

# stay connected

THE MAGAZINE FOR VISITORS TO PORTSMOUTH INTERNATIONAL PORT

Portsmouth  
INTERNATIONAL  
Port



## Media Pack 2012

# stay connected

## Stay Connected with your travelling audience en route to international and UK destinations from Portsmouth International Port.

With a new terminal serving both cruise and ferry passengers, Portsmouth is an ideal start point for holidays and business trips, as well as a welcome to visitors from overseas. Coupled with the attractions of Portsmouth and surrounding areas, the *Stay Connected* magazine is a great opportunity to profile yourself to an international audience.

### Stay Connected is:

- Full colour, A4 and glossy – a lifestyle and leisure magazine to serve and inform visitors to the Port, Portsmouth and overseas travellers
- Published twice a year, spring/summer & autumn/winter
- Packed full of high quality advertising from businesses keen to market their products and services to a discerning and targeted readership of travellers

### Advertising benefits

Businesses and organizations interested in passengers through Portsmouth International Port and the Portsmouth area can get a competitive edge by advertising in *Stay Connected*, published twice a year.

#### How you benefit:

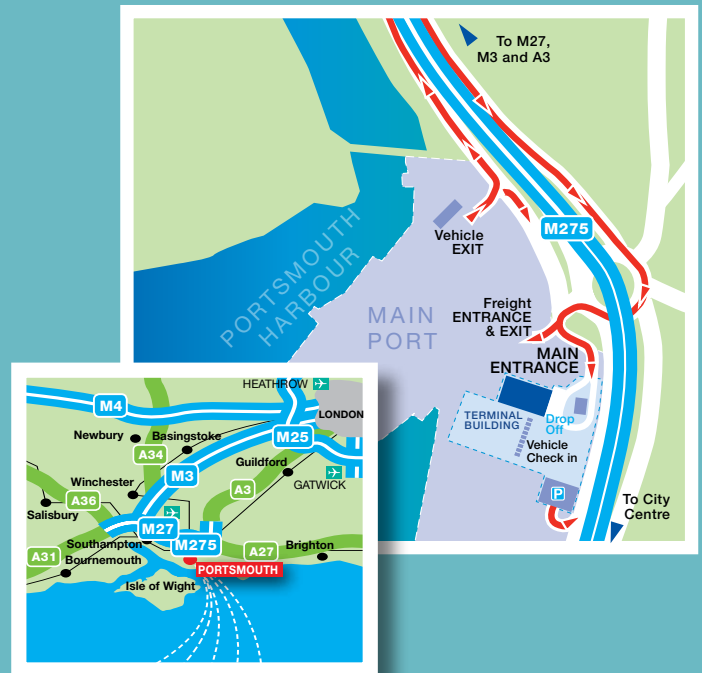
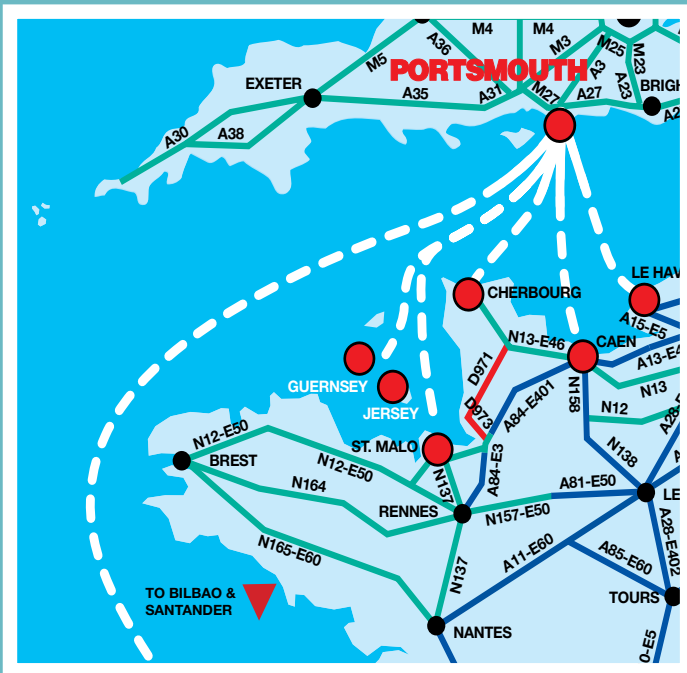
- Close association with Portsmouth International Port
- Exclusive targeted circulation and readership
- The only dedicated magazine for the Port
- A range of advert sizes to suit your budget, from an eighth of a page up to double-page spreads and supplements
- Advertising Promotions and Special Reports to focus on certain areas and events
- A design and artwork service to create your advert



### Your Stories

Do you have a story to tell? Please email your press release or information to the editor together with any supporting photographs: [stayconnected@navigate-design.com](mailto:stayconnected@navigate-design.com)

## Portsmouth maps



## Target audience and distribution

### The magazine is read by:

- Ferry Passengers travelling to destinations served by Portsmouth International Port, including Bilbao, Caen, Cherbourg, Guernsey, Isle of Wight, Jersey, Le Havre, Santander, St. Malo
- Cruise Passengers en route to destinations all over the world
- Visitors to the Port including school groups, retirees, second home owners, caravanners, cyclists, motoring enthusiasts families, holiday makers and business travellers
- Businesses in and around the Port, freight handling and shipping
- Visitors to local attractions, hotels, restaurants and other local businesses

## Summary

*Stay Connected* serves the ferry and cruise passenger community and all businesses associated with it, so please do get involved and benefit from these great advertising opportunities.

**38%** of passengers are travelling for recreation and leisure

**43%** of passengers are travelling to their holiday home



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Portsmouth International Port:

**2.2 million**

passengers went through the Port in 2010

**3300**

sailings to the continent and Channel Islands in 2010

**38%**

of passengers are travelling for recreation or leisure

**43%**

of passengers travel to a holiday home

The Port was renamed in January **2011**

The Port opened in

**1976**

The new **2700** square metre passenger terminal opened in April 2011

## Ferry Operators



## Cruise Operators



### To find out more please contact:

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