2027 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.

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

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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.

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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.

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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 2027

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 2027

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 2027

Issue Date	Ads, Press Releases, & Ad Payments Due
Thursday, January 14	**Wednesday, January 6**
Thursday, February 11	**Wednesday, February 3**
Thursday, March 11 *Official 2026 Season Kickoff*	**Wednesday, March 3**
Thursday, March 25	**Wednesday, March 17**
Thursday, April 8	**Wednesday, March 31**
Thursday, April 22	**Wednesday, April 14**
Thursday, May 6	**Wednesday, April 28**
Thursday, May 20 *Memorial Day Issue*	**Wednesday, May 12**
Thursday, June 3	**Wednesday, May 26**
Thursday, June 17	**Wednesday, June 9**
Thursday, July 1	**Wednesday, June 23**
Thursday, July 15	**Wednesday, July 7**
Thursday, July 29	**Wednesday, July 21**
Thursday, August 12	**Wednesday, August 4**
Thursday, August 26 *Labor Day Issue*	**Wednesday, August 18**
Thursday, September 9	**Wednesday, September 1**
Thursday, September 23	**Wednesday, September 15**
Thursday, October 7 *Indigenous Peoples' Day*	**Wednesday, September 29**
Thursday, October 21	**Wednesday, October 13**
Thursday, November 4	**Wednesday, October 27**
Thursday, November 18 *Christmas Prelude Issue*	**Wednesday, November 10**
Thursday, December 2 *Holiday Issue*	**Wednesday, November 24**
Thursday, December 16 *Holiday Issue 2*	**Wednesday, December 8**

Tourist & Town Magazine

Spring/Summer	**TBD**
Fall/Winter	**TBD**