



Maine Office of Tourism

2026 Media Plan

Proposal by Miles Partnership
2026

miles
PARTNERSHIP

PURPOSE Develop a year-round, integrated paid media campaign for the Maine Office of Tourism to promote travel to Maine.



agenda

1. Media Strategy
2. Tactics & Partners
 - i. Digital Tactics
 - ii. Paid Search
 - iii. Paid Social
 - iv. Content Partners



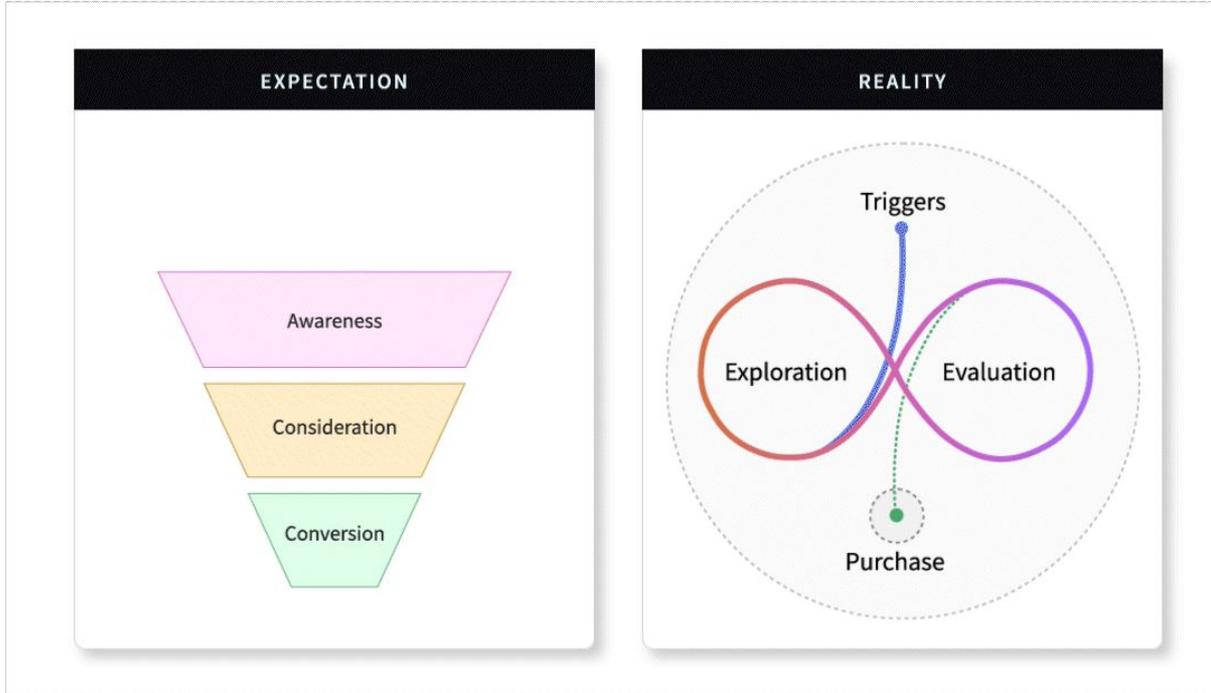
MOT 2026

Media Strategy



Travelers' Journey

Media Objectives



Awareness

- Increase brand awareness of Maine as a destination through precise audience targeting/reach and relevant content

Consideration

- Engage with our audience through content on the new visitmaine.com highlighting Maine's welcoming experiences for all visitors.

Conversion

- Visitation of Maine through measurable platforms (Tourism Economics/Zartico)



campaign overview

phase 1

Ensure we're actively engaging and staying in front of our audience, extending Winter in Jan/Feb, **prioritizing Spring in an earlier launch in March**, and continuing throughout the year. We'll keep **seasonality fluid**, allowing us to focus on immersive Maine experiences.

phase 2

Build upon success of **key partnerships** from 2025, bringing in innovative ideas from our trusted partners to build upon our Forged By Nature brand ambition. In addition, we'll launch with **new partners/tactics** to reach a new audience.



Targeting

OVERALL APPROACH

- 1. Prioritize Travel Intenders overall**
- 2. Layer on geographic targeting:**
 - a. Heavy-up in primary markets (New England, Mid-Atlantic, Eastern Canada)
 - b. Extend Reach in Expansion Markets
 - c. Local Marketing (In-State) when relevant
 - d. National Expansion where applicable
- 3. Layer on interest/behavioral attributes**
 - a. Focus on niche areas of interest where possible

OVERLAYS

Spring/Summer/Fall

- Outdoor Enthusiast
 - Mountain & Gravel Bikers
 - Hiking Enthusiasts
 - Fishers
 - Nature & Wildlife Enthusiasts (Bird Watchers)
 - Water based outdoor activities (i.e. boating, kayaking, paddle boarding, etc.)
- Foodies
- Environmental/Sustainability
- Parks/National Park Travelers
- Arts and Culture Enthusiasts
 - Museum + Theater Lovers
 - Visual Arts Enthusiasts
- Small-town Enthusiasts
- Family Adventure Travelers
- Sightseeing/Touring
- Small Town Shopping
- Beaches
- Road Trippers
- Festival Goers
- Wellness Enthusiasts
- Leaf Peeping (Fall Only)

Winter

- Winter Sports
 - Skiing
 - Snowboarding
 - Snowmobiling
- Winter Enthusiasts
- Arts + Culture Enthusiasts
- Foodies



Target Markets

LOCAL



Maine

PRIMARY



Mid-Atlantic Region
New England Region
Eastern Canada

EXPANSION MARKETS

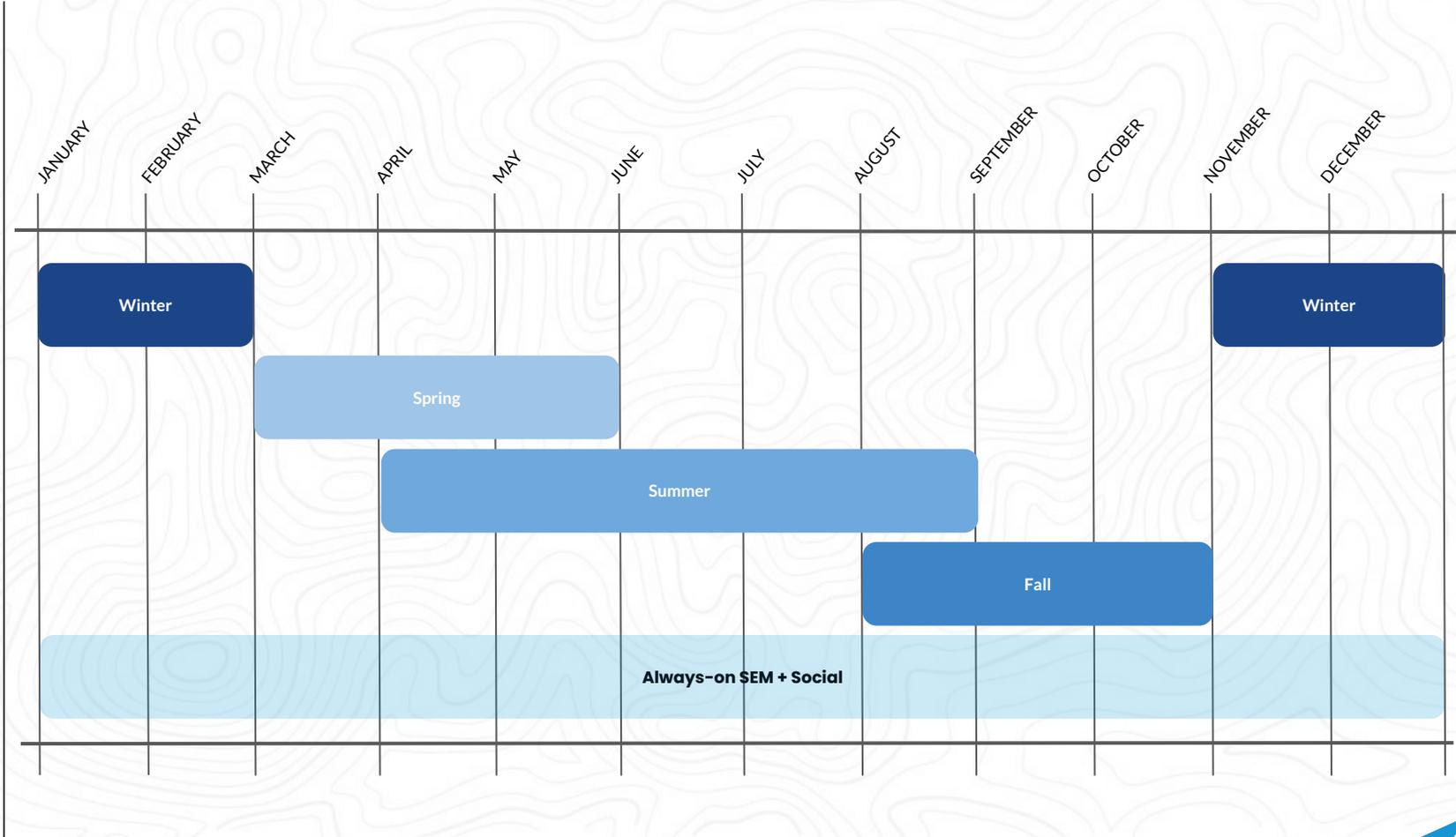


Tampa
Orlando
Miami
Atlanta
Chicago
Charlotte
Denver (Summer Only)

NATIONAL



Seasonal Flighting



MOT 2026

Tactic & Partner Overview



Preservation D

Preservation Vocabulary

PRECONSTRUCTION is a small fishing boat...

RECONSTRUCTION is a conventional hullform...

RESTORATION is a historic fishing schooner...

REPRODUCTION is a small recreational motorboat...



Phase 1 Campaign Tactics



Connected TV



Online Video



Print



Display & Native



OOH & Experiential



Content Partnerships



Paid Social

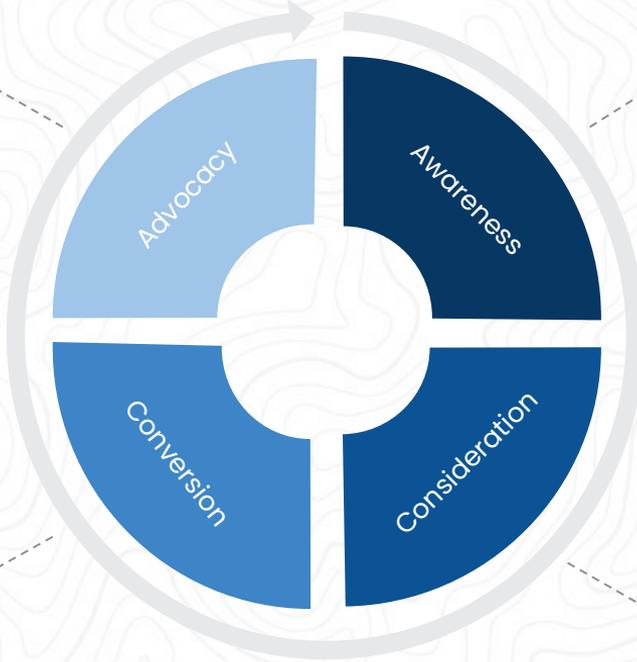


Paid Search/SEM

Consumer Journey

Organic FB/IG
eNewsletters
Website/Vacation Guide

Online Video/CTV
Audio/Podcasts
Out of Home
Content Partnerships
Activations
Meta Video- FB/IG



Direct Travel Sites/Data
Paid Search
Meta Traffic- FB/IG

Display/Native
Custom Formats/Rich Media
Owned Content Distribution



Programmatic



3 Pieces of the Programmatic Puzzle



Data



Inventory



Attribution

who we target

where & what kind of ads we run

how we measure success



Programmatic

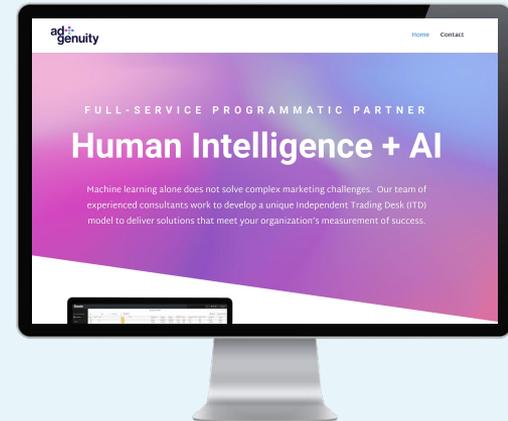
Overview

- Dedicated experienced programmatic team with a **deep understanding of the travel industry** and travel KPIs
- Because this is a service we have created to provide to our clients, **more of your dollars go into impressions vs. managed service fees**
- Access to the **best data and supply partners**, with the ability to layer on multiple data partners and control the quality of traffic we are able to access
- Access to **premium inventory** across AFAR, T&L, Tripadvisor, Kayak, Conde Nast, and more

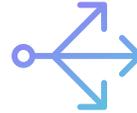


CAMPAIGN TACTICS

- **NATIVE**
- **DISPLAY**
- **CTV/OTT**
- **ONLINE VIDEO**
- **Phase 2: AUDIO + DOOH**



Audience Targeting



Behavioral

Contextual

Geographic

Prospecting

Look-a-like

Retargeting

Audiences who have been identified and segmented by interests and intent

Align ads with relative content based on keywords on websites

Deliver ads within a defined geographic boundary

Used to raise awareness of your destination

Target users that resemble attributes of engaged visitors

Target users who have previously shown interest



Online Video

VOXMEDIA

H E A R S T

People Inc.

CTV

hulu

peacock

prime video

NETFLIX



Display

People Inc.

K A Y A K



SEM Strategy

| Strategy | Overview |
|--|---|
| Demand Generation | <p>Reaches upper-funnel audiences and inspires trip planning</p> <ul style="list-style-type: none">• Uses high-quality images and video to increase demand and attention• Expands reach through Google's interest and behavior targeting• Drives engagement across video, Discover, and Gmail placements |
| Thematic Performance Max Campaigns | <p>Current Performance Max campaigns only include Brand asset groups. To improve performance, we'll add more thematic asset groups</p> <ul style="list-style-type: none">• Things To Do/Events, Seasonal, Hospitality/Workforce, Weddings |
| AI-Powered Max Feature for Search Campaigns | <p>Google now offers AI-powered feature for Search campaigns that use smart technology to show ads to people most likely to be interested. These campaigns work alongside existing Search campaigns and adapt automatically to the new AI-driven search landscape.</p> <ul style="list-style-type: none">• Smarter Search Term Matching• Adjusts bids and targeting in real time• Expands reach of users we might miss with standard Search campaigns |



Paid Social Strategy

| Partner | Overview |
|---|--|
|  | <ul style="list-style-type: none">• Social will continue to incorporate full funnel strategy with awareness, prospecting and retargeting campaigns• We plan to shift our awareness video campaign to optimize towards engagements (like shares, saves and video views) vs. only views, as we know people are increasing time spent in DMs and sharing more content that way• It's recommended to Include 'native social content'- less polished, UGC style videos.<ul style="list-style-type: none">◦ We could use social assets to create these ads and/or promote top performing organic posts• Focusing on quality over quantity, we'll change the National Retargeting campaign objective from traffic to site engagements• Also for retargeting, we will incorporate a variety of messaging. In addition to the places to stay content, we'll include ads linking to planning pages aligned with marketing pillars on the website like Trip Ideas, Culinary experiences, Nature, Small towns, etc. |

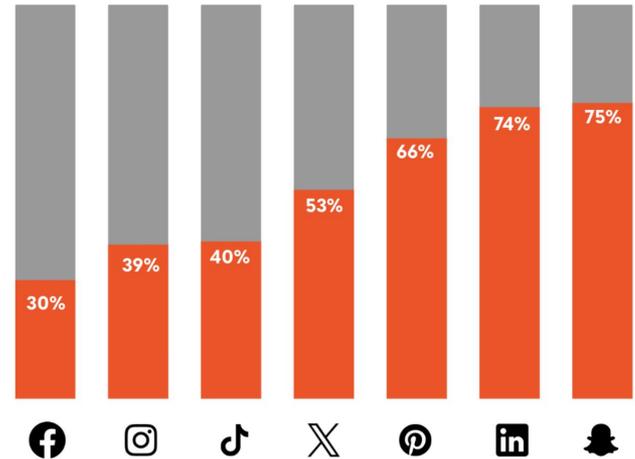




New Social Partner

- People have higher trust in Reddit as a platform, and Reddit's transparent and trustworthy answers, from real humans, are transforming the way people search
- Ads will appear in trusted communities such as Travel, Camping & Hiking, National Parks, Craft Beer, Seafood, etc.
- Reach an unduplicated, high value audience
 - 30% of Redditors are not on Facebook
 - 39% of Redditors are not on Instagram
- Past proven success from Workforce Development 2025. The Brand campaign brings a new audience to reach focused on travel.

Reddit's Unduplicated Reach



Custom Content Partner

People Inc.

- Partnership with **People and Best New Chef Jordan Rubin** to create a cohesive, high-impact launch for Forged by Flavor
- T&L and F&W provide a platform to forge a cultural and culinary connection between our culinary story and People's travelers — with a deeply integrated, **co-created narrative** molded by our photography/video, local voices, **innovative strategic formats**, and ending in an **in-person activation at the Food & Wine Classic in Aspen**
- People's partnership with BNC content and 2025 video performance indicates high quality, engaged audience with Maine's content
 - **0.54% Conversion Rate (4x the 0.15% average)**

TRAVEL+ LEISURE + FOOD & WINE

CAMPAIGN TACTICS

- **Native Destination on T&L**
- **Premium Native Articles on T&L and F&W (3x)**
- **Native Social IG Series on T&L and F&W (3x)**
- **Custom Content Spreadvertorials in T&L and Food & Wine (2x)**
- **F&W Chef Recommends Video**
- **Brand Agent AI-Inspired Tool**
- **Intent Targeted Titan Unit**



Custom Content Partner

People Inc.

- Idea starter: Immersive photography and innovative design elements will inspire custom content on-site, inbook and on social for a full content eco-system
 - **The Hub:** Our chapters (The Makers, The Fire, The Tradition) will serve as the visual backbone for their native destination site / property
 - **Visual Language:** We will utilize the assets from our winter shoot to provide the high-impact video required for the video titan units and brand agent AI tools
 - **The Guides:** Instead of general Mainers, our virtual guides will be the artisans featured in our shoot alongside best chef Jordan Rubin

TRAVEL+ LEISURE + FOOD&WINE

MEDIA APPROACH

- *Phase 1 (Winter Forge): "The Fire" and "The Makers." Use intent targeted media to reach high-intent culinary travelers with creative that contrasts with our cold winter landscapes.*
- *Phase 2 (Spring Harvest): Pivot to "The Harvest" and "The Table" chapters in April/May. This aligns with May travel issue and the best new chef announcements.*
- *Phase 3 (Summer Peak): The campaign culminates at the Food & Wine Classic in Aspen. Jordan Rubin will lead our "Forged by Flavor" activation in the Grand Tasting Pavilion, featuring small bites paired with local Maine beer makers, etc.*



Activation Partnership

Food & Wine Classic in Aspen

- The Food & Wine Classic in Aspen, the nation's most iconic culinary festival, returns for its 43rd year on **June 19th–June 21st**
- Alongside BNC **Jordan Rubin**, lean into the winter/spring contrast from the shoot to create an **18ft perimeter micro-climate in the Grand Tasting Pavilion**
- Idea Starters:
 - A high-definition, three-sided portal wall will play slow mo loops from the "Fire" and "Makers" chapters
 - Serve samples of a rotating menu of **"Forged" small bites** that highlight the transformation of Maine ingredients
 - Host a **brewer & maker pairing session** where a Maine brewer and an artisan from the film discuss the craft vs. art of their fermentation processes
 - An **Instagrammable backdrop** featuring a hyper-realistic, 3D textured recreation of the Maine coast. Guests who post with the campaign hashtag get a downloadable guide to the exact locations seen in the film.

FOOD & WINE

CAMPAIGN TACTICS

- **Grand Tasting Pavilion 18 Ft. Perimeter**
- **Sunday Sandwich & Beer Sponsor**



Custom Content + Activation Partnership

Conde Nast

- Introducing **“Maine Characters”**, a 360 program, allowing consumers to watch the locals, meet the locals, and be the locals!
- **Social First Documentary Series** - window into a lesser-known corner of Maine as experienced through the eyes of a beloved local
- CNT's First to Market Travel Bazaar in NYC- **pop-up market with curated Maine goods**
- **Bookable Itinerary**- a CNT contributor will work with a travel specialist to make our video content bookable in a CNT branded itinerary
 - Itinerary will live in a branded article with contact information for the participating travel specialist for consumers to book the itineraries themselves

CONDÉ NAST

CAMPAIGN TACTICS

- **2x Custom Videos + 6x Photos**
 - 90s Hero Video + 15s/30s Cutdowns
 - Promoted Via Dark Social (Meta/IG Stories)
 - Promoted Via Social Display & High Impact Units on CNT
- **CNT's Travel Bazaar - NOV or DEC**
 - Talent and product inclusion in Maine dedicated footprint
 - Editorial promotion: recap article and organic social
- **1x Bookable Itinerary**
 - From CNT Contributor x Travel Specialist
 - Inclusion of Maine Character recs/experiences
 - Promoted Via Dark Social on CNT + 100% SOV Itinerary



Custom Content

Conde Nast

- Idea Starters:
 - **Each episode features one Mainer** (x2)—our lobster hauler in a quiet coastal harbor, our community builder in a forested inland town, our baker whose cinnamon rolls have achieved statewide lore. We follow them at work, at home, and around the community hubs that define their sense of place. CNT's storytelling centers each film around a resonant theme—craft, resilience, ritual, belonging—woven subtly through the visuals, from fog-softened sunrises to the intentional slowness of a shared cup of coffee.

CONDÉ NAST

Maine Character Mood Board



Activation Partnership

CNT's Travel Bazaar

- We'll **bring our Maine Characters to one of the country's biggest stages in NYC** to sell their goods and promote the Maine lifestyle
 - **Maine to receive dedicated footprint within the Bazaar**
 - Think: A Maine dedicated section of the market where Maine will have 3-5 booths to populate with local goods
 - Maine branding throughout
- Maine Inclusion in all press/promotion of the Bazaar
- **Reaches tastemakers, creators, and CNT editors** while they shop, sip, and promote the products, people, and stories on social



Condé Nast Traveler's Travel Bazaar

First-To-Market Event!

Custom Content Partner

National Geographic

- **Forged by Partnership** – Our last 4 years of partnership have generated:
 - 88M+ Social Impressions
 - 14M Streaming Impressions
 - Over 500K Social Engagements
- Expanding our partnership into 2026 will continue storytelling across all content formats, establishing **Forged By Nature as a holistic placemaking brand**
- Focus this year on immersive storytelling in custom film/content and social first micro-moments



CAMPAIGN TACTICS

- **Custom Video & Photo Shoot**
- **Social First Vertical Video + Distribution Plan**
- **Custom Article**
- **Maine Travel Guide Sponsorship**
- **YouTube Shorts + Hero Video**
- **Maine Mondays**



Custom Content Partner

National Geographic

- Idea starters:
 - **Makers of Maine:** In Maine, creativity isn't confined to studios or workshops; the land itself inspires it. We'll travel through the Lakes & Mountains region to meet the artists and craftspeople who serve as the creative pulse of the state's inland communities, showing a part of Maine culture that goes beyond a tourist destination. Each maker reveals a different facet of the region's spirit —resilience, resourcefulness, and a deep connection to nature. Together, their stories form a portrait of inland Maine as a place where creativity and identity are forged by the landscape.



Custom Content Partner

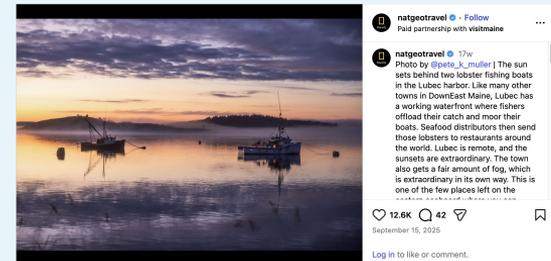
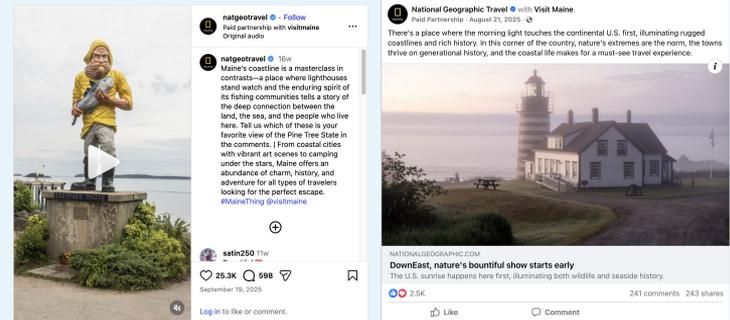
National Geographic- NEW

- **“Maine Mondays”**: a social-first series capturing **micro-moments** from video/photo shoot: sunrise coffee, artist sketch sessions, whale-spotting, etc.
 - In 2025 social had 70K+ total engagements and 76K clicks, exceeded benchmarks and showing strong content resonance
 - Featured as Vertical Videos/Reels on @NatGeoTravel Meta accounts on Mondays scheduled throughout the flight



CAMPAIGN TACTICS- Enhancements

- **Maine Mondays**



Activation Partnership

Outside

- Building on the success of Maine's activation at the 2025 Outside Festival, new opportunities await with the expanded Outside Days at Auraria Campus in summer 2026, including three days of music, an expanded festival footprint, increased audience attendance of 40,000+
- **Premiere 30' x 30' premium activation space** with production budget
- **Programming Integration (with talent) into a marquee programming space** such as Rooted by REI, or Fire & Forage
 - Outside to bring talent (1x) on-site to enhance Maine's festival presence, create & distribute social content.
- Sponsorship of the Industry Conference, with inclusion on a **panel at the Summit or Attract**, a new tourism strategy track.

Outside

CAMPAIGN TACTICS

- ***Previously Contracted: Gravel Testing***
- ***Previously Contracted: LNT 2.0***
- ***Committed: Print Spread to align with Attract distribution***
- ***Outside Festival 2026***



Activation Partnership

Outside

- Idea Starters:
 - **Fire & Forage:** Maine Culinary Workshop: A Maine chef-led cooking workshop, bringing local culinary traditions and flavors (like wild blueberries or sustainable seafood) to life.
 - **Rooted:** A Natural Workshop: This hands-on workshop, led by a local Maine artist or artisan, offers attendees a tangible piece of Maine culture to take home. The activity focuses on natural craftsmanship, whether it's making personalized clay pinch pots, assembling a custom herb garden with local seeds and soil, or learning the basics of basket weaving. This intimate experience connects attendees to the state's creative heritage and positions Maine as a destination for makers and innovators.

Outside



Fire & Forage is a space where elevated culinary experiences meet the communal spirit of the outdoors. Guests can gather for shared outdoor meals, enjoy live cooking demos, and participate in workshops.



Rooted presented by REI is a festival space devoted to reconnecting people with the natural world. Through talks, workshops, and outdoor experiences, it invites attendees to slow down, learn new skills, and deepen their bond with nature.



Custom Content Partner

Afar

- Afar will develop a Maine-led Afar Journeys series that transforms inspiration into action through **editorially crafted itineraries**
- Enhanced by MindTrip AI integration, each itinerary becomes a powerful planning engine, giving travelers the ability to **map routes, save ideas, and bring discovery to life** with ease
- Content lives within a dedicated Afar hub and can be licensed for Maine-owned channels, brand partners, or Maine Outdoor Brands to extend reach across lifestyle ecosystems
 - **Possible Co-Op addition and/or partnership with MOB in 2026**

AFAR

CAMPAIGN TACTICS

- ***Afar Journeys Itinerary Series With MindTrip AI Integration***
- ***Brand Supplied Page + Custom Content Page in Afar's Summer Water 2026 issue***
- ***Robust Afar Media***



Custom Content Partner

Calm

- Forged by Nature isn't just about spectacle—it's about how Maine shapes you, positioning Maine as:
 - A place that **restores mental clarity**
 - A destination where **slowness is intentional**
 - A landscape that supports **reflection, presence and recalibration**
- This is **not “wellness tourism”** (though that does dominate the latest 2026 travel trend reports), its nature-led restoration, forged through rugged coastlines, lush forests, distinct seasons and sought-after silence.
- Calm's audience—predominantly female, middle-aged, wellness-oriented—already mirrors Maine's strongest traveler segments.
 - Deepens loyalty with an existing audience
 - **Reframes Maine from “scenic” to “essential for mental health”**
 - Supports trend data showing rest, nature and quiet rituals as top motivators



CAMPAIGN TACTICS

- **2 Maine soundscapes**
- **2 mindful moments (meditations / moments of Calm)**
- **1 Maine-focused sleep story**
- **2,000 free annual gift codes** (use as strategic currency for high-value, not giveaways)
- **Opportunity for usage in all outside marketing both paid and O&O**



Custom Content Partner

Calm

- Idea Starters:
 - We want **soundscapes and sleep stories that feel soothing and ladder directly to the things people already search for** when they're planning a Maine trip, such as Acadia National Park, lighthouses and beaches.
 - Alternatively, the soundscapes or moments of Calm can highlight **undiscovered locations** in Maine that align with travel trends: stargazing, aurora borealis, snowshoeing through pine forests, etc.
- Amplification through Maine Owned Channels (VisitMaine.com, Social Media, eNewsletters), influencer integrations, paid audio spots, PR outreach



LONG TERM OPPORTUNITY

- ***A leader in audio-based destination storytelling (positions well with our sensory-based approach used in other partnerships)***
- ***A benchmark for wellness that feels grounded, not trendy***
- ***A model for integrating mental health, nature, travel and escape***



Content Distribution

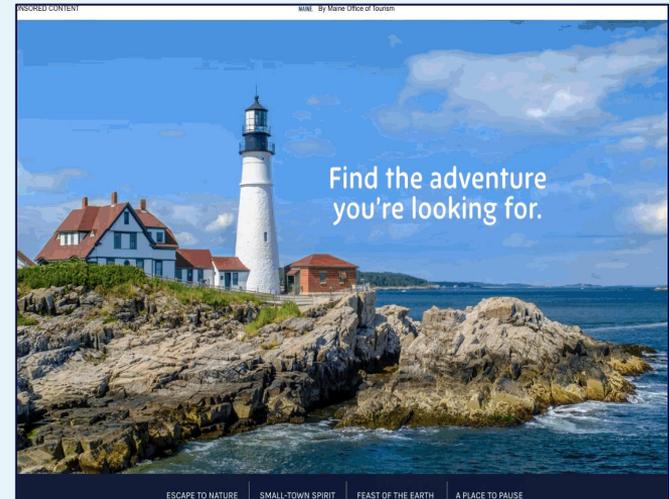
Nativo

- Continue building momentum with Nativo's seamless storytelling experience to create awareness and engage with our audience within a trusted publisher environment
- Use high-impact **Canvas to highlight our culinary series** and Native Article Skins to highlight seasonal highlights and/or our top performer, Leave No Trace
- We'll continue to monitor perception & consideration with Destination Rank
- NEW: we'll measure how content affects real-world visitation with **Life360's UpLift Footfall Study**
- Idea Starters:
 - Canvas unit dedicated to the Culinary Series with launch of The Makers, The Tradition, and The Fire. Keep content fresh by integrating in The Harvest and The Table upon completion



CAMPAIGN TACTICS

- **Updated Canvas w/Culinary**
- **Native Article Skins- 1x LNT + 3x Seasonal**



Digital Out of Home

Digital Out of Home

- With the advancements of technology, Digital OOH has a strategic approach of leveraging advanced data sources to **understand behavioral trends** and consumer movement patterns. This allows us to **eliminate waste** as ads are only served when and where our audience is most likely to be.
- TEST: **Digital retargeting tying OOH impression to mobile device IDs**



CAMPAIGN TACTICS

- **DOOH**



Rich Media

Pause Ads

- Full screen static ads that appear when the viewer has paused content on their CTV, for a **non-intrusive but high-impact** impression. Currently available on DirecTV, Xumo, SlingTV and rapidly expanding to more platforms.
- Average **time in view is over 3 minutes**



CAMPAIGN TACTICS

- **Pause Ads**



Print + eNews

Yankee Magazine

- **Highest reach of this lucrative audience is found in their print publication**, with 1.8 million readers per issue compared to 400K sessions per month in digital
- Yankee to develop **custom Feature Stories in print and eNews**, elevating our Forged by Nature narrative by highlighting the people and places of key areas around Maine
- Weekends With Yankee Season 10 previously committed to for 2026

YANKEE

CAMPAIGN TACTICS

- **4 Custom Feature Stories in print spreads**
 - **May/June**
 - **July/August**
 - **Sept/Oct**
 - **Nov/Dec**
- **eNewsletter Package**



Email + Print

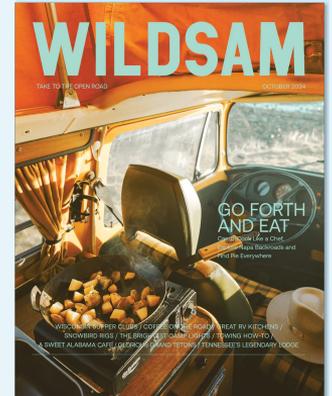
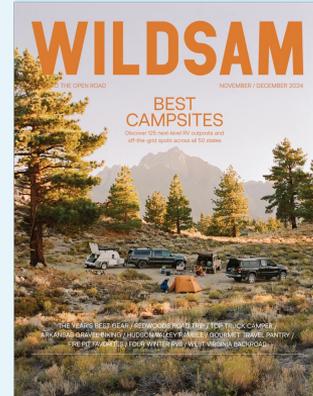
Wildsam

- Wildsam reaches a national audience of **roadtrippers and outdoor enthusiasts**, at scale, through their roadtrippers magazine, e-Newsletter, trusted field guides, and digital content site.
- For this campaign, we'll focus on their 2 top reaching platforms of **email subscribers (2.6M) and paid print subscribers (674K)**
- Through trusted voice in travel and design, Wildsam will craft original content, tied into our brand messaging, and distribute on both email and print platforms

WILDSAM

CAMPAIGN TACTICS

- **Custom 100% SOV Email x2**
- **Print Full Page Advertorial + Full Page Ad x2**



Traditional Media

In-State/Regional Partners

| Publication | Placement |
|---|--|
|  | Print Spread with custom advertorial + brand ad x2 |
|  | Full Page in Maine Invites You Travel Planner |
|  | Full Page in 2027 Maine Camping Guide |
|  | Full Page Ad in May/June, July/August & Sept/Oct |
|  | Annual Full Bus Wrap |
|  | Visit Maine Partnership + 4 Emails |





Q&A





Thank You.