



# Maine Spaces

Holidays 2008

## Highlights

Maine Spaces, a home magazine designed exclusively for Coastal Maine's highest demographic, provides a look inside Maine's most exciting homes with local content on the latest decorating, entertaining and living trends.

Maine Spaces 2008 will focus on Holiday living and entertainment.



## Overview

Maine Spaces is a glossy stitched and trimmed magazine with local and general content focused on home improvement, decorating, gardening, lifestyle, living spaces, etc. Editorial content written and produced in-house by award winning marketing editorial team.

## Publication Date

Friday, October 24th. Deadline: Monday, October 6th.

## Distribution – 25,000 total

- 17,500 delivered in-paper to homes with \$50,000+ median household income. . . Yarmouth, North Yarmouth, Cumberland Foreside, Cumberland Center, Falmouth, Freeport, South Freeport, Pownal, Cape Elizabeth, South Portland, Scarborough, Cape Porpoise, Kennebunk, Kennebunkport, Moody, Ocean Park, Old Orchard Beach, Ogunquit, Wells, West Kennebunk, Cape Neddick, Eliot, Kittery, Kittery Point, York, York Beach, and York Harbor.
- 6,500 copies distributed to 29 supermarket locations in Cumberland and York County including Shaws, Hannafords, and Super Stop & Shop
- 1,000 copies distributed to various high traffic locations including visitors' centers and area businesses.

## Advertising Investment Options

Ad Sizes	Full Color 4-editions	Full Color 3-editions	Full Color 2-editions	Full Color 1-edition	Size
<b>Premium Positions</b>					8.5" x 11" 1/8" all sides for full bleed trim
Back Cover	\$1,450				
Inside Cover Front/Back	\$795	\$885	\$980	\$1,090	same as back cover
Page 3	\$795	\$885	\$980	\$1,090	7.5" x 10"
Full Page	\$720	\$800	\$980	\$990	7.5" x 10"
1/2 Page Horizontal	\$470	\$525	\$580	\$645	7.5" x 5"
1/2 Page Vertical	\$470	\$525	\$580	\$645	3.75" x 10"
1/4 Page	\$280	\$310	\$345	\$385	3.75" x 5"

## Advertiser Benefits

- Free with subscription or on racks
- Free Graphic Design
- Advertising counts towards Press Herald/Telegram contract
- Useful, interesting content including local stories and photos that you can target your message around
- Targeted upscale demographic plus tourist pick up
- Marketed to our entire readership via in-paper ads
- Contemporary design
- Long Shelf Live

## Reader Profile

Your very best prospects are newspaper readers. People who are typically labeled upscale all count themselves as newspaper readers. These are the customers who have a tendency towards upper income, higher education and professional/managerial occupations.



Call your ad rep or call 791-6200,  
or 800-442-6036, ext. 6200 today.  
FAX 791-6923 or 791-6925

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