



beer&weed.

A MAGAZINE WITH REFINED TASTE • MAINE

34.99
March 2011

01
21

JILL SWAN NEVER DIVES/

How the state's hottest dancer limbers up

+ RECIPE
How an IPA spices chowder up

+ REVIEW
Bruce Banner is far from rage-inducing

+ SPOSE
Getting smashed to the Smashing Pumpkins



MEDIA KIT

- + DEMOGRAPHICS
- + ADVERTISING SPECS

+ DEMOGRAPHICS

60
PERCENT

of Mainers
drink beer
every month

15
PERCENT

consume
cannabis
each month

A % that's only going up, if we have anything to say about it.

BEER & WEED READERS WILL BE:

21+ (WITH A GATED WEB SITE)

58% UNDER THE AGE OF 35

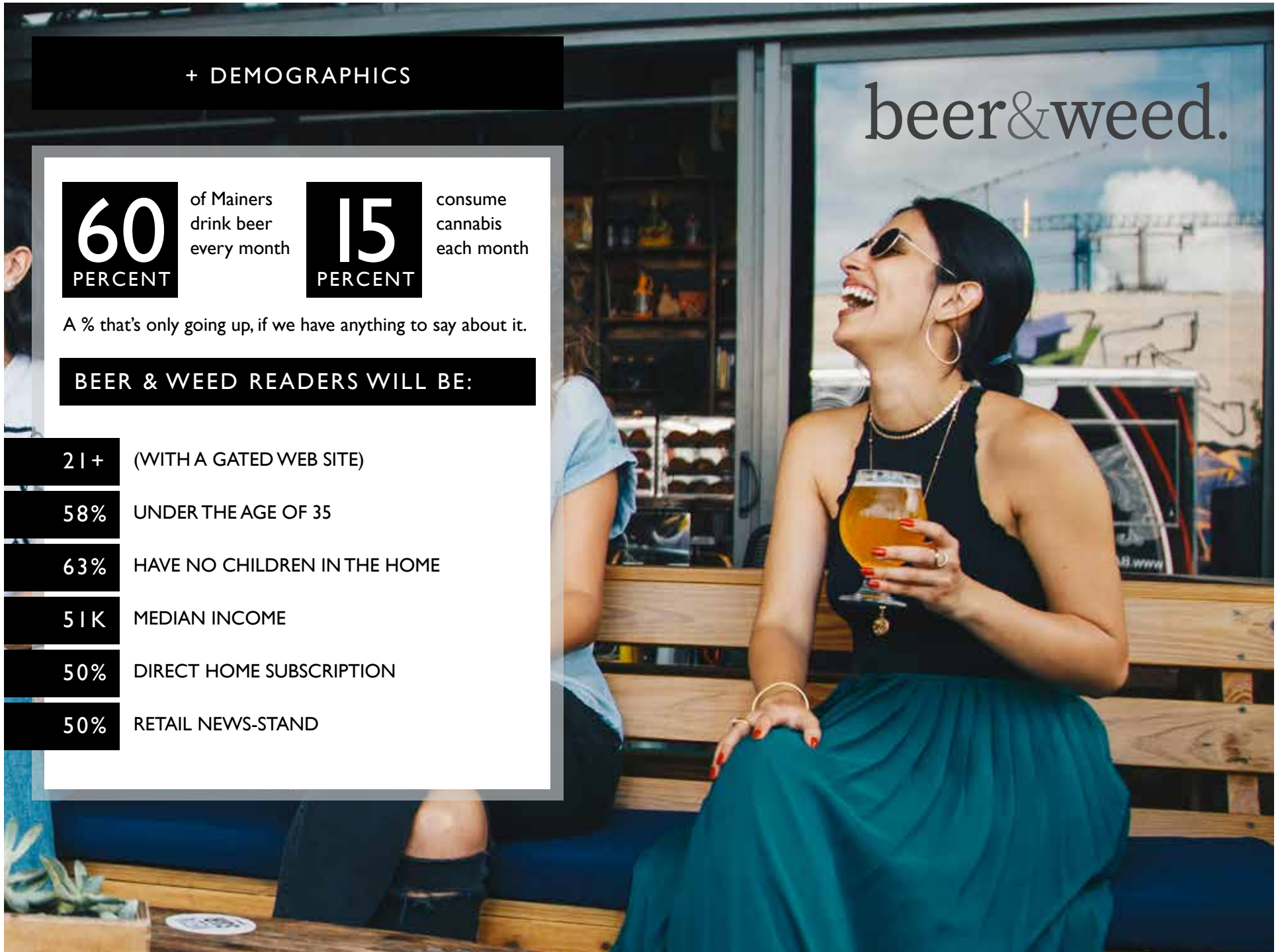
63% HAVE NO CHILDREN IN THE HOME

5 | K MEDIAN INCOME

50% DIRECT HOME SUBSCRIPTION

50% RETAIL NEWS-STAND

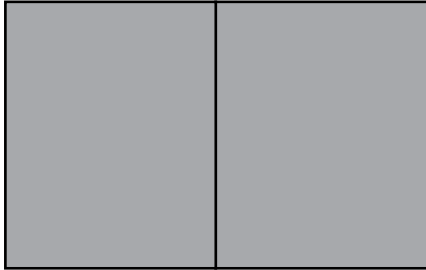
beer&weed.



+ ADVERTISING SPECS

beer&weed.

SPREAD



live: 16 x 10
trim: 17 x 11
bleed: 17.25 x 11.25

FULL PAGE



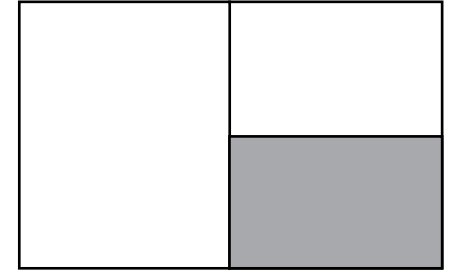
live: 7.5 x 10
trim: 8.5 x 11
bleed: 8.75 x 11.25

1/2 PAGE VERTICAL



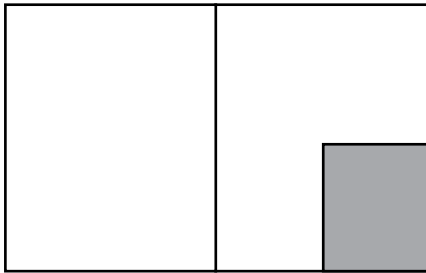
live: 3.125 x 10
trim: 4.125 x 11
bleed: 4.375 x 11.25

1/2 PAGE HORIZONTAL

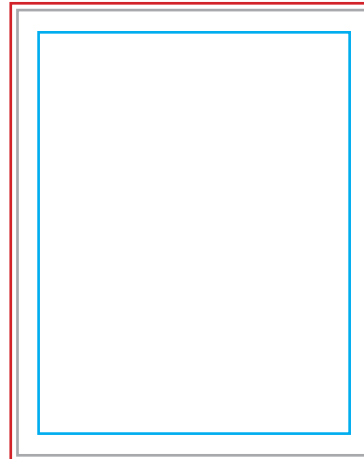


live: 8 x 4.875
trim: 8.5 x 5.375
bleed: 8.75 x 5.625

1/4 PAGE



live: 3.125 x 4.875
trim: 4.125 x 5.375
bleed: 4.375 x 5.625



live area
trim
bleed

MAGAZINE SPECS

TRIM SIZE: 8.5" X 11"

SAFETY FROM TRIM: .5"

BLEED SIZE: 8.75" X 11.125"

2021 CREATIVE DEADLINES:

JAN ISSUE	AD DUE: 12/15	MAY ISSUE	AD DUE: 4/15	SEPT ISSUE	AD DUE: 8/15
FEB ISSUE	AD DUE: 1/15	JUNE ISSUE	AD DUE: 5/15	OCT ISSUE	AD DUE: 9/15
MAR ISSUE	AD DUE: 2/15	JUNE ISSUE	AD DUE: 6/15	NOV ISSUE	AD DUE: 10/15
APR ISSUE	AD DUE: 3/15	AUG ISSUE	AD DUE: 7/15	DEC ISSUE	AD DUE: 11/15

DESIGN CONTACT:

For ad specs and production questions:
Glen Halliday / glen@beerandweedmagazine.com

For material extensions:
Gregg Shaprio / gregg@beerandweedmagazine.com

ACCEPTED FILE FORMATS:

PDF/X-1a 1.3 version 2001 files only.

- Fonts converted to outlines.
- All images embedded.
- Built in bleed and cropmarks.

CREATIVE SERVICES:

Creative services available for an additional fee.
Contact Glen for more information.
glen@beerandweedmagazine.com