

PORTHOLE CRUISE MAGAZINE

2012 RATES



GENERAL RATES

	1X	3X	6X
FULL PAGE	\$5,200	\$4,940	\$4,420
1/2 PAGE	\$3,640	\$3,458	\$3,094
1/3 PAGE	\$2,600	\$2,470	\$2,210
1/6 PAGE	\$1,768	\$1,680	\$1,503

SPECIAL POSITIONS: ADD 15% (AVAILABLE FOR FULL-PAGE ADS ONLY)

COVERS (FOUR COLOR ONLY)	1X	3X	6X
BACK COVER	\$7,800	\$7,410	\$6,630
INSIDE FRONT	\$6,475	\$6,151	\$5,503
INSIDE BACK	\$6,475	\$6,151	\$5,503

PUBLICATION SCHEDULE

ISSUE DATE	SPACE RESERVATION	MATERIAL CLOSING	PUBLICATION DATE
FEBRUARY #177	OCTOBER 15	OCTOBER 30	JANUARY 6
APRIL #178	DECEMBER 15	DECEMBER 30	MARCH 9
JUNE #179	FEBRUARY 15	FEBRUARY 28	MAY 4
AUGUST #180	APRIL 15	APRIL 30	JULY 6
OCTOBER #181	JUNE 15	JUNE 30	SEPTEMBER 7
DECEMBER #182	AUGUST 15	AUGUST 30	NOVEMBER 9

MECHANICAL SPECIFICATIONS

TRIM SIZE	WIDTH	HEIGHT	
	8.375" [213 MM]	10.875" [276 MM]	
	WIDTH	HEIGHT	
DOUBLE PAGE (BLEED)	17" [432 MM]	11.125" [283 MM]	LIVE AREA 15.5" X 10" [394MM x 254MM]
DOUBLE PAGE (NON-BLEED)	15.5" [394 MM]	10" [254 MM]	
FULL PAGE (BLEED)	8.625" [220 MM]	11.125" [283 MM]	LIVE AREA 7.5" X 10" [190MM x 254MM]
FULL PAGE (NON-BLEED)	7.5" [190 MM]	10" [254 MM]	
HALF PAGE SPREAD (BLEED)	17" [432 MM]	5.5" [140 MM]	LIVE AREA 15.5" X 4.875" [394MM x 124MM]
HALF PAGE SPREAD (NON-BLEED)	15.5" [394 MM]	4.875" [124 MM]	
HALF PAGE (HORIZONTAL)	7.5" [190 MM]	4.875" [124 MM]	
HALF PAGE (VERTICAL ISLAND)	4.625" [118 MM]	7.5" [190 MM]	
THIRD PAGE (SQUARE)	4.625" [118 MM]	4.875" [124 MM]	
THIRD PAGE (VERTICAL)	2.25" [57 MM]	10" [254 MM]	
SIXTH PAGE (VERTICAL)	2.25" [57 MM]	4.875" [124 MM]	

DIGITAL REQUIREMENTS

All advertising must be submitted digitally in Macintosh format ONLY on CD ROM or DVD, via email or FTP. Instruction on accessing the FTP site is provided upon request. Disks will be returned only upon written request.

Ads must be created using the following versions or lower of computer programs for Macintosh:

Quark XPress Version 8.1.6 or lower Adobe Illustrator Version CS4 or lower (EPS file)
 Adobe Photoshop Version CS4 (EPS or TIFF file at 300 DPI) – No JPG or LCW Compression files.
 PDF PDF/X-1A at high resolution.

All digital ads must be CMYK, 300-DPI and a color proof MUST be forwarded with the digital file. The PPI Group is not responsible for any errors in an ad where a color proof was not supplied. All artwork, images, and screen and printer fonts must be included with the digital file. Please provide Postscript fonts only, no TrueType or MM Fonts will be accepted.

Please direct all artwork and correspondence to:

Porthole Cruise Magazine, Attn: Maria Baro, Production Director
 4517 NW 31st Avenue, Fort Lauderdale, Florida 33309-3403
 Tel: 954-377-7777 • Fax: 954-377-7000 • Email: mbaro@ppigroup.com

For more advertising information contact: sales@ppigroup.com

PORTHOLE CRUISE MAGAZINE

is the leading consumer cruise publication, covering ship reviews, destinations, spa, cuisine and onboard activities.

Readers are both first-time and veteran leisure travelers. Paid subscribers in more than 40 countries, newsstand and bookstore sales, onboard distribution, and corporate and travel agency readership comprise the reader base. A bimonthly publication, *Porthole Cruise Magazine* is nationally distributed by Curtis Circulation Co.

Don't miss the chance to display your products or services to savvy travelers the world over.

**FOR MORE INFORMATION CONTACT:
 PORTHOLE CRUISE MAGAZINE
 4517 NW 31st AVENUE
 FORT LAUDERDALE, FL 33309-3403
 PHONE: 954.377.7777 FAX: 954.377.7000
 WWW.PORTHOLE.COM**