



The annual *Capital Region USA 2011 guide* is the all-new official consumer and travel trade guide for the UK, Germany and Europe. It will be published in November 2010, and is supported by Virginia, Maryland and Washington DC

Distribution: 173,000

Readership: 398,000

50,000 UK consumer - with *Essentially America*, the UK's leading consumer magazine dedicated to travel to the USA

40,000 UK and pan-European consumer and travel trade - as consumer and trade fulfillment and at consumer and trade shows, by Virginia, Maryland and Washington DC

50,000 UK consumer - with *The Daily Telegraph*, the UK's leading quality daily newspaper

5,000 UK travel trade and consumer - via electronic download from the *Essentially America* website

25,000 Germany consumer and travel trade - in German - as consumer and trade fulfillment and at consumer and trade shows in Germany, by Virginia, Maryland and Washington DC

3,000 Electronic downloads from the Capital Region USA web site

MARKET BACKGROUND

According to the US Travel Association, the UK is the largest inbound long-haul source markets for the USA. Not surprisingly, all research points to the largest market segment being in the upper income and sociographic brackets and aged over 35.

The *Capital Region USA* readership in the UK hits this target market exactly, through the guide's insertion into *Essentially America*.

ESSENTIALLY AMERICA READERSHIP

<u>Demographic and personal information</u>		<u>Travel habits and preferences</u>	
Personal profile		How many times have you been to North America?	
Male	55%	8+	78%
Female	41%	6-7	10%
Age		4-5	7%
Under 35	2%	1-3	5%
35-44	10%	0	0%
45-54	24%	Average trips planned within next 12 months	1.3
55-64	32%	Information about most recent trip to the USA	
Over 65	30%	Length of stay	16.6 days
Approximate annual household income		Cost of trip	£3,276
Up to £25,000	17%	Information sources:	
£25,000-£40,000	31%	Essentially America	68%
£40,000-£55,000	13%	Internet	68%
£55,000-£70,000	10%	Printed travel guide	53%
More than £70,000	9%	Downloadable travel guide from Internet	22%
		Travel agent	17%
		Other magazine(s)	14%
		Tour operator	13%
		Email newsletter	8%
		Newspaper	6%

(source: *Essentially America* research; January 2010)

CAPITAL REGION USA ADVERTISEMENT RATES – Four Color

	For Insertion Orders received prior to June 1, 2010	For Insertion Orders received after June 1, 2010
Full page	\$ 14,258	\$ 14,828
Half page	\$ 8,185	\$ 8,512
Quarter page	\$ 4,092	\$ 4,256
Sixth page	\$ 2,442	\$ 2,540
Outside Back Cover	\$ 17,690	\$ 18,398
Inside Front Cover	\$ 15,974	\$ 16,613
Inside Back Cover	\$ 15,710	\$ 16,338
Double Page Spread	\$ 21,650	\$ 22,516

German production costs		These net costs are to translate an existing advertisement, typeset German and create a German advertisement only (no re-design). Latest date for receiving final copy requiring German translation – July 27, 2010
Quarter page	\$ 444	
Half page	\$ 541	
Full page	\$ 663	

If your advert is being translated, we must receive the original files (e.g. InDesign or Quark; not a PDF). Please see our production specifications page for acceptable file formats.

CAPITAL REGION USA CLOSING DATES

Ad closing date	Ad copy deadline	Available
July 27, 2010	August 6, 2010	November 26, 2010

CONTACT INFORMATION

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 Fairfield, CT 06824
 USA

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**Capital Region USA 2011 French and Spanish Version
Distribution: 12,000**

A more condensed version of the *Capital Region USA 2011* guide will also be produced in French and Spanish, for consumer and trade fulfillment, and at consumer and trade shows in France and Latin/South America.

CAPITAL REGION USA ADVERTISEMENT RATES (FRENCH/SPANISH VERSION) – Four Color

	For Insertion Orders received prior to June 1, 2010	For Insertion Orders received after June 1, 2010
Full page	\$ 3,185	\$ 3,312
Half page	\$ 1,911	\$ 1,987
Quarter page	\$ 1,147	\$ 1,193

French/Spanish production costs

Quarter page	\$ 444
Half page	\$ 541
Full page	\$ 663

These net costs are to translate an existing advertisement, typeset French/Spanish and create French/Spanish advertisement only (no re-design).

Please note that French law stipulates that all adverts in the French language guide must be in French.

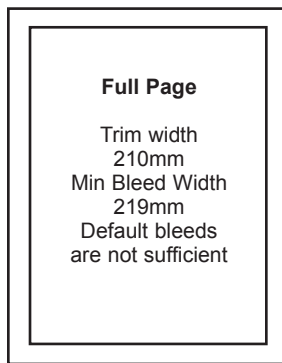
Latest date for receiving final copy requiring French/Spanish translation – July 27, 2010

If your advert is being translated, we must receive the original files (e.g. InDesign or Quark; not a PDF). Please see our production specifications page for acceptable file formats.

CAPITAL REGION USA CLOSING DATES

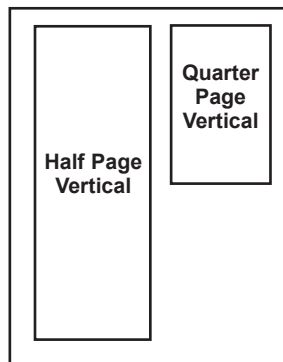
Ad closing date	Ad copy deadline	Available
July 27, 2010	August 6, 2010	December 13, 2010

CAPITAL REGION USA ADVERTISEMENT SIZES

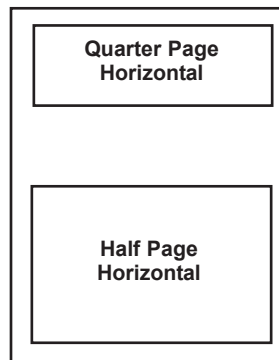


Full Page
Trim width
210mm
Min Bleed Width
219mm
Default bleeds
are not sufficient

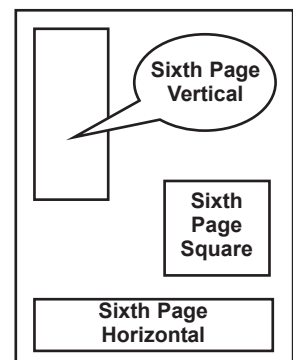
Full Page Type Area
268mm D x 183mm W
Bleed Page Size
303mm D x 219mm W
Trimmed Page Size
297mm D x 210mm W



Half Page Vertical
268mm D x 90mm W
Quarter Page Vertical
133mm D x 90mm W



Half Page Horizontal
133mm D x 183mm W
Quarter Page Horizontal
65mm D x 183mm W



Sixth Page Vertical
134mm D x 59mm W
Sixth Page Square
75mm D x 83mm W
Sixth Page Horizontal
42mm D x 183mm W

SUPPLYING DIGITAL ADVERTS & PRE-PRESS SERVICES

FILE FORMATS: Acceptable format for electronic copy: High resolution PDF documents are preferred with fonts embedded. We also accept EPS with fonts embedded, Quark up to Version 7, InDesign up to CS3, Photoshop and Illustrator up to CS3, with all fonts and high resolution pictures included. All colour elements must be CMYK.

If your advert is being translated, we must receive the original files (e.g. InDesign or Quark; not a PDF). Please see above for acceptable file formats.

IMAGE FORMATS: Images should be EPS or TIF, CMYK format.

FILE SIZES: Tone graphics should be supplied at 300dpi at 100%. Line graphics should be supplied at a minimum of 600dpi at 100%. *Never use JPEG compression. Avoid other use of compression.*

PDF FILES: Save as high resolution in composite CMYK format, press-optimised with Acrobat 4 compatibility. Please embed all fonts. *We will not edit your PDF. This format is not suitable if we are to create versions of the same advert, such as a translation.*

PLEASE REMEMBER TO:

- Avoid TrueType fonts
- Convert all files to CMYK
- Include all original EPS or other elements as separate files
- Delete any images you do not want to print
- Check pale tints are not less than 15% for printability
- Set text to overprint
- Use italic or bold fonts rather than using styles
- Include all fonts used

Advert Sizes are given as DEPTH followed by WIDTH. Please use millimetres.

Double Page Spreads
Supply as single pages.

Live matter
Keep away from trim edges and 7mm from the gutter on spreads.

Bleed *Is only for full-page adverts.*

IMPORTANT:

File Checking: Whilst we take every care to reproduce your data faithfully, it is the client's responsibility to ensure these guidelines have been adhered to and that the latest colour proof has been supplied. If in any doubt, we recommend you order film proofs (Matchprints or Cromalins) or digital colour-calibrated proofs. Please ask us for a quotation.

CORRECTIONS:

If any defect is apparent in files supplied, we will ask you to re-supply, or provide our quotation for the additional work.

QUESTIONS:

Please call or email Jennie Caley
jennie@cpl.biz
011 44 1223 477438

MATERIALS

Materials may be submitted as follows:

1. **Email to:** Jennie Caley at jennie@cpl.biz
2. **FTP site:** ftp.phoenixip.com
User: phoenixipftp
Password: 1jxy61qw
3. **DISC to:** FAO CRUSA
Phoenix International Publishing
c/o Cambridge Publishers Limited
275 Newmarket Road
Cambridge, CB5 8JE, UK
011 44 1223 477438

Special offer for CRUSA advertisers!

The 2011 CRUSA Guide will appear in the Winter 2011 issue of *Essentially America*.
In order to provide you year-long coverage in this internationally renowned publication, if you buy one ad in either the Spring or Autumn issue, you will earn a second insertion in the other issue for free!

CAPITAL REGION USA INSERTION ORDER/BOOKING FORM - Please fax to: (203) 255-8804

Client: _____	Agency: _____
Address: _____	Address: _____
City/State/Zip: _____	City/State/Zip: _____
Telephone: _____	Telephone: _____
Fax: _____	Fax: _____
E-mail: _____	E-mail: _____
Contact Name: _____	Contact Name: _____
Title: _____	Title: _____

	Size	H or V	Position	Gross	Net
English/German:					
French:					
Spanish:					

Will you supply materials
in German? : Yes ___ No ___ Pickup 2010 ___
in French? : Yes ___ No ___
in Spanish? : Yes ___ No ___

Do you require your ad to be translated
into German? : Yes ___ No ___
into French? : Yes ___ No ___
into Spanish? : Yes ___ No ___

Invoice to: advertiser/client as above _____, or agency as above _____

Invoice upon: Publication _____ Order _____

Material to arrive on (date): _____ or pick up of materials published in: _____

Material due from (source):

Name: _____	Company: _____
Address: _____	City/State/Zip: _____
Phone: _____	_____
Email: _____	Fax: _____

Ordered by (signature): _____

Name/Title/Date: _____

Please note: Invoice will be sent with tearsheet, and is due on receipt. Any invoice unpaid after 30 days will be subject to a 2% per month finance charge. All unconfirmed insertion orders are subject to rate of exchange increase.