

2027 EDITION

# CATALINA EXPRESS

MAGAZINE

**110,000 COPIES**

**55,000  
MAINLAND DISTRIBUTION**

**55,000  
ON BOARD VESSELS**

**EARLY BIRD  
DISCOUNT DEADLINE  
OCTOBER 1**

**FINAL RESERVATION AND  
AD MATERIALS DEADLINE  
NOVEMBER 1**

**FULL PAGE AD SPECIAL**

**ONE FREE MONTH ON CATALINA EXPRESS  
WEBSITE OR E-BLAST EXCLUSIVE**

## CERTIFIED DISTRIBUTION YEAR-ROUND

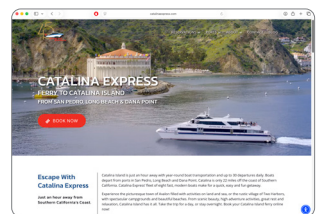
- CA Welcome Centers: Los Angeles, Oceanside, Ontario, Barstow, Cabazon, Torrance, San Clemente

## BONUS DISTRIBUTION (FEB-APR)

- Areas of: LA, Long Beach, Inland Empire
- Airports: LA, Burbank, Orange County
- Welcome Centers: San Diego, Santa Monica
- Visitor Info Centers: San Diego Convention and Waterfront

## ON THE ROAD WITH THE MAGAZINE

- Sales representatives personally meet consumers and travel industry personnel through a wide range of networks.
- AAA Sales calls twice a year Southern CA, Northern CA, Las Vegas and Phoenix.
- So. California Hotels On site calls to a list of 100+ hotels.
- Conferences, trade shows, travel industry events. 30+ planned for 2027:
  - Consumer Travel Shows, Tour Operators, Travel Professionals
  - Student and Senior Expos, Military Travel Fairs, College and University Fairs
  - Corporate and Meeting Planners Conferences



## CATALINA EXPRESS WEBSITE

- 2 million users
- 17 million page views
- Ad links to each business
- Offer for full page advertisers featured on the website



To advertise in the 2027 edition of *Catalina Express Magazine*:  
**Contact Elaine Vaughan • [elaine@colibrinw.com](mailto:elaine@colibrinw.com) • (310) 350-0352**



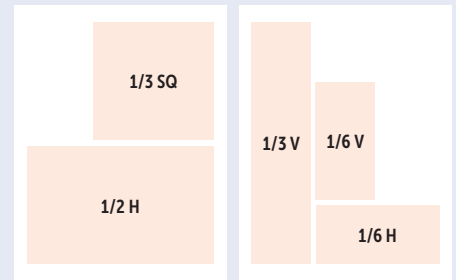
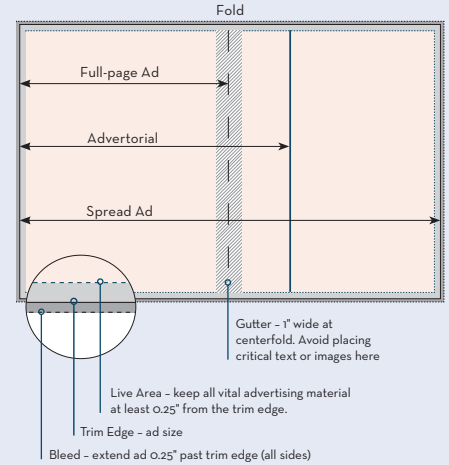
## AD RATES & SPECIFICATIONS

|                            | SIZE (W X H)     | OPEN RATE | EARLY BIRD<br>DISCOUNT<br>RATE (10/1) | SAVINGS |
|----------------------------|------------------|-----------|---------------------------------------|---------|
| <b>PREMIUM SPREAD*</b>     | 16.75" x 10.875" | \$11,750  | \$10,150                              | \$1,600 |
| <b>SPREAD*</b>             | 16.75" x 10.875" | 9,200     | 8,500                                 | 700     |
| <b>BACK COVER*</b>         | 8.375" x 10.875" | 10,600    | 9,950                                 | 650     |
| <b>INSIDE FRONT COVER*</b> | 8.375" x 10.875" | 8,600     | 7,900                                 | 700     |
| <b>INSIDE BACK COVER*</b>  | 8.375" x 10.875" | 6,900     | 6,400                                 | 500     |
| <b>PREMIUM PAGE*</b>       | 8.375" x 10.875" | 5,900     | 5,500                                 | 400     |
| <b>FULL PAGE*</b>          | 8.375" x 10.875" | 5,150     | 4,750                                 | 400     |
| <b>2/3 PAGE</b>            | 4.75" x 9.625"   | 4,900     | 4,500                                 | 400     |
| <b>1/2 PAGE</b>            | 7.25" x 4.81"    | 4,150     | 3,800                                 | 350     |
| <b>1/3 PAGE SQUARE</b>     | 4.75" x 4.81"    | 3,200     | 2,900                                 | 300     |
| <b>1/3 PAGE VERTICAL</b>   | 2.25" x 9.625"   | 3,200     | 2,900                                 | 300     |
| <b>1/6 PAGE HORIZONTAL</b> | 4.75" x 2.25"    | 1,850     | 1,700                                 | 150     |
| <b>1/6 PAGE VERTICAL</b>   | 2.25" x 4.81"    | 1,850     | 1,700                                 | 150     |
| <b>ADVERTORIAL*</b>        | 11" x 10.875"    | 6,400     | 5,900                                 | 500     |

**AD DESIGN & PRODUCTION: \$110 (Up to two revisions. Additional charges apply thereafter.)**

\*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.

## AD PRODUCTION & SPECS



- 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.
- Email ad files to [elaine@colibrinw.com](mailto:elaine@colibrinw.com).

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AD MATERIALS DEADLINE  
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**FULL PAGE AD SPECIAL**

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Receive a discount if paid in full prior to October 1, 2026. 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.

Special Offer: The month of placement is selected by advertiser on a first come basis. E-blast is a qualified list of 550,000.



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