

# TOURIST & TOWN

THE NEWSPAPER • THE MAGAZINE



## MEDIA KIT 2023

Voted Best Local Publication 2019, 2020, 2021 & 2022

# 2023 Publishing Schedule

## Issue Date

Thursday, February 2 .....  
 Thursday, April 6 .....  
 Thursday, April 20 .....  
 Thursday, May 4 .....  
 Thursday, May 18 .....  
 Thursday, June 1 .....  
 Thursday, June 15 .....  
 Thursday, June 29\* .....  
 Thursday, July 6 .....  
 Thursday, July 13 .....  
 Thursday, July 20 .....  
 Thursday, July 27 .....  
 Thursday, August 3. ....  
 Thursday, August 10 .....  
 Thursday, August 17 .....  
 Thursday, August 24 .....  
 Thursday, August 31 .....  
 Thursday, September 14 .....  
 Thursday, September 28 .....  
 Thursday, October 12 .....  
 Thursday, October 26 .....  
 Thursday, November 9.....  
 November 23\*\* .....

## Ads/PR Due

Wednesday, January 25  
 Wednesday, March 29  
 Wednesday, April 12  
 Wednesday, April 26  
 Wednesday, May 10  
 Wednesday, May 24  
 Wednesday, June 7  
 Wednesday, June 21  
 Wednesday, June 28  
 Wednesday, July 5  
 Wednesday, July 12  
 Wednesday, July 19  
 Wednesday, July 26  
 Wednesday, August 2  
 Wednesday, August 9  
 Wednesday, August 16  
 Wednesday, August 23  
 Wednesday, September 6  
 Wednesday, September 20  
 Wednesday, October 4  
 Wednesday, October 18  
 Wednesday, November 1  
 Wednesday, November 15

\*Summer weeklies begin \*\*Holiday Issue

Spring Magazine	Deadline March 15
Summer Magazine	Deadline May 30
Fall Magazine	Deadline August 15
Holidays/Winter Magazine	Deadline October 31

Tourist & Town distributes to hundreds of locations  
 from Portsmouth to Portland.

## Sales Team:

sandy@touristandtown.com  
 rayanne@touristandtown.com  
**publisher@touristandtown.com**  
**www.touristandtown.com**

# Ad Sizes and Rates

## Newspaper

<b>1/24 page</b> 3.3" x 1.75"/1.625" x 3.5"	<b>\$72 Full Color</b> \$61.20 w 15% discount
<b>1/20 page</b> 1.625" x 5"	<b>\$95 Full Color</b> \$80.75 w 15% discount
<b>1/12 page</b> 3.3" x 3.5"/5" x 2.25"	<b>\$120 Full Color</b> \$102 w 15% discount
<b>1/8 page</b> 5" x 3.5"/3.3" x 5"	<b>\$198 Full Color</b> \$168.30 w 15% discount
<b>1/6 page</b> 5" x 5"	<b>\$285 Full Color</b> \$242.25 w 15% discount
<b>1/5 page</b> 3.3" x 6"	<b>\$220 Full Color</b> \$187 w 15% discount
<b>1/4 page</b> 5" x 7"	<b>\$385 Full Color</b> \$327.50 w 15% discount
<b>1/2 page</b> 10.37" x 7"	<b>\$686 Full Color</b> \$580.10 w 15% discount
<b>Full Page</b> 10.37" x 14.5"	<b>\$1265 Full Color</b> \$1075.25 w 15% discount

## Quarterly Magazine

<b>1/8 Page</b> 3 1/2" x 2 1/2"	<b>\$199</b> \$169.15 after 15% discount
<b>1/4 Page</b> 3 1/2" x 4 3/4"	<b>\$385</b> \$327.25 after 15% discount
<b>1/2 Page</b> 7 1/2" x 4 3/4" or 3 1/2" x 9 3/4"	<b>\$725</b> \$616.25 after 15% discount
<b>Full page</b> 8 1/2" x 10 3/4"	<b>\$1299</b> \$1104.15 after 15% discount
<b>Interior Front/ Back Cover</b> 8 1/2" x 10 3/4"	<b>\$1399</b> \$1189.15 after 15% discount
<b>Exterior Back Cover</b> 8 1/2" x 10 3/4"	<b>\$1499</b> \$1274.15 after 15% discount

In 2023, we will publish 23 newspapers and 4 magazines. Online versions of our magazines and newspapers via our website will be accessible to all, as always.

## Advertising Policies

- Advertisers who commit via contract to 3 or more ads in 2023 (in our newspaper or magazine, or a combination thereof) will receive 15% off all ads. All other advertisers will pay the standard ad rate (as shown in bold above).
- Advertisers who choose to pre-pay their 2023 contracts (provided the contract is for three or more ads) will receive an additional discount, on top of the 15%.
- Invoices for advertising will be generated upon placement of ads. For those who choose pre-payment for the year, invoices will be promptly generated for the entire publishing year. For those who place one ad at a time, or several at a time, invoices will be promptly generated accordingly. Please note, for those of you who will be paying for ads as you go, we do require that payments be up to date prior to placement of additional ads.
- We firmly believe that businesses deserve professional advertisements - no matter the size of the business. While advertisers are encouraged to submit their own artwork, we will make sure that all submitted ads meet our printing standards and will present well. If you do not have artwork, or a graphic artist to help create your ad, we will do so for a modest, one-time fee of \$75. The artwork will then be yours for future advertising with us or elsewhere.
- If you require varying message each time your ad runs, or you like to change your ad's message occasionally, please just submit the changes by the ad deadlines.



# TOURIST & TOWN

## THE NEWSPAPER • THE MAGAZINE

and coming soon: the anthology

In our newspapers, readers find:

- Current, up-to-date stories
- Local news and reviews
- Arts and entertainment listings
- Upcoming activities and events
- Fundraising and local heroes
- Expert fishing reports and tide charts
- Calendars and classifieds

...and countless added surprises always.



April-November, with occasional extra editions.  
Pick it up free, read it online or subscribe  
to have it mailed to you.

In our magazines, readers find:

- Timeless stories and interviews
  - In-depth history articles
  - Rich content sections
  - Local culture and lifestyle
  - Lasting guides and resources
  - Eye-catching photography
  - Beautiful aesthetics cover to cover
- ...and loads of other keepsake qualities.



Spring. Summer. Fall. Holidays.  
Pick it up free, read it online or subscribe  
to have it mailed to you.

THE TIMELY AND THE TIMELESS.  
FROM THE NAME TRUSTED SINCE 1958.  
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