

# PGYC PUBLICATIONS

*The Best Way to Reach the Water Sports Community around the Philippines*

## Cruiser News magazine

(Readership average 11,900 and growing) **AND NOW ON THE INTERNET!**



The **Cruiser News** magazine is a quarterly glossy magazine, publication containing timeless information – regular features, cruising and sailing stories, and event reports -- that makes each issue a collectable item. **The Cruiser News is the only magazine dedicated to water sports printed regularly in the Philippines; the Cruiser News is the only water sports magazine to reach all of the yacht clubs around the country.** The print run will be a minimum of 3,500 copies. From survey responses (year 2007 figures) we have determined that the average readership per copy is 3.4 people, giving a total readership of 11,900. Distribution of Cruiser News is 20% Puerto Galera, 40% Metro Manila, 10% Subic Bay, 10% Clark/Angeles, 10% nationwide and 10% international. The readership profile of Cruiser News is 40% sailors, 48% other water sports, 12% non-water people; 45% expatriate, 49% Filipino managerial and professional, 6% others. Distribution channels are: yacht clubs (8 national, 13 international), membership clubs, marine retailers, resorts, dive shops, business centers, embassies, chambers of commerce, hotels, restaurants and pubs. Advertising rate: Full page 4-color advertisement US\$600 (Ad-hoc/single issue) US\$540 (per issue for four issues) -- see below for additional size options.

### **Cruiser News Advertising Rates 2008**

	<b>4 colour production</b>	
	<b>Ad-hoc</b>	<b>Four issues</b>
<b>Full Page</b>	600	2,160
<b>Half Page</b>	330	1,190
<b>Quarter Page</b>	180	650
<b>One Eighth Page</b>	100	360

*All prices in US\$ for ROP advertisements on a per issue basis*

*A discount of 10% will be offered for advance payment for four issues*

*A premium of 50% may be charged for fixed position advertisements*

*Ad sizes of Quarter Page or less require advance payment of four issues for overseas advertisers*

*All rates shown are exclusive of Government Value Added Tax where applicable.*

Artwork may be supplied in any of these data formats: .jpg .tif .gif .pdf .psd

Artwork must be created and supplied using a minimum resolution of 300 dpi/ppi

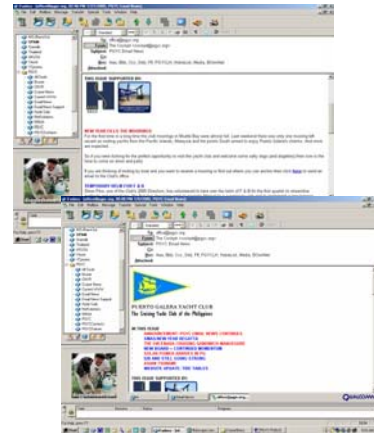
The magazine is produced on high-gloss (C2S) paper with a cut size of 8.5” x 11”

## **PGYC Email News**

(Distribution 2,800 and growing)

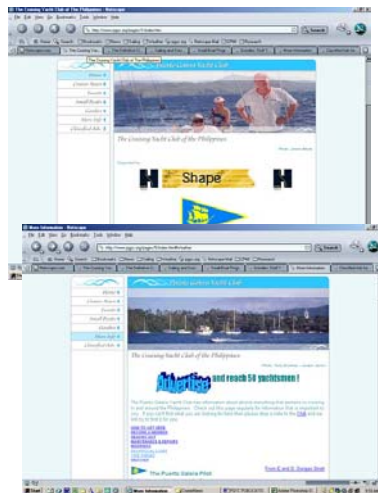
The **PGYC Email News** is published bi-monthly and is designed to provide brief and timely updates about what is going on in Puerto Galera, the sport of sailing and water sports throughout the Philippines. The PGYC Email News is distributed to the club's email list of approaching 2,200 named individuals and reciprocal club email lists of a further 600 named individuals. The recipient profile is: 30% sailors, 70 % non-sailors; 52% expatriate, 41% Filipino managerial or professional and 7% others.

Advertising rate: Supporting advertiser US\$60 per month (3 months minimum contract).



## **PGYC Website**

(More than 6,000/24,000 visitors/page views per month since 12/2007)



The **PGYC website** is designed to provide everyone interested in water sports and the sport of sailing the information they need to determine when and where to enjoy their sport around the Philippines and beyond. The website has been in operation for more than two years and now regularly attracts more than 4,000 page views per month. The website is regularly updated, which ensures that it is a virtual one-stop-shop for everyone with an interest in Philippine water sports and or Puerto Galera.

Advertising rate: Page-top banner advertisement US\$120 (front page) / US\$70 (other pages) per month (3 months minimum contract).

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*All rates shown are exclusive of Government Value Added Tax where applicable.*

For further information please contact DeBe Enterprise and Service; Bernadette Willes +63 917 837 9793; email – [DeBeEnterprise@gmail.com](mailto:DeBeEnterprise@gmail.com)

The *Cruiser News*, *PGYC Email News* and the *PGYC Website* are produced and/or maintained by DeBe Enterprise and Service under a publishing services agreement with the Puerto Galera Yacht Club.