

# Down East

Nationally acclaimed, locally owned since 1954

## Media Kit 2021

Half of  
*Down East's*  
readers are  
out of state.

Reach beyond local  
marketing circles to  
audiences who  
love Maine!

*Down East* is the only  
magazine in Maine with  
an audited circulation.





# No One Else Knows Maine Like We Do

*Down East* is an identity magazine for Mainers and for anyone whose heart and soul are fed by our state and state of mind. Since 1954, our mission has been simple: to hold a mirror up to Maine, showcasing its landscapes and traditions, its droll and flinty character, and its unhurried way of life, as well as to confront its complexities intelligently and with heart. Our readers and online communities come to us to learn about out-of-the-way lobster shacks, Maine-made gift ideas, and new places to paddle, hike, and explore, but also for insight into the personalities and issues shaping our state. Simply put — as generations of readers can attest — people who love Maine love *Down East*.



"Probably  
one of the best  
'state' magazines.  
We've been  
subscribers forever!"

Cec Wood  
Northport, ME



# Platforms

Reaching lovers of Maine across the country on all platforms



## Down East Magazine

Honored as Magazine of the Year multiple times by the International Regional Magazine Association. Our stories have been recognized in the *Best American* series of the country's top magazine writing, and guest editors have included Martha Stewart and *New York Times* food editor Sam Sifton.

## downeast.com

More than 250,000 monthly pageviews and growing. When *Outside* magazine needed a regional partner for its 2020 online "Complete Guide to a Perfect New England Summer," the national outdoor brand turned to *Down East's* digital editorial team to partner on content and promotion.

## Newsletters

A suite of daily, weekly, and semi-weekly e-newsletters reaching engaged, well-qualified audiences. 35% average open rate.

## Social Media

We present even more photo, video, and interactive Maine stories on our social platforms, and our audience grows daily. 800,000 monthly reach.

## Sponsored Content

Collaborate with our branded content team to identify your story. *Down East* writes and designs a story or package for print and/or digital, and the client approves all text and visuals.

"A wonderful magazine illuminating the culture, food, and spirit of Maine."

Martha Stewart

# Audience Overview

A diverse, engaged group of people who love Maine

Platform	Scope	Age	Gender
Magazine	363,751 readers	45-65	59% female
Website	250,000 monthly pageviews	55-64	65% female
Newsletters	60,000 recipients	-	-
Facebook	89,174 followers	45-65	72% female
Twitter	34,100 followers	35-54	52% female
Instagram	104,554 followers	25-44	69% female

"I am so excited about having a summer home in Maine, and I told my dad that we can give *Down East* credit for me finally getting back to my roots."

Stephen Collins  
Venice, FL  
and Belfast, ME



# Distribution

## Best-in-class

*Down East* is the largest magazine in the state. Annually, the Circulation Verification Council verifies our distribution with an independent audit. No other local magazine guarantees their circulation with an audit. On newsstands, *Down East* magazine outsells many national titles.

**59,444**  
Subscribers

**13,035**  
Newsstand copies

**9,263**  
Controlled circulation  
(Maine legislators, realty  
offices, etc.)

**81,742**  
Total guaranteed distribution

**4.45**  
Readers per copy

**363,751**  
Total readership

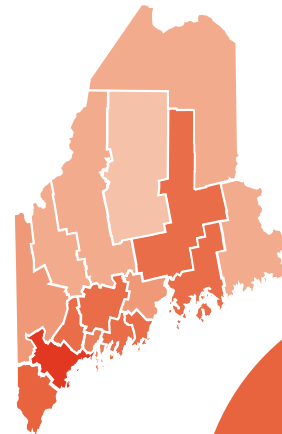
**92% paid circulation**

**99.5% of subscribers report  
they regularly read *Down East***

**47,124** copies distributed in Maine

### Maine Counties:

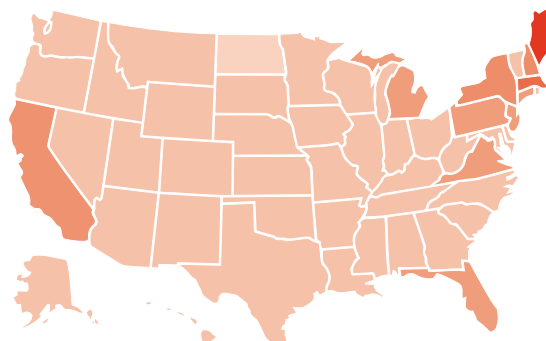
Cumberland	26%	Oxford	3%
York	13%	Waldo	3%
Kennebec	9%	Aroostook	2%
Penobscot	8%	Somerset	2%
Lincoln	6%	Washington	2%
Hancock	6%	Franklin	2%
Knox	6%	Misc. sm. towns	2%
Androscoggin	5%	Piscataquis	1%
Sagadahoc	4%		



**34,618** copies distributed outside of Maine

### Top 10 States:

Massachusetts	25%
New Hampshire	12%
New York	9%
Connecticut	9%
Florida	7%
Pennsylvania	7%
New Jersey	5%
Michigan	4%
California	4%
Virginia	4%



"The best  
magazine I  
have ever had and  
continue to have. I live  
in New Hampshire but  
dream of Maine."

*Diane Cinq-Mars Vaughan*  
Pittsfield, NH



Source: Circulation Verification Council 2019 Audit Report

# Demographics

Some statistics about  
our readers:

59%  
Female

51%  
Ages 45–65

89%  
College educated

75%  
Frequently purchase products or services  
advertised in *Down East*

81%  
Keep their copy of *Down East* for  
a month or longer

60%  
Have incomes over \$100,000

16%  
Have incomes over \$200,000

In the next 12 months,  
they plan to spend on:

67%  
Travel purchases

72%  
Women's apparel

58%  
Men's apparel

85%  
Dining and entertainment

71%  
Furniture/home furnishings

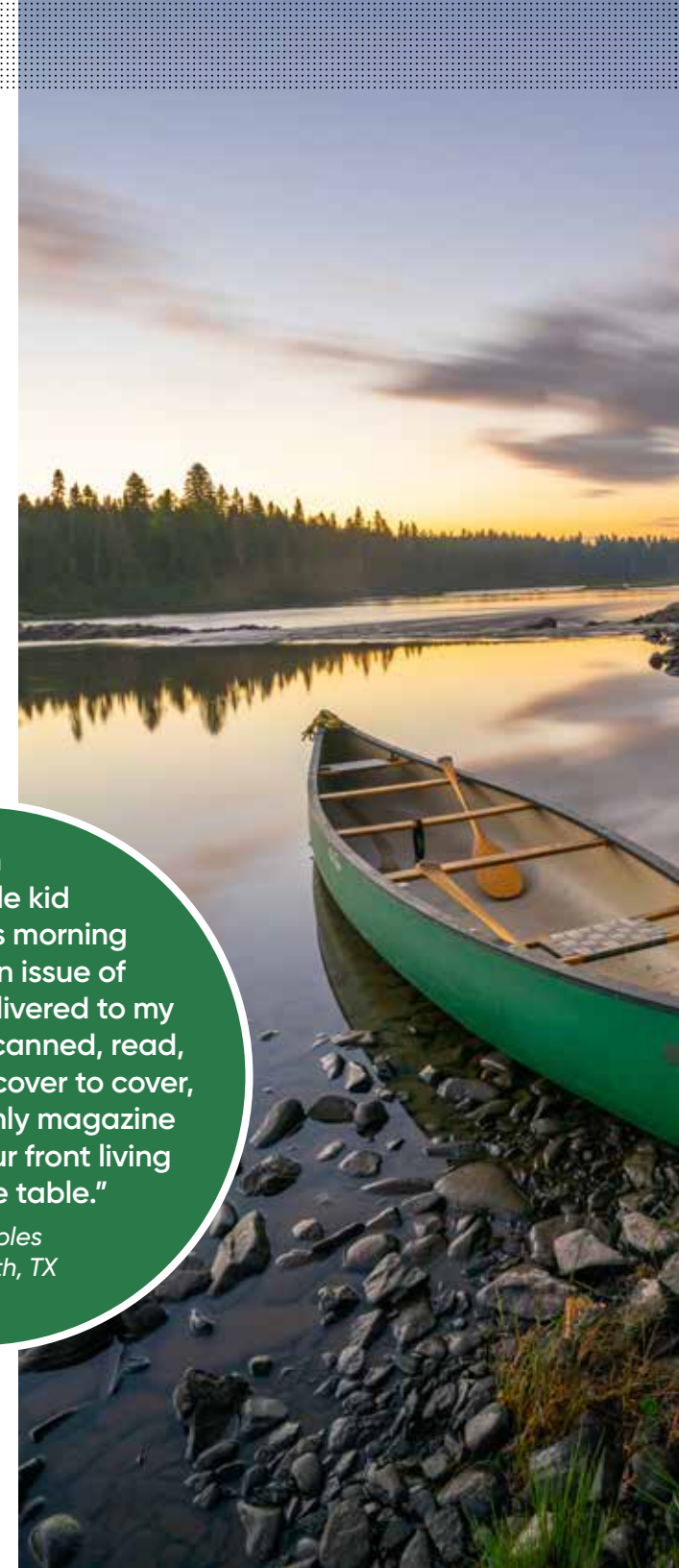
62%  
Medical services

"I'm  
like a little kid  
on Christmas morning  
every time an issue of  
*Down East* is delivered to my  
door. After I've scanned, read,  
and reread from cover to cover,  
it remains the only magazine  
to be kept on our front living  
room coffee table."

*Phil Staples  
Fort Worth, TX*



Source: Circulation Verification Council 2019 Audit Report





# Editorial Calendar

What we have planned for 2021

Month:	Featuring:	Special Sections:	Reserve Space By:	Ad Materials Due:	Issue Mails:	On News-stands:
January	Reader Photo Contest Results	Vacation Rentals sponsored content	11-4	11-6	11-25	12-15
February	Special Issue: Ski Country The Return of Saddleback The Best Mom-and-Pop Hills Sugarloaf and Sunday River Update	Retire to Maine special ad section	12-2	12-4	12-28	1-19
March	Maine Real Estate Special	Faces of Maine sponsored content Maine Summer Camps sponsored content + Invitation to Lobster Roll Competition	1-6	1-8	1-27	2-16
April	The Portland Issue	Glamping special ad section Ask the Experts sponsored content + Cutest Pets Contest winners announced	2-3	2-5	2-25	3-16
May	Maine Summer Vacation Planner Spotlight: Kittery	Boothbay special ad section + Lobster Roll Competition promotion	3-10	3-12	3-31	4-20
June	Where to Eat Now Ultimate Maine Fishing Guide	Arts Guide / Music Guide sponsored content + Lobster Roll Competition promotion	4-7	4-9	4-28	5-18
July	Spotlight: Our Favorite Downtowns Historic Forts	Lobster Roll Competition promotion	5-5	5-7	5-26	6-15
August	Best Acadia Trails Maine Outdoor Gear Roundup	Mount Desert Island special ad section	6-9	6-11	6-30	7-20
September	Best of Maine Long Weekend Getaways	Lobster Roll Competition winners announced	7-7	7-9	7-28	8-17
October	Fall Planner: Apples, Foliage, Festivals, & More Spotlight: Moosehead Lake Maine Drinks	Moving to Maine & Realtor Profiles special ad section	8-4	8-6	8-25	9-21
November	Special Issue: 70 Mainers Over 70	Maine Gives Back: Non-Profit Spotlight sponsored content Maine Made special ad section	9-8	9-10	9-29	10-19
December	Maine for the Holidays Maine Gift Guide	Maine Gifts special ad section	10-6	10-8	10-27	11-16

"No matter where we live, the magazine in our mailbox is an invitation to take a break, to relax so we can put ourselves in the places you present to us. It's a much-needed respite for the chaos around us."

Sharon Putz  
Elmhurst, IL

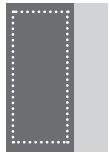
# Print Ad Specifications

Contact our sales department for current rates: [advertising@downeast.com](mailto:advertising@downeast.com)



**Full Page**  
With Bleed:  
8.625" x 10.75"

Non-Bleed:  
7.25" x 9.5"



**2/3 Vertical**  
With Bleed:  
5.4" x 10.75"

Non-Bleed:  
4.75" x 9.5"



**1/2 Horiz.**  
7.25" x 4.625"



**1/3 Vertical**  
2.25" x 9.5"



**1/3 Square**  
4.75" x 4.625"



**1/4 Vertical**  
3.5" x 4.625"



**1/6 Vertical**  
2.25" x 4.625"

Note: all print ad sizes are listed as width x height in inches



**2-Page Spread**  
With Bleed:  
17" x 10.75"



## Classifieds:

1-Unit: 2.25" x 1"  
2-Unit: 2.25" x 2.375"  
3-Unit: 2.25" x 3.625"  
4-Unit: 2.25" x 4.875"

## Sponsored Content:

Work with our branded content editor to collaborate and identify your story. *Down East* writes and designs the story as it will appear, and the client approves all text and visuals.

## Notes:

**Full-Page Trim:** 8.375" x 10.5"  
The size of a full page after trimming the 0.125" bleed.

**Full-Page Live Area:** 7.875" x 10"  
The boundary for all text and essential content. This is not the same as margins, which are generally 0.5" in from the edges of a full page.

**Bleed: 0.125"**  
Additional printed edge around all sides that will be trimmed off.

Ad dimensions include bleed where applicable.

## Supplying materials for ad design:

Supply the best-quality, highest-resolution images possible. 300 dpi at 100% scale or vector format (.ai, .eps, .svg file types).

*Down East* is not responsible for the quality of image reproduction when supplied as low-resolution, undersized for their intended use, copied from website, taken as screenshots, or otherwise poor quality.

Supply only images that you own or have permission to use. We cannot supply photos from our libraries. If you are in need of photos, we recommend browsing some free stock-photo websites.

We cannot use your own font files due to licensing restrictions.

## Supplying print-ready ads:

Supply a high-quality PDF file (PDF/X-1a files are preferred).

Do not supply an ad "floating" in a larger document. The document size should be the dimensions of your ad.

Do not supply files with crop marks, targets, or color bars. These marks are extraneous to our production process and must be removed.

Ensure all fonts and glyphs are embedded.

Supplied artwork should be CMYK. If not supplied as such, the ad will be converted, potentially resulting in unwanted color shift.

We cannot edit supplied print-ready ads.

Send to: [adstuff@downeast.com](mailto:adstuff@downeast.com)

"Working with *Down East* was a pleasure and a pleasant surprise: the products we advertised sold out quickly while also creating exposure to other areas of our business. I look forward to working and advertising with *Down East* for years to come."

Kyle Bourassa  
The Maine Bucket Co.



# Digital Ad Specifications

Contact our sales department for current rates: [advertising@downeast.com](mailto:advertising@downeast.com)

## Website



### Website

#### Large Banner Ad

Multiple sizes required:  
1940x500, 970x250,  
640x200, 320x100



#### In-Post Leaderboard

Multiple sizes required:  
1456x180, 728x90,  
640x200, 320x100



#### Sidebar Box Ad

Two sizes required:  
600x500, 300x250



#### Sidebar Skyscraper

Two sizes required:  
600x1200, 300x600

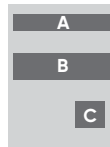
## Contest

Customized per client. Work with client to develop the contest, requires high resolution photography, prize descriptions, prize value, contest title, contest description

Email opt-ins provided to client

Cross-channel promotion  
(web, social media, email)

## Newsletters



### Email Leaderboard A

600x150



### Email Leaderboard B

600x250



### Email Box

300x250



### Dedicated solo email

Customizable, 600 width, 1-2 column, high resolution photos, supporting text and links



### Steals & Deals solo email:

Two column (300x300 box), supporting text, up to eight per month

## Sponsored Content



Work with our branded content editor to collaborate and identify your story. *Down East* writes and designs the story as it will appear, and the client approves all text and visuals

500-1,000 words of text

2-6 images  
& 1 hero image

(client supplied)

## Social Media

Include high-resolution photo(s), handle(s) to tag, links to include, hashtags, 30-50 words of text



### Instagram and Facebook STORY:

1080x1920  
(10-15 words of text)



### Instagram FEED

1080x1080  
or 1080x1350



### Twitter

1024x512



### Facebook Event

1920x1005



### Facebook Post Link

1200x 630

"Working together with *Down East* as a partner on sponsored content was a great investment for our brand. They took the time to understand what Maine Coast Heritage Trust is all about, and the content they created was spot-on. We've had great feedback."

*Richard Knox  
Maine Coast  
Heritage Trust*

# Contact Us

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## Terms & Conditions

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 1.5% 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.

