EFFECTIVE JANUARY/FEBRUARY 2014

CLASSIFIED AD RATES

The *Yankee* Reader

- Female/Male 68%/32%
- Average Age 60
- Average HHI $95,000
- 70% visited an advertiser's website

Spent $5,863 (average) in the past year on vacation

- Yankee readers take an average of 4 trips a year
- Nearly 88% plan to vacation within New England in the next year

Source: Accelera Publishing Survey, January 2013

2014 CLASSIFIED RATES Black & White; Text Only

Effective January/February 2014 Issue | 297,000 Average Print Circulation

FREQUENCY	1X	2X -5 %	3X -10%
WORD AD ($19/word — 15-word min)	$285	$271	$257
DISPLAY AD 1" (2.125" w x 1" h)	$370	$352	$333
DISPLAY AD 2" (2.125" w x 2" h)	$650	$617	$585

ONLINE RATES	ONLINE ONLY	WITH PRINT
LISTING Max 20 words, plus URL link to your Web site	$160	$100
BOX Highlighted listing. Max 30 words, plus URL link to your Web site	$180	$120

ISSUES & DEADLINES

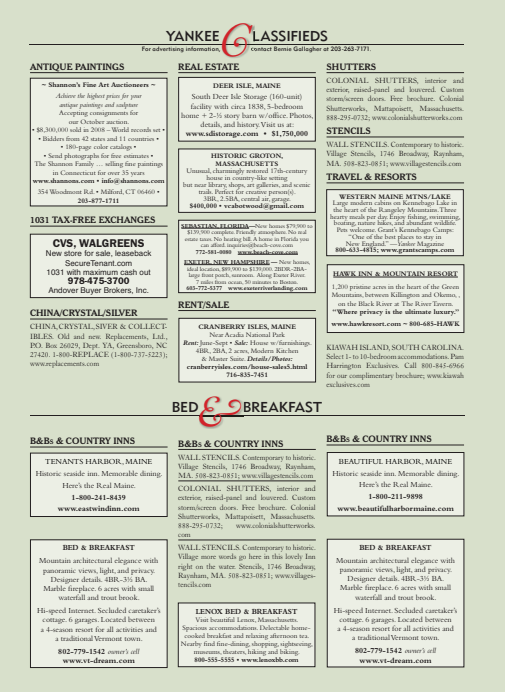
Planning Calendar – *Yankee* is published six times a year

ISSUE	MATERIALS DEADLINE	IN-HOME DATE*
Jan/Feb	November 1st	December 16th
Mar/Apr	January 1st	February 17th
May/June	March 1st	April 21st
July/Aug	May 1st	June 16th
Sept/Oct	July 1st	August 18th
Nov/Dec	September 1st	October 20th

* In-home dates are approximations

For more information, contact Bernie Gallagher

T 203-263-7171 **F** 203-263-7174 **E** yankeecl@aol.com



YANKEE CLASSIFIEDS

For advertising information, contact Bernie Gallagher at 203-263-7171.

ANTIQUE PAINTINGS

~ Shannon's Fine Art Auctioneers ~

Achieve the highest prices for your antique paintings and sculpture

Accepting consignments for our October auction.

• $8,300,000 sold in 2008 – World records set •
• Bidders from 42 states and 11 countries •
• 180-page color catalogs •
• Send photographs for free estimates •

The Shannon Family .... selling fine paintings in Connecticut for over 35 years

www.shannons.com • info@shannons.com

354 Woodmont Rd. • Milford, CT 06460 • 203-877-1711

1031 TAX-FREE EXCHANGES

CVS, WALGREENS

New store for sale, leaseback

SecureTenant.com

1031 with maximum cash out

978-475-3700

Andover Buyer Brokers, Inc.

CHINA/CRYSTAL/SILVER

CHINA, CRYSTAL, SILVER & COLLECTIBLES. Old and new. Replacements, Ltd., P.O. Box 26029, Dept. YA, Greensboro, NC 27420. 1-800-REPLACE (1-800-737-5223); www.replacements.com

REAL ESTATE

DEER ISLE, MAINE

South Deer Isle Storage (160-unit) facility with circa 1838, 5-bedroom home + 2-½ story barn w/office. Photos, details, and history. Visit us at: www.sdistorage.com • $1,750,000

HISTORIC GROTON, MASSACHUSETTS

Unusual, charmingly restored 17th-century house in country-like setting but near library, shops, art galleries, and scenic trails. Perfect for creative person(s). 3BR, 2.5BA, central air, garage. $400,000 • vcabotwood@gmail.com

SEBASTIAN, FLORIDA—New homes $79,900 to $139,500 (complete Florida atmosphere. No real estate taxes. Best beaches in America. Florida sun year round. Visit http://beachcrest.com 772-581-0080 www.beachcrest.com

EXETER, NEW HAMPSHIRE — New homes, ideal location, $89,900 to $139,000. 2BDR–2BA, large front porch, sunroom. Along Exeter River. 7 miles from ocean, 50 minutes to Boston. 603-772-5377 www.easterriverlanding.com

RENT/SALE

CRANBERRY ISLES, MAINE

Near Acadia National Park

Rent: June-Sept • *Sale:* House w/furnishings. 4BR, 2BA, 2 acres, Modern Kitchen & Master Suite. *Details/Photos:* cranberryisles.com/house-sale6.html 716-835-7451

SHUTTERS

COLONIAL SHUTTERS, interior and exterior, raised-panel and louvered. Custom storm/screen doors. Free brochure. Colonial Shutterworks, Mattapoisett, Massachusetts. 888-295-0732; www.colonialshutterworks.com

STENCILS

WALL STENCILS. Contemporary to historic. Village Stencils, 1746 Broadway, Raynham, MA. 508-823-0851; www.villagestencils.com

TRAVEL & RESORTS

WESTERN MAINE MTNS/LAKE

Large modern cabins on Kennebago Lake in the heart of the Rangeley Mountains. Three hearty meals per day. Enjoy fishing, swimming, boating, nature hikes, and abundant wildlife. Pets welcome. Grant's Kennebago Camps. "One of the best places to stay in New England" —Yankee Magazine 800-633-4835; www.grantscamps.com

HAWK INN & MOUNTAIN RESORT

1,200 pristine acres in the heart of the Green Mountains, between Killington and Okemo, – on the Black River at The River Tavern. "Where privacy is the ultimate luxury." www.hawkresort.com ~ 800-685-HAWK

KIAWAH ISLAND, SOUTH CAROLINA

Select 1- to 10-bedroom accommodations. Pam Harrington Exclusives. Call 800-845-6966 for our complimentary brochure; www.kiawahexclusives.com

BED & BREAKFAST

B&Bs & COUNTRY INNS

TENANT'S HARBOR, MAINE

Historic seaside inn. Memorable dining. Here's the Real Maine.

1-800-241-8439

www.eastwindinn.com

BED & BREAKFAST

Mountain architectural elegance with panoramic views, light, and privacy. Designer details. 4BR–3½ BA. Marble fireplace. 6 acres with small waterfall and trout brook.

Hi-speed Internet. Secluded caretaker's cottage. 6 garages. Located between a 4-season resort for all activities and a traditional Vermont town.

802-779-1542 *owner's off*

www.vt-dream.com

B&Bs & COUNTRY INNS

WALL STENCILS. Contemporary to historic. Village Stencils, 1746 Broadway, Raynham, MA. 508-823-0851; www.villagestencils.com

COLONIAL SHUTTERS, interior and exterior, raised-panel and louvered. Custom storm/screen doors. Free brochure. Colonial Shutterworks, Mattapoisett, Massachusetts. 888-295-0732; www.colonialshutterworks.com

WALL STENCILS. Contemporary to historic. Village more words go here in this lovely Inn right on the water. Stencils, 1746 Broadway, Raynham, MA. 508-823-0851; www.villagestencils.com

LENOX BED & BREAKFAST

Visit beautiful Lenox, Massachusetts. Spacious accommodations. Delectable home-cooked breakfast and relaxing afternoon tea. Nearby find fine-dining, shopping, sightseeing, museums, theaters, hiking and biking.

800-555-5555 • www.lenoxbb.com

B&Bs & COUNTRY INNS

BEAUTIFUL HARBOR, MAINE

Historic seaside inn. Memorable dining. Here's the Real Maine.

1-800-211-9898

www.beautifulharbormaine.com

BED & BREAKFAST

Mountain architectural elegance with panoramic views, light, and privacy. Designer details. 4BR–3½ BA. Marble fireplace. 6 acres with small waterfall and trout brook.

Hi-speed Internet. Secluded caretaker's cottage. 6 garages. Located between a 4-season resort for all activities and a traditional Vermont town.

802-779-1542 *owner's off*

www.vt-dream.com

Sample *Yankee* Classifieds page

COASTAL MAINE

Real estate property listing.

ABC Realty

Anywhere, ME 09999

207-123-1234

www.abcrealty.com

Display Ad 1" (Actual Size): The advertiser will provide the copy and *Yankee*'s production department will set the ad.

"We have 4 new families this year and 1 already for next year! There have been a total of 27 emails and calls! It shows that people are really hanging onto their Yankees and reading them over and over and passing them around!

Susan Alvords, Inn Keeper, Squam, NH

YANKEE | YankeeMagazine.com/adinfo 800-736-1100