



Introducing *BLU*, the custom magazine for elite travelers who choose to see the world with SEADREAM YACHT CLUB.

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

Distributed exclusively aboard SEADREAM's mega-yachts; SEADREAM I & II, the magazine is also mailed to SEADREAM 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 *BLU* today.

RATE CARD EFFECTIVE: 07/01/11 #BLU12



BLU
SEADREAM YACHT CLUB

general advertising rates

SEADREAM	1x	2x
Full Page	\$15,000	\$10,000
Covers (Four-Color only)	1x	2x
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 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

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

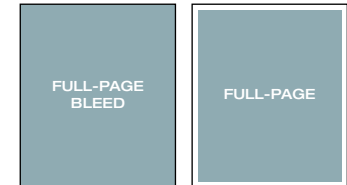
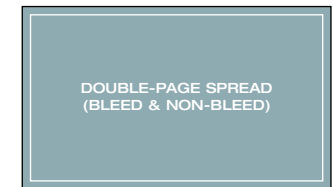
November (Winter issue)
 Sales Close Date: July 15
 Material Close Date: August 15
 Publication Date: November 15

May (Summer issue)
 Sales Close Date: January 15
 Material Close Date: February 15
 Publication Date: May 15



mechanical specifications

advertising dimensions:	width	height	
publication trim size	9 1/8 (9.25)"	10 7/8 (10.875)"	
	235mm	276mm	
non-bleed size	width	height	
full-page	8 1/2 (8.5)"	10"	
	216mm	254mm	
spread	17"	10"	
	432mm	254mm	
half-page horizontal	8 1/2 (8.5)"	4 7/8 (4.875)"	
	216mm	124mm	
half-page vertical	4"	10"	
	102mm	254mm	
bleed size	width	height	live area
full-page	9 1/8 (9.5)"	11 1/8 (11.125)"	8 1/8 (8.5)" x 10"
	242mm	283mm	216mm x 254mm
spread	18 1/8 (18.75)"	11 1/8 (11.125)"	17" x 10"
	477mm	283mm	432mm x 254mm



material submissions

Please submit digital files and correspondence to:
 BLU 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
 Email: 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 email Maria Baro at mbaro@ppigroup.com once the files are uploaded.