

2026 EDITION

# 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](http://CatalinaExpress.com/Magazine)
- The Catalina Express website has more than 2.1 million users and 16.1 million pageviews annually

### Sales Team Distribution

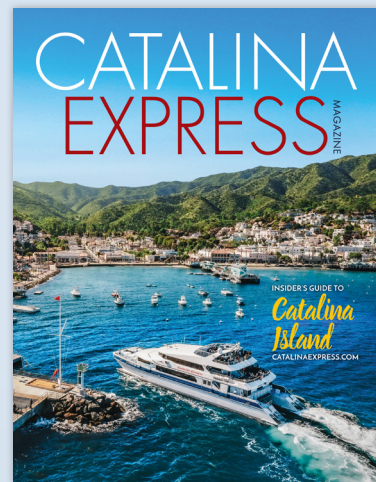
- Auto Club in person visits with travel advisors to 100+ Auto Club offices twice each year in the Southern California, Las Vegas, and Phoenix markets
- 70+ local hotels, in-person meetings with concierge and front-line staff. Port cities, Los Angeles, Anaheim, Santa Monica, South Bay, Orange County, 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](http://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. 10, 2025

Reserve ad and final payment by Nov. 21, 2025

Ad materials due by Dec. 1, 2025

## 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

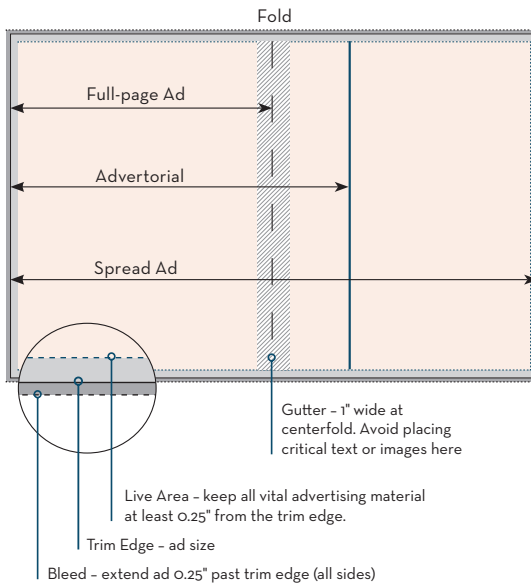
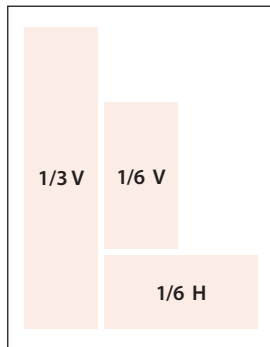
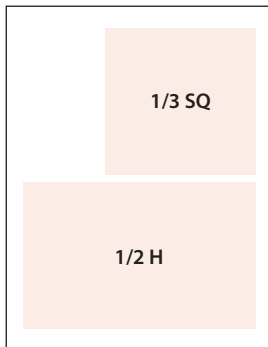
### Average Expenditure

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

# AD RATES & SPECIFICATIONS

	SIZE (W X H)	OPEN RATE	EARLY BIRD RATE (10/10/25)	SAVINGS
<b>PREMIUM SPREAD*</b>	16.75" x 10.875" (trim) (vertical fold: 8.375")	\$10,750	\$9,850	\$900
<b>SPREAD*</b>	16.75" x 10.875" (trim) (vertical fold: 8.375")	8,950	8,250	700
<b>BACK COVER*</b>	8.375" x 10.875" (trim)	10,300	9,600	700
<b>INSIDE FRONT COVER*</b>	8.375" x 10.875" (trim)	8,350	7,675	675
<b>INSIDE BACK COVER*</b>	8.375" x 10.875" (trim)	6,695	6,180	515
<b>PREMIUM PAGE*</b>	8.375" x 10.875" (trim)	5,750	5,300	450
<b>FULL PAGE*</b>	8.375" x 10.875" (trim)	5,150	4,750	400
<b>2/3 PAGE</b>	4.75" x 9.625"	4,750	4,350	400
<b>1/2 PAGE</b>	7.25" x 4.81"	4,000	3,700	300
<b>1/3 PAGE</b>	SQ: 4.75" x 4.81"   V: 2.25" x 9.625"	3,100	2,850	250
<b>1/6 PAGE</b>	H: 4.75" x 2.25"   V: 2.25" x 4.81"	1,800	1,650	150
<b>ADVERTORIAL*</b>	11" x 10.875" (trim) (vertical fold: 8.375")	6,200	5,700	500
<b>AD DESIGN &amp; PRODUCTION</b> (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 10, 2025**. Open 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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