

Help Maine families with financial planning



Our **Family Finance** special broadsheet section is your clearly targeted venue for reaching Maine families concerned about financial planning & making the most of their money. Publishing in the Portland Press Herald on Friday, Dec. 5, this broadsheet special edition will be filled with useful tips and will be a valuable reference for readers.



Special focus – planned giving

In addition to our financial planning tips, the section will also feature information about planned giving – the process of helping non-profits while also realizing personal financial benefits.



Added bonus – online

Family Finance will appear online at pressherald.com for two weeks, extending the reach of the piece to our affluent, educated online audience – 70 percent of whom are not regular readers of the print version of the paper.



A clearly targeted venue

The edition is aimed at finance-related businesses, including:

- Banks
- Insurance
- Real estate brokers
- Investment specialists
- Tax attorneys
- Financial educators
- Credit counselors
- Credit unions
- Financial planners
- Mortgage companies
- Accountants
- Estate planners
- Continuing education
- And more

SALES DETAILS

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|-----------------------|---------------------------|
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