

## **Public Relations Guidelines**

### **The PPI Group**

Our readership is interested in all things travel-related that would be available to and appropriate for cruise passengers. This includes information about international destinations and attractions, travel-related products, cultural events, and consumer-oriented travel industry news.

Our editors welcome timely and relevant information from PR professionals about any of these topics. However, before you contact us, please note the following information:

#### **Events and Other Time-Sensitive News**

Our editors typically work about 5 months in advance. Please do not waste your time or ours by sending information about events that are happening within the next couple of weeks or even the next couple of months.

#### **Destinations**

We welcome news about destinations all over the world. However, we are only interested in news from cruise destinations, i.e.: destinations that receive ocean cruise or river barge passengers. If you represent a destination that does not have a cruise industry, The PPI Group is not an appropriate media outlet.

#### **Travel Products and Services**

Our readers are interested in anything that makes modern travel more convenient — everything from luggage to beach reading to handheld GPS devices. However, we must receive at least a digital (high-resolution JPEG) image of your product for it to be considered. Samples are welcome for review, although we would also need a print-quality image to be included in the magazine.

You may contact our editors by email as follows:

[Jodi Ornstein \(jornstein@ppigroup.com\)](mailto:jornstein@ppigroup.com), Managing Editor

Samples may be sent to:

The PPI Group Editorial Department

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Fort Lauderdale, FL 33309 USA

Because of the volume of mail we receive, editors are unable to acknowledge receipt of news releases, press kits, or product samples. However, we will contact you if we decide to pursue your story idea or to feature your product.