

MEDIA INFORMATION

PRINT ADVERTISING



At a glance

- The **in-flight magazine of Caribbean Airlines**
- Available **free on every flight**, in print and digitally via in-flight WiFi
- Published bi-monthly (**six times per year**), with **70,000 print copies per issue**
- Distributed free through Caribbean Airlines' network worldwide; and through international, regional and local advertisers
- Distributed to **subscribers** in 45 countries worldwide
- Free distribution at major international **travel/tourism trade shows**
- Up to **six million print and digital readers annually** — with an estimated print readership of 600,000 per issue (due to a high pass-on rate), and two million unique online readers annually
- Available free online at www.caribbean-beat.com, including as a free **flip-book**.

Editorial & design

Published continuously since 1992, *Caribbean Beat* is packed full of stories covering the best of the Caribbean, and aimed at anyone with an interest in the region and its diaspora. Accompanied by stunning photography, the magazine features what Caribbean people are doing in everything from music and festivals to business and sport, the environment, cuisine, fashion, the arts and film — all in a clean, modern design.

Caribbean Beat not only visits the well-known tourist destinations, but ventures off the beaten track to find the region's undiscovered attractions and accomplishments. *Beat* profiles the people who are making an impact on the region and the world, showcasing both innovation and the warmth of traditional Caribbean lifestyle.

Distribution & readership

PRINT DISTRIBUTION

- *Caribbean Beat* is distributed free to Caribbean Airlines' **three million business and leisure passengers** annually on 725 weekly flights across its regional and international network, which includes:

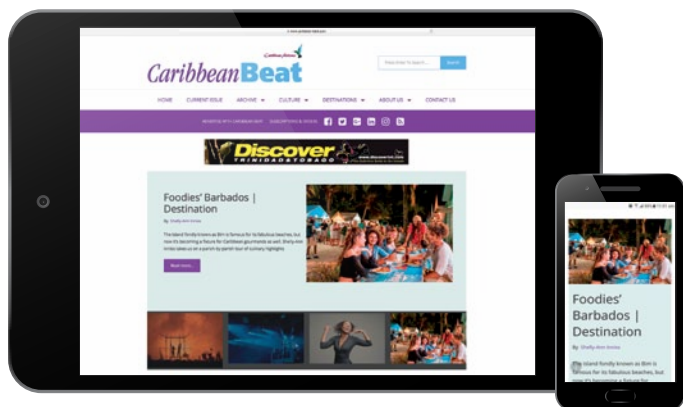
Antigua & Barbuda
Barbados
Canada (Toronto)
Cuba
Grenada
Guyana
Jamaica
St Lucia

St Maarten
St Vincent
Suriname
The Bahamas (Nassau)
Trinidad & Tobago
United States (Ft Lauderdale, Miami, Orlando, and New York)
Venezuela (Caracas)

- *Caribbean Beat* is **free for passengers to take away**, resulting in even higher pass-on readership (especially from travellers to friends and family). The magazine's readership averages over 600,000 per issue (or nearly 4 million per year) in print alone
- *Caribbean Beat* is also distributed to a global print and digital subscription base, reaching over **45 countries** in North America, Europe, Australia and Asia.

Issue deadlines

Issue	Booking Deadline	Artwork Deadline
January–February	October 28	November 11
March–April	December 30	January 10
May–June	February 29	March 10
July–August	April 29	May 10
September–October	June 30	July 11
November–December	August 30	September 9



ONLINE & DIGITAL DISTRIBUTION

- In addition to the print edition, *Caribbean Beat* is available to **read digitally on Caribbean Airlines' new in-flight entertainment system**, which passengers can access on their laptops, tablets, and mobile devices via the airline's closed WiFi network
- Caribbean Beat* is reproduced in full online for free at www.caribbean-beat.com, and via digital subscriptions — both as a full flip-book replica, and as individual articles. The *Caribbean Beat* website receives over **2 million unique visitors annually**.

Reputation

- Caribbean Beat* is the most respected magazine in the region and diaspora, both for editorial content and for advertiser exposure. It has a proven track record of features, profiles and the latest news and buzz in the region
- The magazine has a loyal and enthusiastic readership — nearly 90% of our readers rate the magazine Excellent or Very Good.

Added value for advertisers

With some six million print and digital readers per year, *Caribbean Beat* offers advertisers a level of combined print and online exposure that is **unmatched by any other Caribbean magazine**.

Advertisers receive:

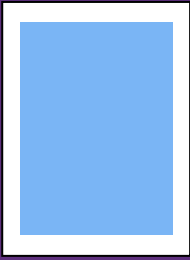
- Full reproduction of advertisements in the online flip-book edition
- A complimentary online advertisement for a specified period, with the option to extend at a discounted rate
- Complimentary publication of news releases, which are then shared on our social media profiles.

Advertising Costs

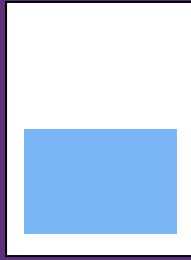
(all prices quoted in US currency, not including Trinidad and Tobago VAT)

Sizes	No of insertions (rates quoted are cost per issue)			
	1	2 or 3	4 or 5	6
Inside front cover	\$7,507	\$7,128	\$6,755	\$6,380
Inside back cover	\$6,755	\$6,417	\$6,080	\$5,747
Outside back cover	\$8,832	\$8,393	\$7,946	\$7,507
Double-page spread	\$9,707	\$9,218	\$8,737	\$8,245
Full-page	\$5,390	\$5,122	\$4,845	\$4,585
Half-page	\$3,507	\$3,365	\$3,155	\$2,977
Quarter-page	\$2,080	\$1,980	\$1,877	\$1,722
Eighth page	\$1,304	\$1,236	\$1,175	\$1,106

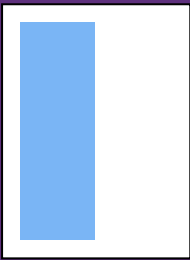
Advertising Specifications



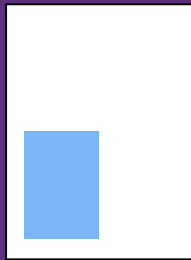
Full-page non-bleed
Width: 180 mm
Height: 246 mm



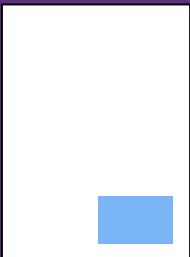
Half-page horizontal
Width: 180 mm
Height: 121 mm



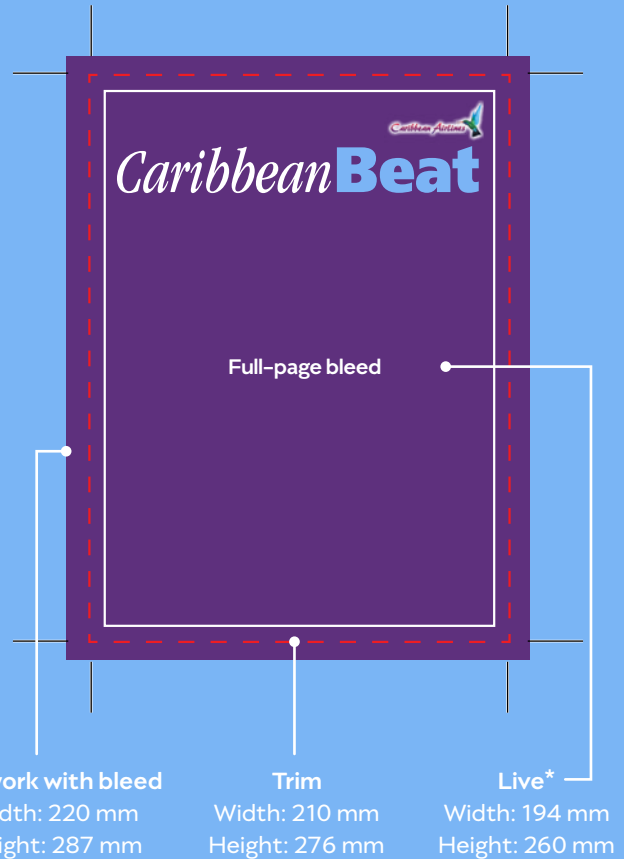
Half-page vertical
Width: 88 mm
Height: 246 mm



Quarter-page
Width: 88 mm
Height: 121 mm



Eighth page
Width: 88 mm
Height: 58.3 mm



Digital artwork requirements

- Adobe Illustrator AI/EPS, TIFF and Press Quality PDF file formats accepted
- Please outline or embed all fonts
- CMYK or Grayscale colour space, 300 ppi resolution
- *Live specs: all important matter must be within this area (or 8 mm from the Trim on all sides)
- Please keep trim marks off the bleed area.

Contact information

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Caribbean Beat



**MEDIA & EDITORIAL
PROJECTS LIMITED**

6 Prospect Avenue, Maraval, Port of Spain
Tel: (868) 622-3821 ■ Fax: (868) 628-0639
www.meppublishers.com



WEB ADVERTISING

www.caribbean-beat.com

Caribbean Beat online is among the best uses of your online advertising dollars in the Caribbean and its diaspora. More than 80% of the issues and articles published since Caribbean Beat's launch in 1992 are now available online. This means high traffic and greater exposure for online advertisers.

Maximum visibility

- Our website receives up to 1 million hits monthly from visitors all over the world, who find us through numerous links from other websites, web searches, and our social media portals
- Our readers are predominantly affluent and well-travelled consumers who fly to, from, and within the Caribbean for business and leisure.

Always current

- Caribbean Beat's online edition is updated bi-monthly with the publication of each new print issue, both as a complete online flip-book, and as new, stand-alone articles on our website
- Additional news and online exclusives are also added to the site between issues, and shared on our dynamic social media portals, driving tens of thousands more users to our main website.

Flexibility & savings

Advertising with Beat gives you the flexibility to decide **when**, **where** and **how** you advertise.

Rates

Leaderboard banner (728 x 90 pixels, homepage)	\$150 / month \$1,500 / year
Medium rectangle (300 x 250 pixels, homepage and all articles across the site)	\$120 / month \$1,200 / year
Text links (URL & anchor text on specific articles/blog posts)	\$50 / month \$500 / year \$1,000 (indefinite)
Web listing (200 words of text plus one photo on relevant articles)	\$1,750 / year \$2,250 (indefinite)
Web advertorial (a dedicated page on our website with 500–1,000 words and four to six images)	\$4,250 / year \$5,250 (indefinite)

ANNUAL BUNDLES	
Web listing + medium rectangle	\$2,500
Web advertorial + web listing/medium rectangle	\$5,100
Web advertorial + web listing + medium rectangle	\$6,100

Print advertisers also receive an *additional 10% discount* off all monthly and annual rates! Contact us for a quote on permanent/indefinite placement bundles.

Tech specs

- Ads can be static (e.g. JPEG, GIF, or PNG) or dynamic (e.g. HTML5). All files should be web optimised, with static ads no larger than 50kb
- Images for advertorial or web listings should be landscape, 1200 pixels wide, 72–150dpi, and not larger than 250kb
- Ads are posted online within one business day of payment receipt.
- All web ads and online promotions should be optimised for the medium (e.g. press releases with web-ready photos for the website; and engaging photos with copy for social media); may not contain third-party promotional material; and are placed at the discretion of MEP. Limit of one promotion per month for half-page and full-page advertisers.


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Caribbean-Beat.com Web statistics

MOST POPULAR CONTENT

1. 40 Things to Do in Trinidad & Tobago
2. The Merikins: Heroes of the Forgotten War
3. Top 10 Things to Do in Grenada
4. Wendy Fitzwilliam: Between a Mother and Son
5. Caribbean Hollywood: 40+ Actors of Caribbean Heritage
6. Trinidad Carnival for Beginners
7. Masman Peter Minshall
8. Mario Sabga About: the Man Who's Made Rituals a Way of Life
9. The World of Rastafari
10. A Passage from India



Over

2,000,000

visits to the site a year

TOP REFERRERS



Google search, Facebook, Twitter and Pinterest

ACCESS



VS



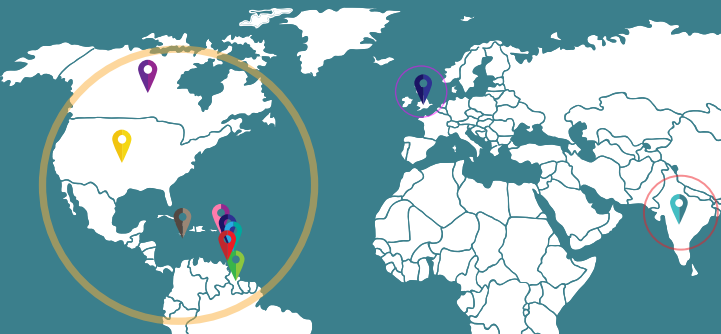
45%

Users access us almost equally from desktop and mobile, with the slight edge to phones and tablets

55%

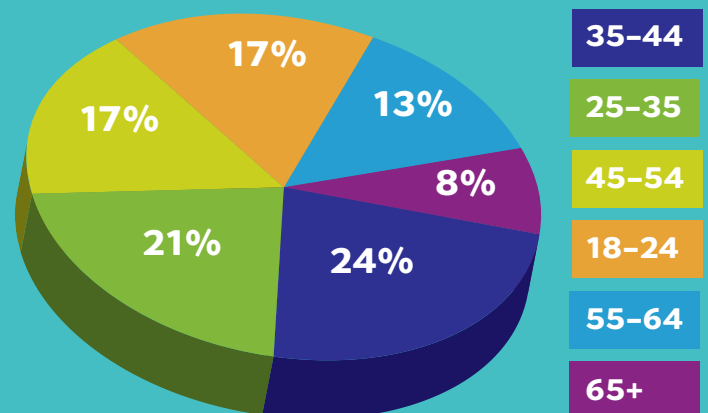
VISITORS BY LOCATION

Our website visitors come in greatest numbers from these countries, listed in order



- | | |
|-------------------|-------------------|
| USA | Barbados |
| Trinidad & Tobago | Guyana |
| United Kingdom | India |
| Canada | Grenada |
| Jamaica | Antigua & Barbuda |

AGE OF OUR VISITORS



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