CATALINA EXPRESS MAGAZINE

With **125,000 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.

Operating for more than 40 years; today, **one million** passengers cross the channel annually onboard a Catalina Express vessel.

Catalina Express Magazine
is online! Visit us anytime at
www.catalinaexpress.com/magazine

OVERTOWN AND AT CATALINA EXPRESS DISTRIBUTION

- 50% of the magazines are distributed onboard and at each of the Catalina Express terminals in San Pedro, Long Beach and Dana Point ports.
- Online presence—the magazine is available to view and download on the Catalina Express website. Annual traffic to the site: over 1.3 million users; more than 6 million page views; 2:00 time on site; pageviews up 25%.
- Direct Mail—Magazine is mailed as the fulfillment piece to those requesting information in response to Catalina Express advertising. Bonus Distribution Magazines are fully distributed. Copies are displayed at Certified Folder racks at visitor locations in order to guarantee full distribution.
- 50% of Magazines are distributed on the mainland to those planning trips to the island:
  - Two full-time, year-round Catalina Express sales staff distribute the magazine as their primary sales piece
  - Travel agents and tour operators
  - Consumer trade shows
  - AAA offices (hand-delivered through sales calls to all offices in SoCal, NorCal, Central CA, LV, AZ and PNW)
  - Mature and youth leaders
  - Corporate human resource departments
  - Military bases
  - California Welcome Centers and Certified Folder locations
  - Hotel concierges
  - Meeting and incentive planners

EARLY BIRD:
Reserve ad & pay by Oct. 1, 2021

Reserve ad by Oct. 29, 2021

Final payment and ad materials due by Nov. 19, 2021

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%

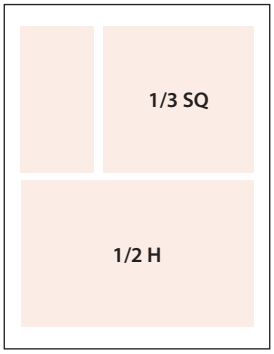
Average Age
77% under 45
Median: 40 years old

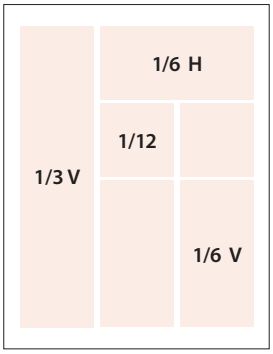
Average Expenditure
Day-tripper: $450
Overnighter: $1,230
Overall average: $820

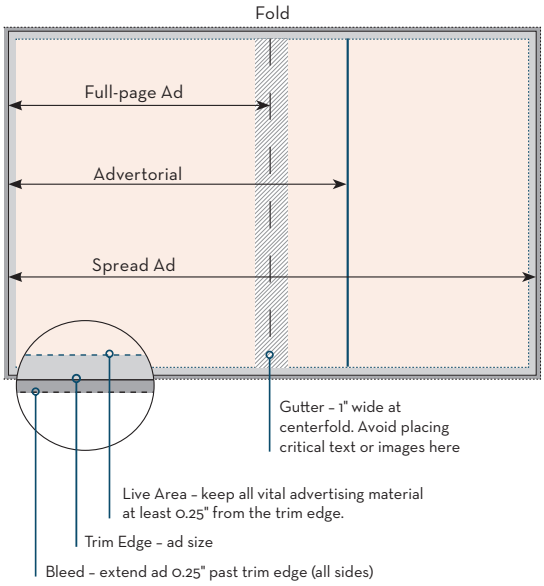
AD RATES & SPECIFICATIONS

	SIZE (W X H)	EARLY BIRD RATE (10/1)	OPEN RATE
PREMIUM SPREAD*	16.75" x 10.875" (trim) (vertical fold: 8.375")	$8,910	$9,900
SPREAD*	16.75" x 10.875" (trim) (vertical fold: 8.375")	7,245	8,050
BACK COVER*	8.375" x 10.875" (trim)	8,550	9,500
INSIDE FRONT COVER*	8.375" x 10.875" (trim)	6,750	7,500
INSIDE BACK COVER*	8.375" x 10.875" (trim)	5,400	6,000
FULL PAGE*	8.375" x 10.875" (trim)	4,207	4,675
2/3 PAGE	4.75" x 9.625"	3,690	4,100
1/2 PAGE	4.75" x 9.625"	3,150	3,500
1/3 PAGE	SQ: 4.75" x 4.81" | V: 2.25" x 9.625"	2,520	2,800
1/6 PAGE	H: 4.75" x 2.25" | V: 2.25" x 4.81"	1,440	1,600
1/12 PAGE	2.25" x 2.25"	810	900
ADVERTORIAL*	11" x 10.875" (trim) (vertical fold: 8.375")	4,950	5,500
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.*







- **EARLY PAYMENT DISCOUNT**
  Receive 10% discount if paid in full prior to October 1, 2021. 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.

EARLY BIRD:
Reserve ad & pay by Oct. 1, 2021

Reserve ad by Oct. 29, 2021

Final payment and ad materials due by Nov. 19, 2021

CONTACT
Elaine Vaughan
Elaine@ColibriNW.com
(310) 350-0352

COLIBRI Northwest
Catalina Express Magazine is published by
Colibri Northwest for Catalina Express.
Colibri Northwest • PO Box 13130 • Des Moines, WA 98198
Peter Philips, President • (206) 779-2746 • peter@colibrinw.com

FREE
EMAIL OFFER!

Full Page, Early Bird advertisers receive placement in one of the Catalina Express e-blasts to the qualified list of 500,000.