

## 2017 MEDIA KIT



"Kokopelli Grill has seen a marked increase in business this season, and we know that our advertising in COHO was a big contributor to our success. We'll certainly be back."

Michael McQuay  
Chef and Owner  
Kokopelli Grill, Port Angeles, WA

*MV COHO Magazine* is the best advertising vehicle for reaching visitors to the Olympic Peninsula

- In 2010 COHO passengers spent more than \$38.3 million on the Olympic Peninsula
  - \$9M on accommodations
  - \$8.3M in food and beverage
  - \$2.4M in attraction and entertainment
  - \$12.8M in shopping
  - \$5.5M fuel & non-Coho Transportation
- Average group size is 2.28 persons
- Average stay on the Peninsula was 1.35 nights
- *MV COHO Magazine* is handed to each driver loading onto the COHO ferry departing from both Victoria and Port Angeles terminals—averaging 280,000 readers. Additionally the magazine is distributed at local retailers in both port destination.



Black Ball Ferry Line is the registered owner of  
M.V. Coho Magazine published by Philips Publishing Group.

[Philips Publishing Group](http://www.philipspublishing.com)

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FOR MORE INFORMATION OR  
TO RESERVE YOUR AD SPACE CONTACT:  
Simone Grady, Account Director  
Email [simone.grady@philipspublishing.com](mailto:simone.grady@philipspublishing.com)  
Phone (250) 360-6737  
Fax (250) 590-3519



MV COHO is the only carrier to provide year round service between Port Angeles and Victoria carrying 400,000 passengers every year! *MV COHO Magazine* is the only publication you need to reach tourists and visitors to Victoria and the Olympic Peninsula.

**For more information or to reserve your ad space contact:**

Simone Grady  
Account Director  
simone.grady@philipspublishing.com  
(250) 360-6737  
(250) 590-3519

**Send high resolution PDF ads to:**

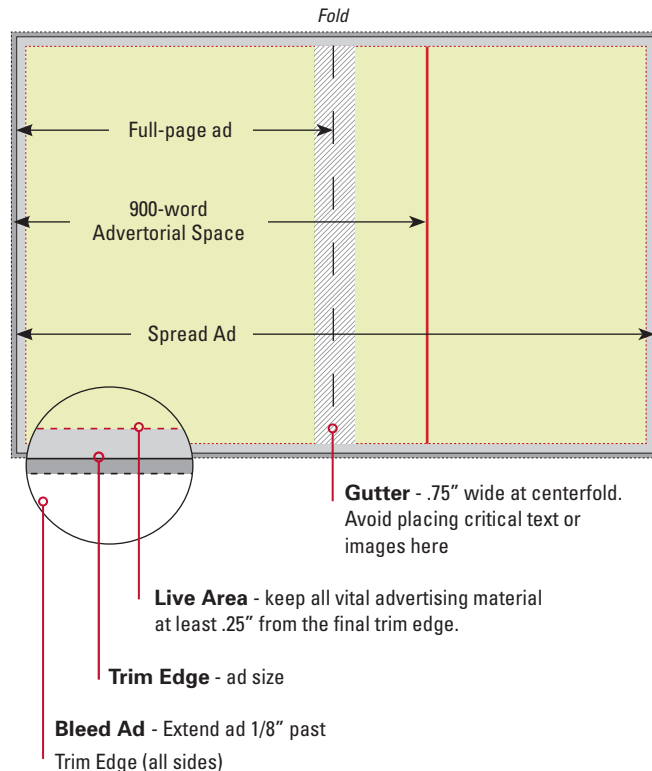
Marilyn Esguerra  
marilyn@philipspublishing.com  
(206) 284-8285

**2017 AD RATES & SPECIFICATIONS FOR *MV COHO MAGAZINE***

	Size (w x h)	Gross Rate
Back Cover	8.375" x 10.875" *	\$8,470
Inside Front Cover	8.375" x 10.875" *	8,140
Inside Back Cover	8.375" x 10.875" *	7,810
Premium Spread	16.75" x 10.875" * (vertical fold - 8.375"; gutter - .75")	14,500
Spread	16.75" x 10.875" * (vertical fold - 8.375"; gutter - .75")	12,000
Full page	8.375" x 10.875" *	6,795
2/3 page	4.75" x 9.625"	5,170
1/2 page	7.25" x 4.81"	4,080
1/3 page	(sq) 4.75" x 4.81" or (v) 2.25" x 9.625"	2,925
1/6 page	(h) 4.75" x 2.25" or (v) 2.25" x 4.81"	1,695
1/12 page	2.25" x 2.25"	895
100-word Advertorial		646
900-word Advertorial	11" x 10.875" * (vertical fold - 8.375"; gutter - .75")	7,150

- **Early Payment Discount:** Receive 10% discount if paid in full prior to February, 10, 2017. Gross rates apply thereafter. No discounts on past due account.
- **Premium Position:** Add 15% to rate (any required position).
- All advertising prices include four-color process. Ads must be supplied press-ready.
- We accept high-resolution PDFs at 300dpi resolution, colors converted to CMYK and all fonts embedded. Please email ads to [clippervacations@philipspublishing.com](mailto:clippervacations@philipspublishing.com)
- Philips Publishing offers design and production services. Please call for an estimate.

**\* Additional specifications for full page, spread and 900-word advertorial ads: please extend 1/8" past trim edge for bleed ads.**



Reserve ad by  
March 17, 2017  
Ad materials due  
March 31, 2017