

the bollard

Celebrating 20 years of independent Maine journalism!

Kiki Garfield
Advertising Director
(207) 899-7603
kiki@thebollard.com

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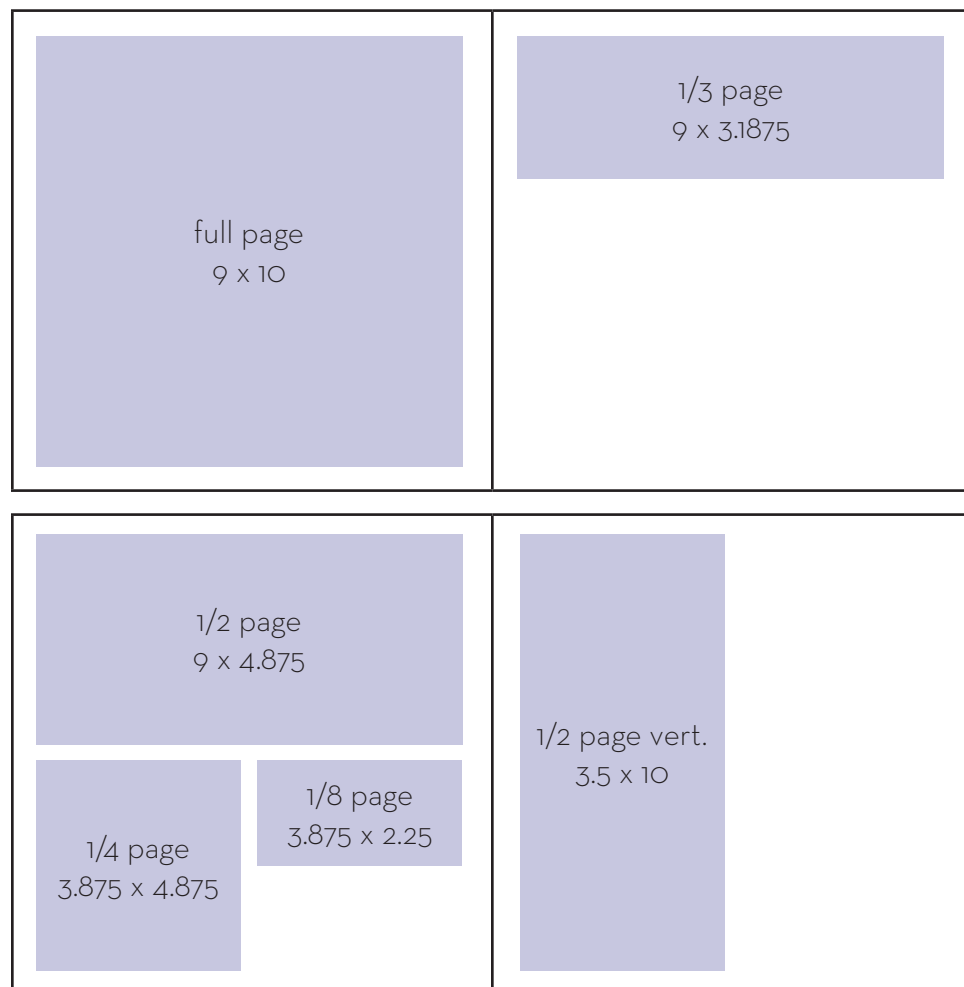
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2025 Publication Schedule**

	AD DEADLINE	PUBLISHED
January	Dec. 27	Jan. 2
February	Jan. 24	Jan. 29
March	Feb. 21	Feb. 26
April	Mar. 28	Apr. 2
May	Apr. 25	Apr. 30
June	May 23	May 28
July	Jun. 27	July 2
August	July 25	July 30
September	Aug. 29	Sept. 3
October	Sep. 26	Oct. 1
November	Oct. 24	Oct. 29
December	Nov. 21	Nov. 26

Online Bollard Bulletin Ads
\$25/day, \$100/week

Established in 2005, *The Bollard* is a free monthly news and arts magazine available at over 400 locations in Southern & Midcoast Maine. Reach over 25,000* socially active readers and keep local independent journalism strong!



*Based on circulation of 16,500 copies in an area with an average household size greater than 2.

***Bollard* subscribers receive a PDF version of the issue three days prior to print publication.



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NEWS SCOOPS

LIVE MUSIC

DANCE

ART

SPORTS

COMEDY

THEATER

FESTIVALS



BOLLARDHEAD.SUBSTACK.COM

Who Are We?

The Bollard has always been owned, edited and published by Chris Busby, a former editor of *Casco Bay Weekly* and *Bangor Daily News* columnist who lives in Portland with his partner, Kiki Garfield. Kiki is our Advertising Director, as well as a contributing photographer. Art Director Nathan Galvez professionally designs every issue and many of the ads, and our team of regular contributors includes over a dozen journalists and illustrators with wide expertise and experiences. Busby, in partnership with the Maine Trust for Local News (our printer), distributes every issue and restocks high-traffic locations throughout the month.

Is *The Bollard* also online?

Yes! In addition to our paywall-free website, thebollard.com, we launched a Substack last year – at bollardhead.substack.com – to greatly expand our arts coverage and entertainment listings, and to post news scoops and gems from our 20-year archive between print editions. It's free to view and subscribe to our weekday Bollard Bulletins highlighting that day or weekend's coolest happenings and providing an easy-to-read guide to all the best music, theater, dance, visual art, sports, comedy, festivals and other events in our circulation area and beyond. Paid Substack subscribers also receive a PDF version of every issue three days before the print edition hits the streets, plus a variety of fun extras.

Who Reads *The Bollard*?

Free-thinking Mainers and visitors of all ages and backgrounds who go to locally owned shops and restaurants, plus about 30 Hannaford and Market Basket supermarkets, as well as libraries and transit hubs.

The Bollard is distributed in the following towns and cities:

Bath

Biddeford

Bridgton

Brunswick

Cape Elizabeth

Buxton

Damariscotta

Falmouth

Freeport

Gray/New Gloucester

Gorham

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Rockland

Saco

Scarborough

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Thomaston

Topsham

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Wells

Westbrook

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Woolwich

Yarmouth



**Call or email Chris or Kiki
with questions or to
place your ad today!**

Chris Busby
Editor & Publisher
(207) 252-8211
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Kiki Garfield
Advertising Director
(207) 899-7603
kiki@thebollard.com

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TICKETS: www.lyrictheatricals.org or call (207) 779-4123

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