

Catalina Express Magazine is just what the island needed!

Candice Middleton, General Manager, Hotel Villa Portofino



Catalina Express Magazine targets 1 million passengers annually



From one boat and one phone, Catalina Express has grown to become the leader in marine transportation to Catalina Island. Each year, almost one million passengers cross the channel onboard a Catalina Express vessel.

Advertising Rates

Catalina Express offers year round service and up to 30 departures daily from ports in Long Beach, San Pedro and Dana Point. Catalina Express Magazine is available on each vessel and at each terminal ensuring a captive audience for your marketing message.

ADVERTISING RATES

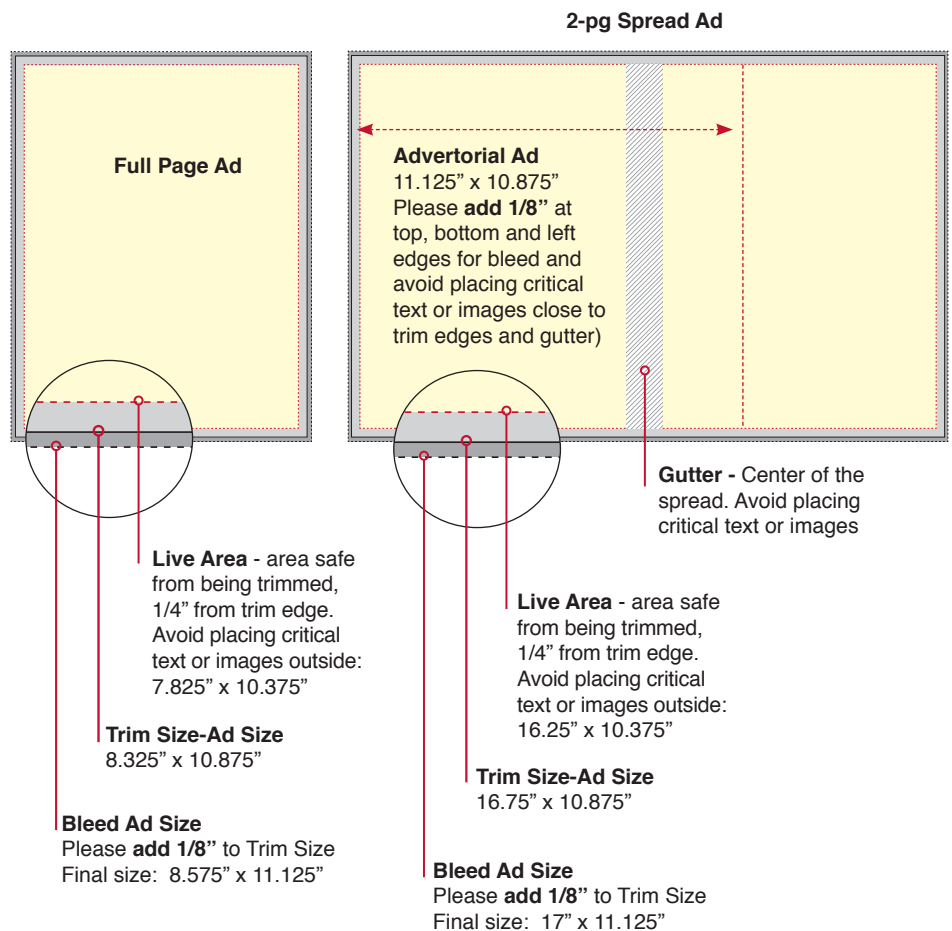
	Gross Rates
Outside Back Cover	\$9,500
Inside Front Cover	7,500
Inside Back Cover	6,000
Premium Spread	12,500
Spread	8,050
Full	4,675
2/3 page	4,100
1/2 page	3,500
1/3 page	2,800
1/6 page	1,600
1/12 page	900
900-word Advertorial	5,500

- Advertising will be billed at gross rates.
- 10% discount if paid in full by December 1, 2011
- 3% discount if paid in full by February 28, 2012
- Gross rates apply after February 28, 2012
- No discounts on past due account.

AD SIZES

PAGE UNIT	WIDTH	HEIGHT
Full page** (See right)	8.375"	10.875"
2/3 page	4.75"	9.75"
1/2 page	7.5"	4.81"
1/3 page-vertical	2.25"	9.75"
1/3 page-square	4.75"	4.81"
1/6 page-vertical	2.25"	4.81"
1/6 page-horizontal	4.75"	2.25"
1/12 page	2.25"	2.25"
2-page Spread**	16.75"	10.875"
900-word Advertorial**	11.125"	10.875"

** MECHANICAL REQUIREMENTS FOR FULL, SPREAD AND ADVERTORIAL ADS



MECHANICAL REQUIREMENTS

See back page



Why advertise in *Catalina Express Magazine*?

- Approximately **1 million** passenger crossings annually
- **Captive Audience** - each passenger spends one hour in transit each way, check in is one hour prior to boarding time
- **150,000** copies
- Steady Ridership
- **Reach decision makers** regarding travel, activities, dining etc.

DISTRIBUTION

Direct to Express Passengers:

- Distribution in the terminals, San Pedro, Long Beach and Dana Point
- Distribution on board the Catalina Express vessels
- Complimentary take away

Distribution to potential travelers

- Online version
- Copies distributed to various concierges throughout Southern California
- Catalina Express Sales Team distribution via trade shows, travel agent, consumer, AAA, tour operators, group leaders

DEMOGRAPHICS

INCOME

\$92,000 Median Household
45% over \$100,000

EDUCATION

Some college 84%
Degree 38%
Graduate degree 26%

AVERAGE AGE

Male 39 years old
Female 38 years
Child 5 years

30% TRAVEL WITH CHILDREN

AVERAGE EXPENDITURE

Day Tripper \$300
Overnight \$975
Overall average \$880

CONTACT INFO:

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Catalina Express Magazine
Laura@CatalinaExpressMagazine.com
Cell (310) 748-6158

Advertising deadline by March 1, 2012

- Publication Date: April 15, 2012



Mechanical Requirements

PRINTING SPECIFICATIONS

Catalina Express Magazine is printed on an offset press using a computer-to-plate production method. Paper is 70# and 60# coated stock using 200 line screen.

DIGITAL REQUIREMENTS

Digital ads are required when supplying advertising material. *Catalina Express Magazine* is composed in Adobe In-Design CS4. All ads should be built at 100% of the reproduction size and should be no less than 266 dpi for scanned images and 600 dpi for line art. **Philips Publishing Group offers in-house design services for your advertisement. Call for a price quote.**

IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to CMYK. Scanned images should be 266-300 dpi at actual size of reproduction. Photos downloaded from web pages are low resolution images (72-100 dpi) and should not be used.

AD FORMATS ACCEPTED

High Resolution PDF.

E-MAIL FILES TO

Laura@CatalinaExpressMagazine.com

PDF files no larger than 12mb.

For larger files call for our FTP information

PRODUCTION QUESTIONS

Please contact: Marilyn Esguerra at (206) 284-8285 or email: marilyn@PhilipsPublishing.com

MAILING ADDRESS

Please make checks to *Catalina Express Magazine* and mail to: *Catalina Express Magazine*
c/o Philips Publishing Group
2201 West Commodore Way
Seattle, WA 98199

ADVERTISING SALES

Laura Felix

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www.philipspublishing.com

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We welcome the opportunity to help you with your publishing project, conference or event.

Catalina
EXPRESS
MAGAZINE

Official publication of

