

maine brewguide magazine

GREAT BEER inspires brewers to perfect their craft and our readers and fans to travel the state to find quality selections of local beer. **The Maine Brew Guide** directs the thirsty masses to restaurants, breweries and specialty beer stores to taste Maine's finest.

Maine Craft Beer's \$400M economic impact is worthy of it's own industry magazine and digital platform. A cast of Maine's finest writers will bring topics to educate brewers as well as quench reader's thirst for local beer knowledge. High quality photos and design will tantalize readers with delicious brews and the processes used to make them.



maine brewguide magazine

maine's
10 TOP
BEER
BARS
& RESTAURANTS

PLUS

- Tasting rooms paired with adventure
- home brewing do's + don'ts
- the craft coffee craze

LOCALLY SOURCED
MAINE
INGREDIENTS

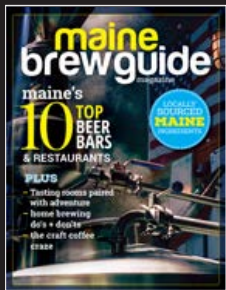
circulation & distribution

A Maine Office of Tourism survey reported **35% of Maine Tourists visited a local brew pub**, craft brewery or tasting room. Of the 18 million visitors, that's **6.3 million people**.

Be in front of them, they are spending customers.



MAGAZINES



WEBSITE



SOCIAL MEDIA



NEWSLETTERS



mainebrewguide.com

- Craft Coffee Imprint: Ask a brewer why (s)he adds coffee to his or her stout and the answer tends to go a lot like this: "We all love coffee, and we drink a lot of it around here. We also drink a lot of beer, so putting the two together just made sense." We'll highlight the breweries and local coffee shops who have special partnerships
- We market your content across multiple platforms by using our websites, professional social media post and newsletters to a targeted audience.
- Immersed in the Craft Beer market, we feel that we can reach this audience effectively and show you how to put your marketing efforts in front of them with most return possible. Our weekly emails feature your events and specials to a growing subscriber list of 1,500+ inboxes

After 33 years of publishing, **Activity Maine** has highly evolved its niche distribution that utilizes both local and tourism markets as well as paid and free outlets.

DISTRIBUTION

LOCAL TRAFFIC

- Local eateries, breweries & tasting rooms
- Hannaford, Shaw's & convenience stores
- Specialty craft beer & beverage stores
- Local coffee shops & college campuses
- Festivals, expos, local race events

TRENDING TOURIST STOPS

- Hotels, B&B's, campgrounds
- Visitor centers: Portland, Bangor, Yarmouth, Kittery, Hampden, Fryeburg, Houlton, Down East, Jetport, Cruise ship & Bus stations
- Chambers & local attractions
- Over the Canadian border, NH & MA

PLUS! In & out of state subscription mailings

MULTI-MEDIA OUTLETS

TV, RADIO & SOCIAL MEDIA

- Appearances on prime-time television and morning shows playing videos of advertisers and talking about magazine features for the upcoming season.
- Radio segments that showcase our advertising guests to share your events and promotion with their listeners.
- We post your activities, events, photos and videos to our growing base of adventure-hungry fans
- Featured on Fox 23 Good Day Maine, WSKI TV, and WLOB

advertising

rates & specs

Our advertising partners utilize our creative department, social media experts and copy writers to engage with with an instant targeted audience. **It's like having your own marketing department with a built in fan base for craft beer.**

PREMIUM PAGES

| | | | |
|------------------------------|---------|------------------------------|---------|
| Inside Front Cover | \$3,495 | Opposite Welcome Page . . . | \$2,395 |
| Centerfold | \$4,495 | Inside Back Cover | \$2,595 |
| Page 1 | \$2,495 | Opposite Contents Page . . . | \$2,395 |
| Opposite Inside Back Cover . | \$2,395 | Back Cover | \$3,495 |

PRINT AD SIZES AND PRICES

| Size | Width x Height | Regular | Early Season | Multi |
|--------------------------|-------------------------|-------------------|-------------------|---------|
| Full Page | 8.5" x 11" | \$1,995 | \$1,795 | \$1,595 |
| 1/2 Vertical | 3.75" x 9.5" | \$1,295 | \$995 | \$845 |
| 1/2 Horizontal | 7.62" x 4.6" | \$1,295 | \$995 | \$845 |
| 1/3 Horizontal | 7.62" x 3.25" | \$1,195 | \$895 | \$745 |
| 1/4 Vertical | 3.75" x 4.6" | \$895 | \$695 | \$575 |
| 1/4 Horizontal | 7.6" x 2.25" | \$895 | \$695 | \$575 |
| 1/6 Page | 3.75" x 3" | \$595 | \$495 | \$395 |
| 1/8 Page | 3.75" x 2.2" | \$395 | \$295 | \$245 |
| 1/12 Page | 3.75" x 1.5" | \$295 | \$250 | \$195 |
| 1/16 Page | 3.75" x 1" | \$195 | \$150 | \$125 |
| Listing | | \$195 | | |

WEB AD SIZES AND PRICES

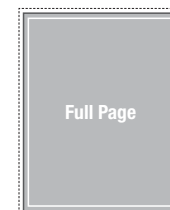
| Size | Width x Height | 3 Months | 6 Months | 12 Months |
|------------------|----------------------------|-----------------|-----------------|-----------|
| Block | 170 x 130 pixels | \$195 | \$295 | \$495 |
| Banner | 500 x 110 | \$395 | \$595 | \$895 |

AD SPECIFICATIONS

- All ads must be submitted as high resolution (press quality) flattened (Acrobat 4: PDF 1.3) PDF files at full size.
- All raster images and graphics (photos or scans) within the ad must be flattened CMYK .tif or .eps files, 300 dpi at 100%. Convert all spot, lab, or RGB colors to CMYK.
- All vector image files (Illustrator or CorelDraw) must be saved or exported as .eps files and all text must be converted to paths or outlines before placing in your document. Convert all spot, lab or RGB colors to CMYK.
- Fonts must be embedded in your PDF.
- If using a program that has transparency capabilities (InDesign, Illustrator or Photoshop CS), please be sure to use high resolution transparency flattening when making your PDF.
- If possible, a hard copy printout, at print size, should accompany your ad for type/knockout reference only. Color proofs of ads will be provided upon request.

AD FORMATS

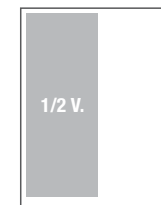
- Positions shown are only examples. The position of your ad may vary.
- All ad sizes are width x height.
- On full page ads, please keep critical information at least .25" from edges.



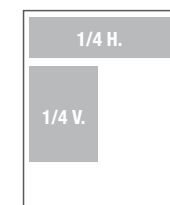
Full Page 8.5" x 11"
add .25" for bleed
keep critical info
.25" from edge



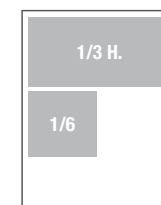
1/2 H. 7.62" x 4.6"



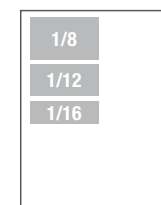
1/2 V. 3.75" x 9.5"



1/4 H. 7.62" x 2.25"
1/4 V. 3.75" x 4.6"



1/3 H. 7.62" x 3.25"
1/6 3.75" x 3"



1/8 3.75" x 2.2"
1/12 3.75" x 1.5"
1/16 3.75" x 1"

BONUS free editorial!

Every **Activities Guide of Maine** print ad comes with **FREE** editorial space added to our feature story.

EDITORIAL WORD COUNT BY AD SIZE

| | | | | | |
|----------------------|----------|--------------------|-----------|---------------------|-----------|
| 1/8th page | 50 words | 1/4 page | 100 words | Full page | 200 words |
| 1/6th page | 75 words | 1/2 page | 150 words | Premium page . . . | 300 words |

Additional editorial is available for \$50 per 25 words



CONTACT

EMAIL stan@activymaine.com

PHONE 207.671.7230

You were not chosen at random...

match-marketers

since 1984

FOR 32 YEARS ACTIVITY MAINE HAS BEEN A TRUSTED MEDIA SOURCE for local businesses looking to reach an audience who spend money on their passions and are eager to travel. See how your business ranks with our audience's requests below...

YOUR MARKETING PARTNER

We help you engage a targeted audience by presenting inspiring content across several popular social media channels. You are a critical part of our brand, so we give you the best visibility possible by making sure you're there when inspiration leads to action.



MAGAZINES

- We are consistently tops in related searches for "activities in Maine", with 3K-10K visitors per month
- Activities Guide of Maine is often the most picked up publication in any retail or free display stands around Maine.

WEBSITES

SOCIAL MEDIA

NEWSLETTERS

- Our weekly emails feature your events and specials to a growing list of 1,500 inboxes.
- We create and post your info to over 2,000 social media fans.
- Your passport deals



“The *Activities Guide of Maine* is a fabulous resource for anyone who is looking for fun things to do, places to eat and lodging in Maine. We always have a stack of them at the Androsocoggin County Chamber of Commerce in Lewiston and anyone who stops by looking for information leaves with one in hand. I've used it myself on many occasions. It's a must-have for anyone looking for a Maine adventure!”

PHOTO COURTESY OF DAVID RIDLEY