be adjusted to the lowest earned rate at the completion of the 12-month contract period. **10.** Classified insertions do not contribute to earned frequency on non-classified contracts. **11.** New advertisers must prepay their first insertion. Additionally, the publisher requires submission of a completed credit-reference form. (This requirement may be waived for recognized advertising agencies.) **12.** Payment is due in full no later than 30 days from printed invoice date. Unpaid accounts are subject to a late payment finance charge computed at 1½% per month (18% annual rate) on any balance remaining 45 days after the billing date. **13.** Should an advertiser's account be placed for collection, the advertiser agrees to pay an additional 25% collection charge, and court costs if suit is required. **14.** Advertising production materials to be returned should be marked "return requested." No material will be returned before the issue is published. Material still on hand may be destroyed after one year. **15.** Conditions other than rates are subject to change without notice. **16.** Publisher shall not be liable for any costs or damages if for any reason it fails to publish an advertisement. The publisher's liability for any error will not exceed the cost of space for the advertisement in which the error occurred. **17.** Publisher shall have the right to hold the advertiser and/or its advertising agency jointly and severally liable for such monies as are due to the publisher for advertising that the advertiser and/or its agency ordered and that was published. **18.** Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strike—whether legal or illegal—labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of the publisher affecting production or delivery in any manner. **19.** In the event of any dispute, advertiser, agency, and publisher agree that these terms and conditions, and any advertising agreement entered into by advertiser and/or agency with publisher, shall be interpreted in accordance with the laws of the state of Maine. **20.** Advertiser, agency, and publisher agree to be bound by electronic means both to these terms and conditions, and to the specifics of any advertising contracts generated by the publisher. **21.** No conditions other than those set forth here and in the Production Guidelines shall be binding on the publisher unless specifically agreed to in writing by the publisher. Publisher will not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of the publisher's terms and conditions, or publisher's advertising contracts. **22.** All advertising rates are net to *Down East* magazine.

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Monday - Friday, 8 A.M. - 5 P.M.

800-766-1670

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680 Commercial St., Rockport, ME 04856

254 Commercial St., Suite 104, Portland, ME 04101

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