

Introducing *Seabourn Club Herald*, the custom magazine for elite travelers who choose to see the world with The Yachts of Seabourn.

Published three times annually, *Seabourn Club Herald* brings your advertising to this high-spending market wherever in the world they happen to be. When you advertise in *Seabourn Club Herald* you target your brand or business to the needs and tastes of consumers who seek only the very best.

Distributed exclusively aboard Seabourn's mega-yachts — *SEABOURN PRIDE, SEABOURN SPIRIT, SEABOURN LEGEND, SEABOURN ODYSSEY, SEABOURN QUEST AND SEABOURN SOJOURN* — the magazine is also mailed to *Seabourn Club* members, ensuring that your message is put into the hands of the elite group of executives, entrepreneurs, celebrities, athletes and diplomats that choose the ultimate in yachting lifestyles and luxury.

Stand out, stand alone and have an impact on this hard-to-reach high-net-worth audience by reserving your space in *Seabourn Club Herald* today.



general advertising rates

Seabourn	1x	3x
Full Page	\$15,000	\$10,000

Special Positions:

Additional 15% (available for full-page ads only). Contact the publisher for more information. Select positions are available to full-page, four-color advertisements only. All written requests for special positions will be considered. The Publisher will not guarantee any position unless 15% of the space rate is paid upon submission of the contract.

Terms

All advertising is published only at the discretion of the Publisher. Publisher reserves the right to reject any advertisement at any time for any reason. 50% due (in U.S. funds) with signed contract payable to The PPI Group. Balance due upon publication.

Cancellations

All cancellations of advertisements must be submitted in writing before the space closing date and are subject to the terms of the contract.

demographics

Average age — 49

70%: North America — predominant states: New York, California, Florida, Illinois, Texas, Arizona, Georgia and Washington.

30%: Rest of the world with strong business from Australia, UK, Scandinavia, Brazil, Germany and the Benelux Countries.

Average household income: more than \$250,000 annually

digital requirements

All advertising must be submitted digitally in Macintosh format ONLY on CD ROM/DVD, via e-mail or FTP.

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 or lower (EPS or TIFF file at 300 DPI) – No JPG or LCW Compression files.
- PDF PDF/X-1A at high resolution (see special note)

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.

publication schedule

SPRING

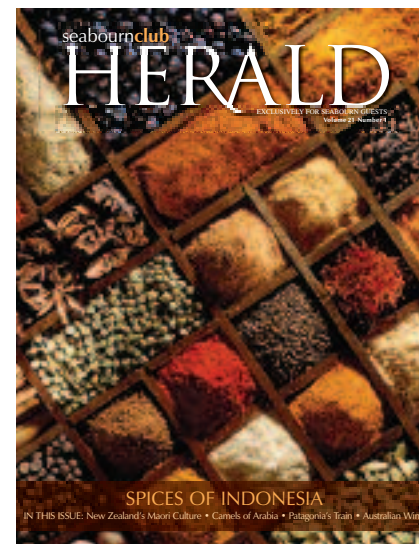
Sales Close Date: December 15
Material Close Date: December 31
Publication Date: March

SUMMER

Sales Close Date: April 15
Material Close Date: April 30
Publication Date: July

WINTER

Sales Close Date: August 15
Material Close Date: August 30
Publication Date: November



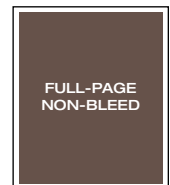
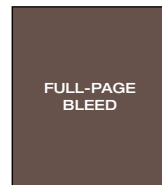
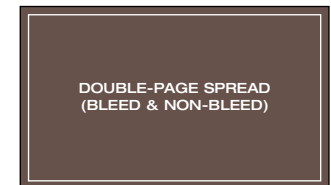
mechanical specifications

publication trim size	width	height
	8 7/8 (8.375)"	10 7/8 (10.875)"
	213mm	276mm

ADVERTISING DIMENSIONS:

non-bleed size	width	height
full-page	7 7/8 (7.5)"	10"
	190mm	254mm
spread	15 1/2 (15.5)"	10"
	394mm	254mm

bleed size	width	height	live area
full-page	8 7/8 (8.625)"	11 1/8 (11.125)"	7 7/8 (7.5)" x 10"
	220mm	283mm	190mm x 254mm
spread	17"	11 1/8 (11.125)"	15 1/2 (15.5)" x 10"
	432mm	283mm	394mm x 254mm



material submissions

Please submit digital files and correspondence to:
SEABOURN CLUB HERALD Magazine
The PPI Group
4517 NW 31st Avenue
Fort Lauderdale, Florida 33309-3403
Attn: Maria Baro, Production Director
Tel: 954-377-7777
Fax: 954-377-7000
E-mail: mbaro@ppigroup.com
or
FTP site
Site: <ftp://ppigroup.zftp.com>
User: ppigroup#ppigroup.zftp.com
Password: AdVertisinG#3403 (case sensitive)
Folder Name: Print Materials
Please e-mail Maria Baro at mbaro@ppigroup.com once the files are uploaded.