

caribbean living

beyond the beach™

MEDIA KIT





CARIBBEAN LIVING MAGAZINE DEMOGRAPHIC OVERVIEW SUBSCRIBERS/DISTRIBUTION:

Now you can find Caribbean Living in ***Barnes & Noble, Borders, Books – A – Million, Target, Publix, Harris Teeter, Tucos*** and many more retail chains across North America, Canada, The Caribbean and Europe.

62% female 38% male

The male audience is comprised of a unique set of affluent athletes who have the time and money to go where and when they want to.

We are in-home with every current NFL player, from Tom Brady to Brady Quinn, offering great exposure beyond our core set of subscribers.

Age:

60% of our readers are between 25-54
Median Age: 38

Education:

Prelim research numbers 70% college degree

Financial:

Average HHI \$985,000

Unique reach:

Caribbean Living Magazine takes advertiser's messages to:

Sundance Film Festival
The Oscars
Cannes Film Festival
Tribeca Film Festival

Rate Base: 65,000
Total Paid: 37,000
News stand vs. Subscription : 43/57
Pass along readership average: 4



ADVERTISING RATES

The Lifestyle Magazine
For Those Who Love The Caribbean &
Live Their Lives on Their Terms.

2009 Advertising Rates - Four Color

Full Page 1x \$9,800 2x \$8,849 4x \$8,299

2/3 Page 1x \$4,974 2x \$4,740 4x \$4,402

1/2 Page 1x \$3,225 2x \$3,044 4x \$2,902

1/3 Page 1x \$2,360 2x \$2,233 4x \$2,135

Premium Positioning Covers

2nd Cover 1x \$10,692 2x \$9,472 4x \$8,999

3rd Cover 1x \$9,989 2x \$9,447 4x \$8,400

4th Cover 1x \$10,995 2x \$9,799 4x \$9,000

Cover 2/pg 3 1x \$17,846 2x \$16,992 4x \$16,002

Financial:

All Rates are gross and in USD Caribbean Living is published quarterly

Issue 1 2009 on Sale January 15

Issue 2 2009 on Sale April 1

Issue 3 2009 on Sale July 15

Issue 4 2009 on Sale October 15

Space Closing Material Closing

Issue 1 2009 December 1/December 18

Issue 2 2009 March 13/March 20

Issue 3 2009 June 15/June 22

Issue 4 2009 September 1/September 8



HOME PAGE BANNER

728x90 Leaderboard: Exclusive or rotating with up to three other marketing partners, this will be the first thing people see upon visiting our site. \$1,000 per month

180x150 Tile: Rotates with, at most, only one other marketing partner. \$625 per month

468x60 Banner: Rotates with up to three other marketing partners and links to the URL of your choice. Displays on our home page and several more of our most popular pages. \$225 per month

DESTINATION PAGE BANNERS

728x90 Leaderboard: Exclusive banner providing immediate exposure to destination-page visitors. \$750 per month

180x150 Tile: Exclusive banner displayed on destination page(s) of your choice. \$375 per month

180x150 Article Pages Tile: Exclusive banner that appears on all of a destination's article pages, usually numbering between 10 and 50. Pricing Varies Run of Site Banners

728x90 Leaderboard: Banner will display on any page on site that does not have an exclusive banner scheduled. \$25

180x150 Tile: Banner will display on any page on site that does not have an exclusive banner scheduled. \$1,500 per month for exclusive space, \$375 per month for rotating



IT TAKES A VILLA SECTION

This special advertising section is devoted to independent villa properties with a lead in editorial in each issue exposing our readers to the virtues of a villa vacation.

Material requirements are 1 high resolution image of the property With up to 150 words of text plus contact and web information there will be a maximum of 6 villas per page.

Rates:

1x \$860 2x \$790 4x \$500

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AD SPECS & DETAILS

Mechanical Requirements

Width Height

Full Page Bleed	8-3/8" (8.375") 11"
Full Page Trim	8-1/8" (8.125") 10-3/4" (10.75")
2 Page Spread Bleed	16-1/2" (16.5") 11"
2 Page Spread Trim	16-1/4" (16.25") 10-3/4" (10.75")
2/3 Page Vertical	4-9/16" (4.5625") 10"
1/2 Page Horizontal	7" 4-7/8" (4.875")
1/2 Page Island	4-9/16" (4.5625") 7-1/2" (7.5")
1/3 Page Vertical	2-3/16" (2.1875") 10"
1/3 Page Square	4-9/16" (4.5625") 4-7/8" (4.875")
1/6 Page Vertical	2-3/16" (2.1875") 4-7/8" (4.875")
1/12 Page Square	2-3/16" (2.1875") 2-3/8" (2.375")

Hold live matter 1/4" (.25") from trim on all four sides.





Any supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

Ad Sizes: All ads must be created to exact size specifications on the rate card or will incur charges for resizing. No live matter within 1/4" of gutter or trim on full-page or spread ads.

Preferred Format: PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see www.adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions.

Accepted Formats: InDesign or QuarkXpress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines and total area density should not exceed 300%. View specifications online at www.swop.org. To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark "Collect for Output." Other Desktop Application Files such as Illustrator or Photoshop are also accepted.

Fonts: All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black ONLY.

Photos: All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

Graphics: TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

Proofs: For full-page and spread ads, advertisers MUST submit a digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Or Fuji Final Proof. Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$40 per page.

DIGITAL REQUIREMENTS

The publisher and printer will not accept responsibility when contract proofs are not submitted.

Media Transfer: CD, DVD

Electronic Transmissions: Ad files can be delivered via our FTP.

For ads supplied electronically advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof, at a charge of \$10, per page, will be sent to advertiser for approval and an Epson proof will be made at \$40 per page for full-page ads and spreads. We do not accept ads via e-mail.

For more information: Vidar Lien, Creative Director at 954.382.4565

Electronic files are stored for one year only, unless otherwise requested in writing.

Binding: Perfect, foot jog.

Inserts: Consult your advertising representative.

Production and prepress services are available; rates also available upon request.



GENERAL CONDITIONS

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
5. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.
6. Publisher is not liable for delays in delivery, or non-delivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.
7. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
8. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
9. Until credit is approved, Advertisements are run on a prepaid basis only.