



HERALD



Introducing Seabourn Club *Herald*, the custom magazine for elite travelers who choose to see the world with Seabourn Cruise Line.

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 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 who 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.

DEMOGRAPHICS

Average age — 59

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

PUBLICATION SCHEDULE

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

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

IN-CABIN PUBLICATION: Rates apply to 4-color insertions

Seabourn	1x	3x
Full Page	\$15,000	\$10,000
Covers		
(Four-Color only)	1x	3x
Back Cover	\$30,000	\$23,000
Inside Front	\$27,000	\$22,000
Inside Back	\$25,000	\$20,000

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. 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.



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