



PASSPORT *MEDIA*

Exploring The World Through

DIGITAL + VIDEO + PRINT + EXPERIENCES + CUSTOM CONTENT

A vibrant tropical beach scene. In the foreground, a sandy beach meets clear, turquoise water with gentle waves. Two large, smooth, brown rocks are partially submerged in the water. In the background, a lush green hillside is dotted with palm trees under a bright blue sky with a few wispy clouds. Two palm trees are prominent in the upper left and center, their fronds reaching across the top of the frame.

CONTENTS

Our Mission	page 3
Our On Line Readers	page 4
Our Print & Digital Readers	page 5
Sponsored, Custom Content & Custom Video Production	page 6
PASSPORT Experiences	page 7
Print Specifications	page 8
On Line Advertising Rates & Specifications	page 9
E Newsletter Options	page 10
Print Advertising Rates	page 11
Print Deadlines	page 12
General Terms and Conditions	page 13
Contact Information	page 14

PASSPORT is a great travel resource with in-depth articles about exotic destinations, travel gear and much more.



OUR MISSION

To guide, inspire, and encourage travelers to discover deeper, richer, and more fulfilling experiences at home and around the world through compelling story-telling on line, in print, with video, and through live events.



OUR AUDIENCE: PASSPORT On Line

The world's best inspirational and planning tool for the affluent, adventurous and sophisticated traveler.

WEBSITE OVERVIEW

Average Monthly Page Views: 4,755,000

Unique Monthly Visitors: 519,840

Average Repeat Visits Monthly: 3.74

Overall Average Visit Duration: 12m 52s

(Source: AW Stats July 30, 2025)

DEMOGRAPHICS

52.7% Male 47.3% Female

Average Individual Income: \$212,589

Median Age: 39

(Source: CMI Custom Research Study June 30, 2025)

SOCIAL MEDIA

Facebook: 383,800+ Reach

Instagram: 18,600+ Reach

TikTok: 30,000+ Reach

E MAIL

Registered Readers: 64,500+



PASSPORT Magazine Print & Digital Audience *

Paid Print Subscriptions: 98,745

Paid Digital/App Subscriptions: 36,486

Average Single Copy Print Sales per issue: 11,654

Average Single Copy App Sales per month: 5,250

CONTROLLED CIRCULATION:

Via Select Hotels, Inns, and B&Bs (118 Properties):
6,490 Per Issue

Via Delta and United First Class Lounges (89 US
Lounges Total): 4,450 Per Issue

Digital Airline Lounge Distribution (18 Airlines)
average downloads per month: 2,555

Gender: 89.8% Male / 10.2% Female

Median Age: 44

College: 87% Completed 4 years

Post Graduate Degree: 34%

C-Suite: 16%

Employment: 94% Full Time

Professional/Managerial: 64%

Median HHI: \$319,180

Own a valid passport: 94%

Took 5+ International Trips in the past 2 years: 58%

Took 5+ Domestic trips in the past 2 years: 54%

Took a Cruise Vacation in the past 2 Years: 64%

Average # of Hotel Room Nights in the past 2
years: 31

Flew Business / First Class in the past 2 years:
32%

Average Spend per Person per Trip: \$3,800



PASSPORT Sponsored & Custom Content *

95% of CMOs are saying that content marketing is an essential component to their strategy these days. PASSPORT offers custom content solutions following the same exacting standards that guide our editorial team.

We Offer Diverse Content Solutions:

Original Print Features from 2 pages to an entire dedicated section.

On Line Content from a single article to a dedicated Department

Custom Video Production created by our Emmy Award-winning video producers

Dedicated Social Media placements for Facebook, Twitter and Instagram

Custom Influencer Campaigns

On Line / Social Media contest and Sweepstakes to build your marketing database

** Pricing negotiated based on the scope of each project*



PASSPORT Experiences

PASSPORT Magazine and www.PASSPORTmagazine.com offer unique opportunities to maximize your advertising investment through “Experiential Marketing” programs. **PASSPORT** partners with clients to bring their brand to life through events, promotions, online services, and direct response programs. These programs allow **PASSPORT** and our clients to capture our readers' attention and to reinforce brand identity through product endorsement.

CUSTOM EVENTS: **PASSPORT** will create events tailored to your needs nationwide (cultural, retail, travel-related). These events may be scaled according to desire from 50 to 500 guests.

CO-SPONSORSHIPS: Cross-media with leading gay and lesbian social, sporting, arts, and travel events.

OPPORTUNITIES AT EVENTS: On-site sampling, signage, product display, live presentations, inclusion of your promotional items in event gift bags and more. Branding on materials where applicable.



PRINT SPECIFICATIONS

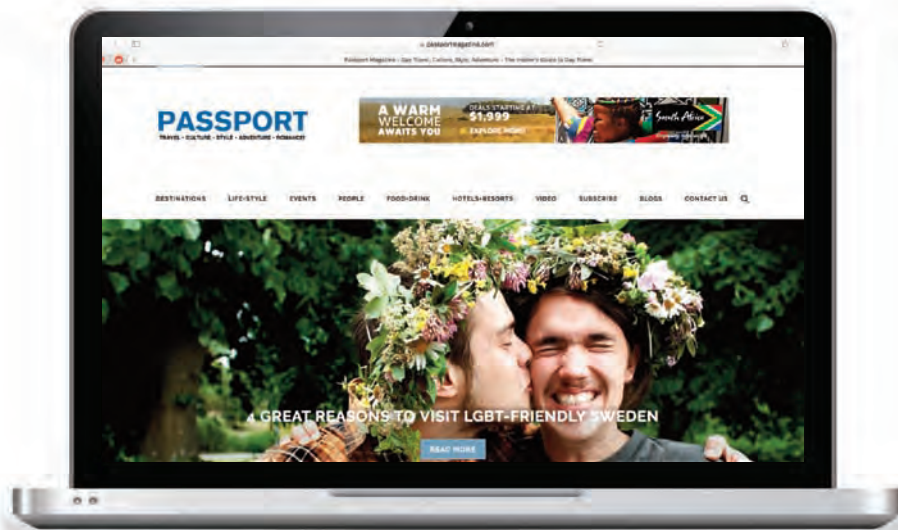
Dimensions	Width (inches)	Height (inches)
Bleed Dimensions	8.625	11.125
Final Trim	8.375	10.875
Full Page (Non Bleed)	8.125	10.625
2/3 Page Vertical	4.625	10.125
1/2 Page Horizontal	7.00	5.00
1/3 Page Square	4.625	4.625
1/3 Page Vertical	2.25	10.125

Spreads to be submitted as Individual Pages

Perfect alignment of type or image across two pages cannot be guaranteed. The safety area for spreads with critical crossover of primary image or type should be 3/8" all around (rather than 1/4" inch) to allow for the possibility of gutter pull out.

MATCH PRINTS REQUIRED WITH CROP MARKS IN PLACE FOR ACCURACY.

Acceptable File Format: Photoshop PDF and PDFIX-1A; 300 dpi; CMYK Must be to exact specifications and accompanied by SWOP proof. In the absence of a SWOP certified proof, the color reproduction of the ad will be based on industry standard best practices to achieve as accurate color as possible.



ON LINE RATES AND SPECIFICATIONS

Standard AD Banners: 300 x 250, 300 x 600, 728 x 90 Maximum weight site served: 75K
 Formats: Jpg, HTML5, Gif Animation: 3 loops maximum 5 seconds

Rate: \$25 CPM
 Minimum Order: 100K

Expandable Banners: 300 x 250 expands down to 300 x 600
 Initial Load: 40K 150 Polite Load Animation Maximum :30s

Rate: \$45 CPM
 Minimum Order: 50K

Gateway Interstitial: 300 x 250 (desktop and mobile)
 Maximum Weight site served: 50K

Rate: \$125 CPM
 Minimum Order 50K

Home Page Premium Slider Box: 1920 x 600
 Site Created. Client supplies photo/slide caption and Button Text (maximum two words) EG: Read More

Rate: \$125 CPM
 Minimum Order 50K

Client Provided Streaming Video: 1920 x 1080p mp4
 Videos may be embedded within relevant editorial features or client branded Content. Maximum length: 3 minutes.

Flat Rate: \$3,500/month

High Impact Executions such as Home Page Takeovers or Skins: Contact your PASSPORT Rep

NOTE: All banner/video with sound must be reader initiated.



E-NEWSLETTER SPONSORSHIP

Our newsletter goes out to 64,500 opt-in readers each Tuesday. A sponsorship consists of:

- A. 300 x 250 banner ad.
- B. 120 x 120 graphic or logo.
- C. Brief headline and 35-40 words of promotional text.

Cost: \$3,775 flat rate net

PASSPORT PICK

A PASSPORT Pick is an advertorial section in our weekly newsletter. The advertiser provides us with one non-advertising image measuring 683 pixels tall x 1024 pixels wide, along with 40-50 words of text, a brief (5-7 words) headline, and URL for linking.

Cost: \$3,775 flat rate net

CUSTOM/DEDICATED E-MAIL

A weekly e-mail sent on Thursdays to 63,000 opt-in subscribers.

Minimum Size: 1000 px wide by any length

Maximum suggested weight: 55K Static HTML only

Cost: \$3,775 flat rate net

ENGINEERED FOR
THE WHOLE FAMILY.
HOWEVER YOU DEFINE IT.



THE LEXUS RX 350L AND THE RX 450hL
WITH IMPRESSIVE 308-TOTAL HORSEPOWER.

When your needs are met, family time is a liberating adventure. With its powerful V6, take to the road and find the meaning you're looking for. Experience more to get more done, more every thing... together... in the members of the RX family.



PRINT ADVERTISING RATES

Four Color	1X	3X	6X	Premium Positions
Spread	\$19,190	\$17,640	\$17,300	IFC Spread 30%
Full Page	\$ 9,595	\$ 9,330	\$ 9,240	Cover 3 25%
Two-Thirds Page	\$ 8,640	\$ 8,395	\$ 8,315	Cover 4 40%
Half-Page	\$ 7,770	\$ 7,550	\$ 7,480	Opp TOC 20%
One-Third Page	\$ 5,755	\$ 5,595	\$ 5,540	Any Guaranteed Position 10%
Black & White	1X	3X	6X	
Spread	\$16,450	\$15,310	\$15,175	
Full Page	\$ 8,225	\$ 7,995	\$ 7,915	
Two-Thirds Page	\$ 7,400	\$ 7,190	\$ 7,125	
Half-Page	\$ 6,660	\$ 6,475	\$ 6,415	
One-Third Page	\$ 5,530	\$ 5,375	\$ 5,325	

All Rates Listed Are Net



SEE THE USA!

ARIZONA • HOUSTON • CHICAGO • BOSTON • NEWPORT • THE CATSKILLS • LONG BEACH & MORE



WORLD PRIDE!

50 STONEWALL 50 EVENTS • GAY ISRAEL • LONDON • TRAVELING GOURMET • LOUISVILLE & MORE



BANGKOK • CHIANG MAI • MEXICO CITY • AFRICA ADVENTURE • ITALY • LAKE TAHOE • GIFT GUIDE & MORE!

HOLIDAY TRAVEL

PASSPORT Print Deadlines

January/February "Romance, Cruise, Hot Getaways" Branded content: Romantic Getaways
Ad close: 11/26/2025 • Due Date: 12/5/2025

On Sale: January 7th

March/April "Luxury Travel & Spring Getaways"
Ad close: 2/3/2026 • Due Date: 2/13/2026

On Sale: March 6th

May/June "The Gay Weddings and Honeymoons Issue",
Branded content: Great Gay Weddings and Honeymoons.
Ad close: 3/31/2026 • Due Date: 4/10/2026

On Sale: May 4th

July/August "Culinary Travels"
Branded content: Global Gourmet
Ad close: 6/2/2026 • Due Date: 6/12/2026

On Sale: July 6th

September/October "Autumn Getaways Travel"
Ad close: 8/4/2026 • Due Date: 8/14/2026

On Sale: Sep 9th

November/December "Holiday Travel" and "Gift Guide"
Branded content: Winter Getaways
Ad close: 10/6/2026 • Due Date: 10/16/2026

On Sale: Nov 3rd



General Terms and Conditions

1. All Rates Expressed Are Net.
2. Late Payment: Invoices in default of the 30-day credit terms will be assessed a late fee of 3.4% per month on the original net balance due.
3. Payment in advance is required of all advertisers until establishment of credit. Credit applications are available upon request.
4. Payment is due in advance of publication and should accompany artwork.
5. Billing Disputes: All questions/disputes with regard to advertising charges must be reported to PASSPORT Magazine's Accounts Receivable department within 10 days of receipt of invoice. In the absence of said report the billed amount shall be deemed valid .
6. Advertisers and advertising agencies are liable for all content of advertisements (including text, representations, illustrations, and photography/artwork) and are responsible without limitation for any and all claims made thereof against PASSPORT Magazine. The Publisher reserves the right to revise, reject, or omit without notice any advertisement at any time.
7. PASSPORT Magazine accepts no liability for its failure, for any cause, to publish an advertisement. Liability for any error appearing in an advertisement is limited to the cost of the space actually occupied. No allowance, however, will be granted for an error that does not materially affect the value of the advertisement.
8. Drawings, artwork, and articles for reproduction will be accepted only at the advertiser's risk and should be clearly marked with sender's information to facilitate return.
9. Advertisers will be presumed to have read this contract and to have agreed to its conditions without any further contact or notice. No verbal agreement altering the rates and/or terms shall be recognized.
10. Cancellation of Scheduled Advertising: The cancellation date for all advertising to run is 10 days prior to the "Materials Due" date. No cancellations may be accepted after this date. The advertiser will be liable for payment in full of the invoice if materials do not arrive for placement of the ad by the "Materials Due" date.



CONTACT INFORMATION

Mailing Address:
247 West 35th Street
17th Floor
NYC, NY 10001

Phone: 212-594-6520

Advertising Department
advertising@passportmagazine.com

Editorial Department
editorial@passportmagazine.com

Accounting Department
accounting@passportmagazine.com

Any questions regarding production, specifications and so forth should be directed to the advertising department.