

2026 MEDIA KIT



Est. 1958

***Voted Best Local Publication
seven years running***

Why advertise with us?

Tourist & Town is nothing short of an institution in southern Maine. We have served York County since 1958 with arts, entertainment, and lifestyle news.

Tourist & Town circulates from Kittery to Saco.

Established, trusted, and award-winning, our publications are known for high aesthetic standards, excellent journalism, a commitment to advertisers, and a spirit of goodwill.

Purchasing an ad with us is entering into an ongoing relationship in which we offer our advertisers additional and ongoing exposure including social media coverage, business news coverage, and priority consideration in our calendar.

All of our publications are published online, as well as in print.

This web presence
- at no additional cost to advertisers -
widens our readership and significantly increases visibility for advertisers.

Our publications have a unique, keepsake quality. This longer shelf life means ongoing exposure for our advertisers.

To come on board with us is to come on board with a trusted and established publication – and a publishing group committed to helping local businesses succeed.

~ Kingsley Gallup, Publisher
Gallup Publishing, LLC

P.O. Box 647, Kennebunkport, ME 04046
publisher@touristandtown.com
www.touristandtown.com

Tourist & Town Newspaper Ad Rates 2026

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

All advertising is prepaid and must be paid in full prior to ad placement.

Book three or more ads, receive 15% off all ads.

Ask about our advertising packages for extra savings!

Tourist & Town Magazine Ad Rates 2026

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

Tourist & Town Newspaper Publishing Schedule 2026

Issue Date	Ads, Press Releases, & Ad Payments Due
Thursday, February 5 <i>Special Month of Love Issue</i>	Wednesday, January 28
Thursday, March 12 <i>Official 2026 Season Kickoff</i>	Wednesday, March 4
Thursday, March 26	Wednesday, March 28
Thursday, April 9	Wednesday, April 1
Thursday, April 23	Wednesday, April 15
Thursday, May 7	Wednesday, April 29
Thursday, May 21 <i>Memorial Day Issue</i>	Wednesday, May 13
Thursday, June 4	Wednesday, May 27
Thursday, June 18	Wednesday, June 10
Thursday, July 2	Wednesday, June 24
Thursday, July 16	Wednesday, July 8
Thursday, July 30	Wednesday, July 22
Thursday, August 13	Wednesday, August 5
Thursday, August 27 <i>Labor Day Issue</i>	Wednesday, August 19
Thursday, September 10	Wednesday, September 2
Thursday, September 24	Wednesday, September 16
Thursday, October 8 <i>Indigenous Peoples' Day</i>	Wednesday, September 30
Thursday, October 22	Wednesday, October 14
Thursday, November 5	Wednesday, October 28
Thursday, November 19 <i>Christmas Prelude Issue</i>	Wednesday, November 11
Thursday, December 3 <i>Holiday Issue</i>	Wednesday, November 25
Thursday, December 17 <i>Holiday Issue 2</i>	Wednesday, December 9
Additional special issues/themes will be announced as the season progresses.	

Tourist & Town Magazine

Summer/High Season	Wednesday, May 13
Winter/Quiet Season	Wednesday, November 4