

CATALINA EXPRESS MAGAZINE

110,000 PRINTED COPIES

Catalina Express Magazine is the go-to insider's guide for people looking for information on activities, lodging and all there is to see and do on Catalina Island.

More than one million passengers cross the channel annually onboard a Catalina Express vessel.

DISTRIBUTION—100% Guaranteed Distribution

50% BEFORE TRAVEL

50% ONBOARD AND IN TERMINALS

- San Pedro, Long Beach, Dana Point

Online Distribution

- Catalina Express Magazine is available at CatalinaExpress.com/Magazine
- The Catalina Express website has more than 2.1 million users and 16.1 million pageviews annually

Sales Team Distribution

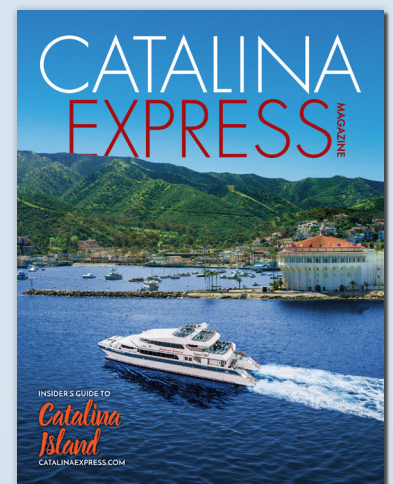
- Auto Club in person visits with travel advisors to 100+ Auto Club offices twice each year in the Southern California, Las Vegas, and Phoenix markets
- 70+ local hotels, in-person meetings with concierge and front-line staff. Port cities, Los Angeles, Anaheim, Santa Monica, South Bay, Orange County, etc.
- Sales Team attends 40 trade shows each year
- Other market distribution include: corporate HR departments, youth and mature travel leaders, military bases, meeting, and incentive planners

Direct Mail Distribution

- Magazine is mailed as fulfillment piece to those requesting information

Certified Folder

- Magazines are displayed at prominent visitor locations including Visit California visitor centers



Catalina Express Magazine is online! Visit us anytime at CatalinaExpress.com/Magazine

EXTRA VALUE OFFER

Full Page, Early Bird Advertisers are featured as a "Partner Highlight" in one of the E-blasts which are delivered to a qualified list of 600,000.

EARLY BIRD:
Reserve ad & pay by Oct. 11, 2024

Reserve ad and final payment by Nov. 11, 2024

Ad materials due by Dec. 11, 2024

Demographics of Catalina Travelers

Household

\$113.2K average income (58% over \$100K)
44% travel with children

Education

Some college: 17%
Undergraduate degree: 41%
Graduate degree: 34%

Average Age

77% under 45
Median: 40 years old

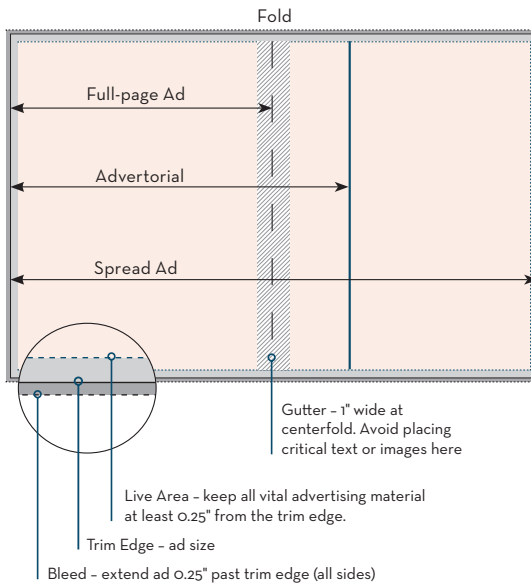
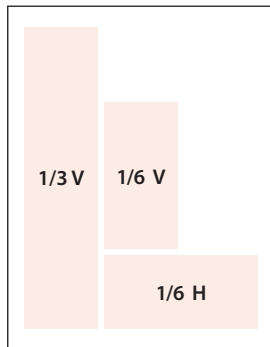
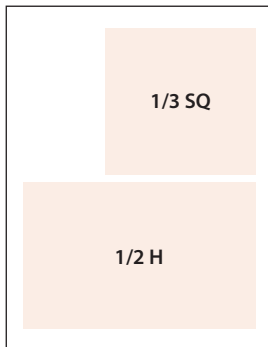
Average Expenditure

Day-tripper: \$450
Overnighter: \$1,230
Overall average: \$820

AD RATES & SPECIFICATIONS

	SIZE (W X H)	OPEN RATE	EARLY BIRD RATE (10/13/23)	SAVINGS
PREMIUM SPREAD*	16.75" x 10.875" (trim) (vertical fold: 8.375")	\$10,750	\$9,850	\$900
SPREAD*	16.75" x 10.875" (trim) (vertical fold: 8.375")	8,700	8,000	700
BACK COVER*	8.375" x 10.875" (trim)	10,000	9,300	700
INSIDE FRONT COVER*	8.375" x 10.875" (trim)	8,100	7,450	650
INSIDE BACK COVER*	8.375" x 10.875" (trim)	6,500	6,000	500
PREMIUM PAGE*	8.375" x 10.875" (trim)	5,750	5,300	450
FULL PAGE*	8.375" x 10.875" (trim)	5,000	4,600	400
2/3 PAGE	4.75" x 9.625"	4,600	4,200	400
1/2 PAGE	7.25" x 4.81"	3,900	3,600	300
1/3 PAGE	SQ: 4.75" x 4.81" V: 2.25" x 9.625"	3,000	2,750	250
1/6 PAGE	H: 4.75" x 2.25" V: 2.25" x 4.81"	1,750	1,600	150
ADVERTORIAL*	11" x 10.875" (trim) (vertical fold: 8.375")	6,000	5,500	500
AD DESIGN & PRODUCTION (Up to two revisions. Additional charges apply thereafter.)		\$100		

***Additional specifications for Bleed Ads:** Please extend .125" bleed past trim edges. Keep text and critical images .25" inside of trim edges and .5" from center fold.



FREE EMAIL OFFER!
Full Page, Early Bird advertisers receive placement in one of the Catalina Express e-blasts to the qualified list of 600,000.



- **EARLY PAYMENT DISCOUNT**
Receive a discount if paid in full prior to October 11, 2024. Gross rates apply thereafter. No discounts on past due account.
- Premium Position: Add 15% for secured position in the magazine. Premium is a secured position.
- All advertising prices include four-color process. Ads must be supplied press-ready.
- We accept high-resolution PDFs at 300dpi, colors converted to CMYK and all fonts embedded. Please email ads to elaine@colibrinw.com.
- We do not accept Publisher files.

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