



MEDIA KIT 2025

Building community and growing goodwill one local publication at a time.

Serving South Coastal Maine Since 1958.

Tourist & Town Voted Best Local Publication 2019, 2020, 2021, 2022, 2023 & 2024!

2025 Publishing Schedules

Tourist & Town Newspaper

Issue Date		Ads/Press Releases Due
Thursday, May 8	<i>2025 Season Kickoff</i>	Wednesday, April 30
Thursday, May 22	<i>Memorial Day Issue</i>	Wednesday, May 14
Thursday, June 5	-----	Wednesday, May 28
Thursday, June 19	-----	Wednesday, June 11
Thursday, July 3	-----	Wednesday, June 25
Thursday, July 17	-----	Wednesday, July 9
Thursday, July 31	-----	Wednesday, July 23
Thursday, August 14	-----	Wednesday, August 6
Thursday, August 28	-----	Wednesday, August 20
Thursday, September 11	-----	Wednesday, September 3
Thursday, September 25	-----	Wednesday, September 17
Thursday, October 9	<i>Indigenous People's Day Issue</i>	Wednesday, October 1
Thursday, November 20	<i>Special Prelude Issue</i>	Wednesday, November 12

The Village Magazine

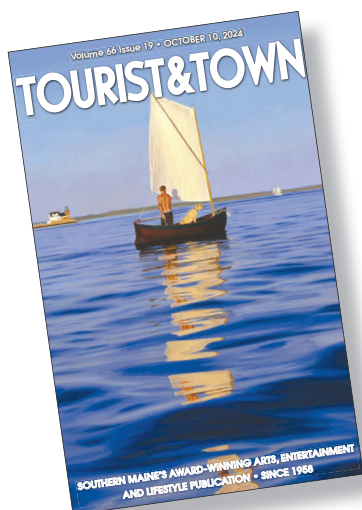
Issue Date		Ads/PR Due
January	-----	December 20, 2024
February	-----	Monday, January 20
March	-----	Thursday, February 20
April	-----	Thursday, March 20
May	-----	Sunday, April 20
June	-----	Tuesday, May 20
July	-----	Friday, June 20
August	-----	Sunday, July 20
September	-----	Wednesday, August 20
October	-----	Saturday, September 20
November	-----	Monday, October 20
December	-----	Thursday, November 20

Tourist & Town Magazine

Spring/Summer	-----	Deadline TBD
Fall/Winter	-----	Deadline TBD

Rates & Sizes - Tourist & Town Newspaper

Sales: Joyce Robillard: joyce.village@gmail.com



Tourist & Town has been serving the area since 1958. Tourist & Town is delivered to several hundred locations throughout coastal York County. Tourist & Town is available online as well.

1/24 page 3.3" x 1.75"/1.625" x 3.5"	\$72 Full Color \$61.20 w 15% discount
1/20 page 1.625" x 5"	\$95 Full Color \$80.75 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

Rates & Sizes - The Village Magazine

Sales: Joyce Robillard: joyce.village@gmail.com

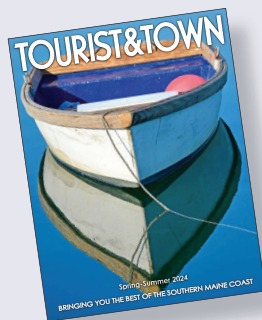
1/8 page \$150 Full Color 4.5" x 2.75" horizontal – 2.25" x 5.25" vertical
1/4 page \$250 Full Color 4.5" x 5.25" horizontal – 2.25" x 11" vertical
1/2 page \$350 Full Color 9" x 5.25" horizontal – 4.5" x 11" vertical
Full page \$550 Full Color 9" x 11" – 10" x 12" for full bleed

In addition to being mailed to homes in the Kennebunks, The Village can be found at area newsstands including Kennebunk Hannaford, Wells Hannaford, Biddeford Hannaford, HB Provisions, Cummings Market, plus coffee shops, hotels and select retail locations. The Village is available online as well.



Rates & Sizes - Tourist & Town Magazine

Sales: Joyce Robillard: joyce.village@gmail.com



1/8 Page \$199 3 1/2" x 2 1/2"	Full page \$1299 8 1/2" x 10 3/4"
1/4 Page \$385 3 1/2" x 4 3/4"	Interior Front/ Back Cover \$1399 8 1/2" x 10 3/4"
1/2 Page \$725 7 1/2" x 4 3/4" or 3 1/2" x 9 3/4"	Exterior Back \$1499 8 1/2" x 10 3/4"

Why advertise with us?

Our publications are nothing short of an institution in southern Maine. ***Tourist & Town*** (formerly *Tourist News*) has been serving York County since 1958 with arts, entertainment and lifestyle information. In 2012, ***The Village*** was created to provide local information to the Kennebunks and surroundings. And in the winter of 2020, the first ***Tourist & Town Magazine*** was published. This glossy, keepsake publication prints twice annually.

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

Purchasing ads with us is so much more than purchasing a 'parking space.' It is entering into an ongoing advertising relationship, in which we offer our advertisers the opportunity to share business news, special event information, business trivia, and so much more. We also provide social media exposure to all of our advertising businesses. None of these services incur additional costs for the advertiser. It's simply our way of supporting our advertising 'family' and maximizing exposure for their businesses.

Our publications have a unique lifespan as 'keepsake' publications. This unique shelf life is wonderful news for advertisers and readers alike, as our publications are so much more than a one-time read. (Our readers refer to our magazine, in fact, as a coffee table 'book' rather than a magazine!)

By utilizing a combination of local distribution and direct mail, our publications cast a wider net than any publications of our kind in York County. All issues are available online as well, at no additional cost for our advertisers.

To come on board with us is to come on board with a trusted and established publishing house, one that is committed to serving local businesses by helping them succeed.

~ Kingsley Gallup, Publisher