

2026 MEDIA KIT

HarborGuide

THE OFFICIAL GUIDE TO THE SEACOAST & PORTSMOUTH
New Hampshire



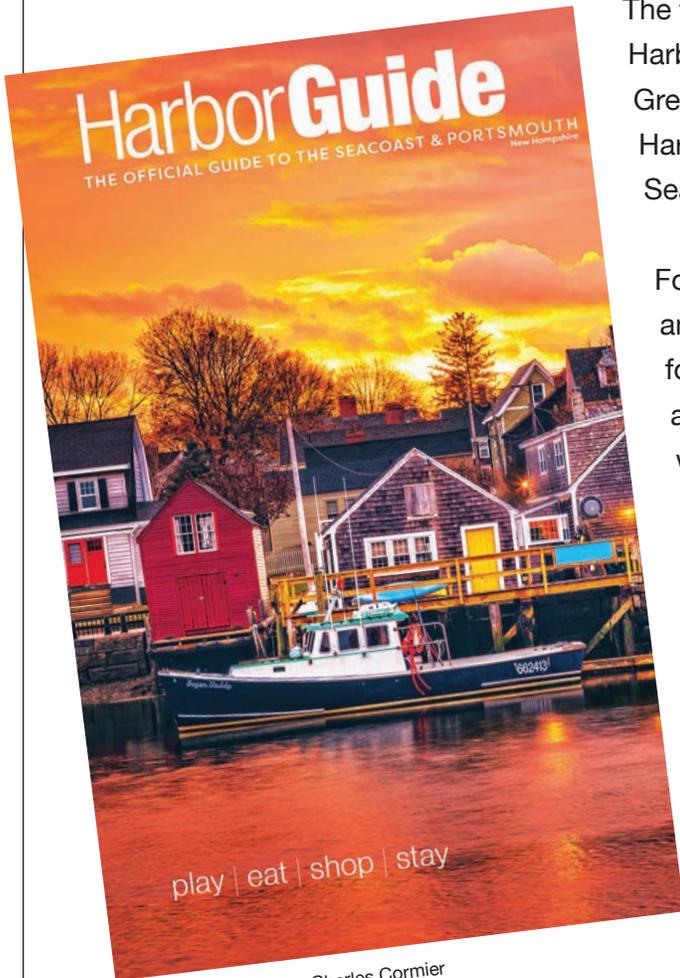
Welcome!

The teams at Big Brown Books, the Publisher of HarborGuide, and the Chamber Collaborative of Greater Portsmouth are proud to present the 2026 HarborGuide—the Official Guide to Portsmouth and the Seacoast Region.

For over two decades, HarborGuide has provided locals and tourists alike with a comprehensive resource guide for New Hampshire Seacoast events, businesses, and hospitality. Strengthened by teaming up with the Chamber Collaborative of Greater Portsmouth, HarborGuide has become the definitive Official Guide to Portsmouth, the New Hampshire Seacoast, and beyond.

Targeted circulation in fine shops, restaurants, B&Bs, hotels, and tourist destinations, as well as in the Chamber Collaborative of Greater Portsmouth Visitor Centers guarantees that HarborGuide—the Official Guide for those looking to play, eat, shop, or stay in Portsmouth and the Seacoast—will be widely read and enjoyed.

We look forward to working with you!



Cover image taken by Charles Cormier

A handwritten signature in black ink, reading 'Mary Johanna Brown'.

Mary Johanna Brown
Publisher
big brown books

A handwritten signature in black ink, reading 'Ben VanCamp'.

Ben VanCamp
Chief Collaborator & President
Chamber Collaborative of Greater Portsmouth

HarborGuide

The Chamber
COLLABORATIVE
of Greater Portsmouth

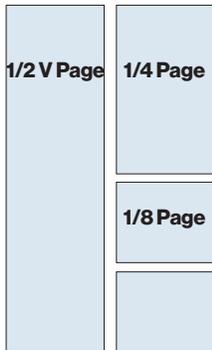
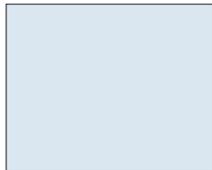
Advertiser Benefits

Visitors to the Seacoast region have spent more than \$1.5 billion on the services that you are providing every day: food, lodging, jewelry, gifts, car rentals, theater tickets, museums, and sight-seeing. Advertising in HarborGuide ensures that you're reaching the people who spend on the Seacoast.

- HarborGuide is the only comprehensive, upscale guidebook devoted to serving both locals AND visitors from Maine, New Hampshire, Massachusetts, New York, Connecticut and beyond.
- Circulation in affluent Seacoast communities from Southern Maine and the Seacoast of New Hampshire to the North Shore of Massachusetts, and at five Interstate Rest Areas closest to the Seacoast.
- Targeted circulation in fine shops, restaurants, lodging properties and additional distribution through HarborGuide advertisers
- HarborGuide is delivered directly to the guest rooms and lobbies of the Seacoast Region's finest hotels, resorts, bed & breakfasts and Chambers of Commerce from Maine, New Hampshire and Massachusetts.
- A 25-word write-up and inclusion in grids by category (Play/Eat/Shop/Stay/Essentials) that easily show readers where to find what they want, at a glance.
- Available in PDF format on GoPortsmouthNH.com.
- Published continually for more than 2 decades, it has a proven track record for quality and results.
- Distributed at travel shows throughout New England and Canada.



Advertising Rates



RATES PER INSERTION*

Double Truck	\$3,900
Full page	\$2,200
1/2	\$1,400
1/4	\$850
1/8	\$525

Covers (Four Color)

Back Cover	\$3,000
Inside Covers (front or back)	\$2,700

Section Openers

Full page (limited availability)	\$1,100
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Premium Placement

Pages 1-6 (before Table of Contents)	\$2,350
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*Rates include a 25-word write-up and inclusion in category grid.

*Contracts signed by 3/6/26 will receive an Early Signing Discount of 10%.

AD SIZES

Trim size	5.25 x 8.375
Bleed page (Bleed ads should be created at the bleed page size which includes a 1/8" bleed on all four sides. All type should be 1/2" from the edge)	5.5 x 8.625
Full page (non-bleed)	4.25 x 7.5
1/2 page vertical	2.125 x 7.5
1/2 page horizontal	4.5 x 3.625
1/4 page	2.125 x 3.625
1/8 page	2.125 x 1.75

AD DESIGN FEES

1/8 page	\$50
1/4 page	\$75
1/2 page	\$100
Full page	ask for quote

Pick up with alterations or modifications required to digitally supplied art. \$15-\$100

Scans & silhouettes at current rates

CLOSING DATES

Issue	Distribution Period
2026	May 2026 – May 2027

AD DEADLINE

March 20, 2026

All material must be submitted on or before ad closing date. No cancellations will be accepted after the closing deadline.

Printing & Production Requirements

Printing: Web Offset

Screen: 133 LSI

Cover: 175 LSI

ADVERTISING MATERIAL REQUIREMENTS

Digital Files

Accepted file formats: We prefer to have ads submitted as high resolution PDFs (with fonts embedded) however, we will accept Photoshop (tiff or eps), or Illustrator files (with images embedded, type converted to paths and saved as eps).

NO OTHER FILE TYPES WILL BE ACCEPTED (including Adobe InDesign, Microsoft Word, Microsoft Publisher, and PC native files).

Fonts: Please provide all screen and printer font files used in your ad.

Color: Color files and placed graphics must contain only CMYK (process) color. We cannot match Pantone spot colors; if files contain them, we are not responsible if the color shifts due to conversion to CMYK separations

Resolution: Resolution must be a minimum of 300 dpi at 100% of final (printed) size. Please note that images used for screen and web viewing are not usable for print purposes. Low resolution files are not acceptable.

Support Files: Include all placed or linked digital graphic files (ie. Illustrator or Photoshop tiff files).

Corrections: Ads must be built to the correct ad size and proportion. Please refer to your Advertising Rate sheet and contract for correct sizes. Files submitted incorrectly will be resized and billed to advertiser.

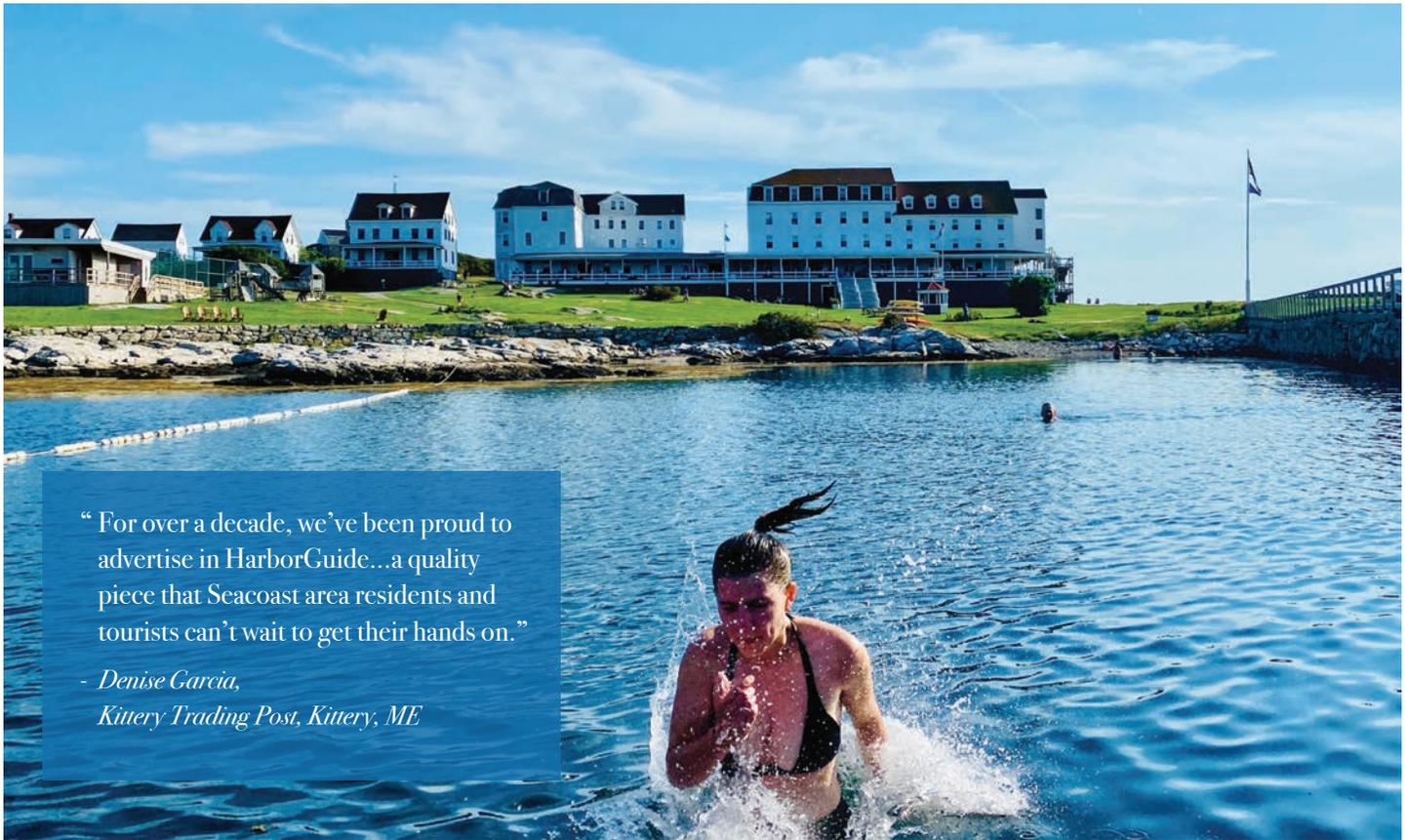
Delivery: Files must be emailed to your sales rep. If files are larger than 20MB please use a file service such as Dropbox for your delivery.

Ad Mockups

Advertiser must supply all graphics and copy as needed, and include sketch of preferred layout. Artwork must be supplied as high quality photographs, or high resolution digital files. Photocopies are not acceptable. See ad fees for pricing on ad production.

PAYMENT

Please see your sales rep for terms, conditions, and payment schedule.

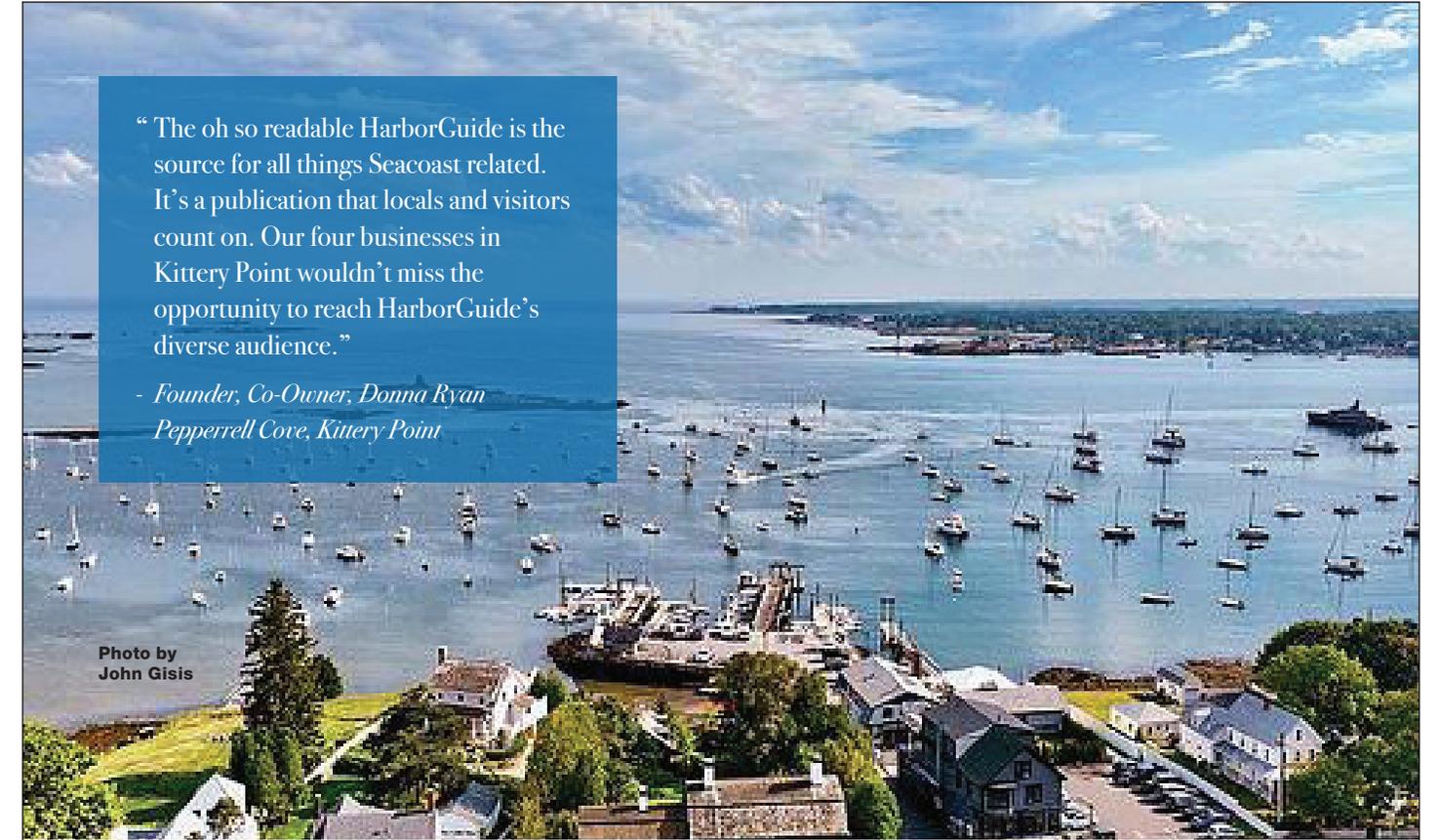


“ For over a decade, we’ve been proud to advertise in HarborGuide...a quality piece that Seacoast area residents and tourists can’t wait to get their hands on.”

- Denise Garcia,
Kittery Trading Post, Kittery, ME

Requirements for Ad Submissions

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“The oh so readable HarborGuide is the source for all things Seacoast related. It’s a publication that locals and visitors count on. Our four businesses in Kittery Point wouldn’t miss the opportunity to reach HarborGuide’s diverse audience.”

- *Founder, Co-Owner, Donna Ryan
Pepperrell Cove, Kittery Point*

Photo by
John Gisis

Contact Us

big brown books

Julia Madden

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Chamber Collaborative of Greater Portsmouth

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Harbor**Guide**

The Chamber
COLLABORATIVE
of Greater Portsmouth



Photo courtesy of Summer Sessions

EARLY SIGNING DISCOUNT

10%

EARLY SIGNING DISCOUNT

Return your signed contact for our upcoming issue of HarborGuide by 3/6/26 and receive our early signing discount of 10 percent!

See full media kit for details and pricing.

big brown books

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jmadden@bigbrownbooks.com

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Chamber Collaborative of Greater Portsmouth

Nate Hastings
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nate@portsmouthcollaborative.org



Photo by Mary Johanna Brown

NEW ADVERTISER DISCOUNT

10%

NEW ADVERTISER DISCOUNT

New to HarborGuide? Please accept our new advertiser discount of 10 percent! See full media kit for details and pricing.

big brown books

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Call or text 603.682.1177
jmadden@bigbrownbooks.com

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