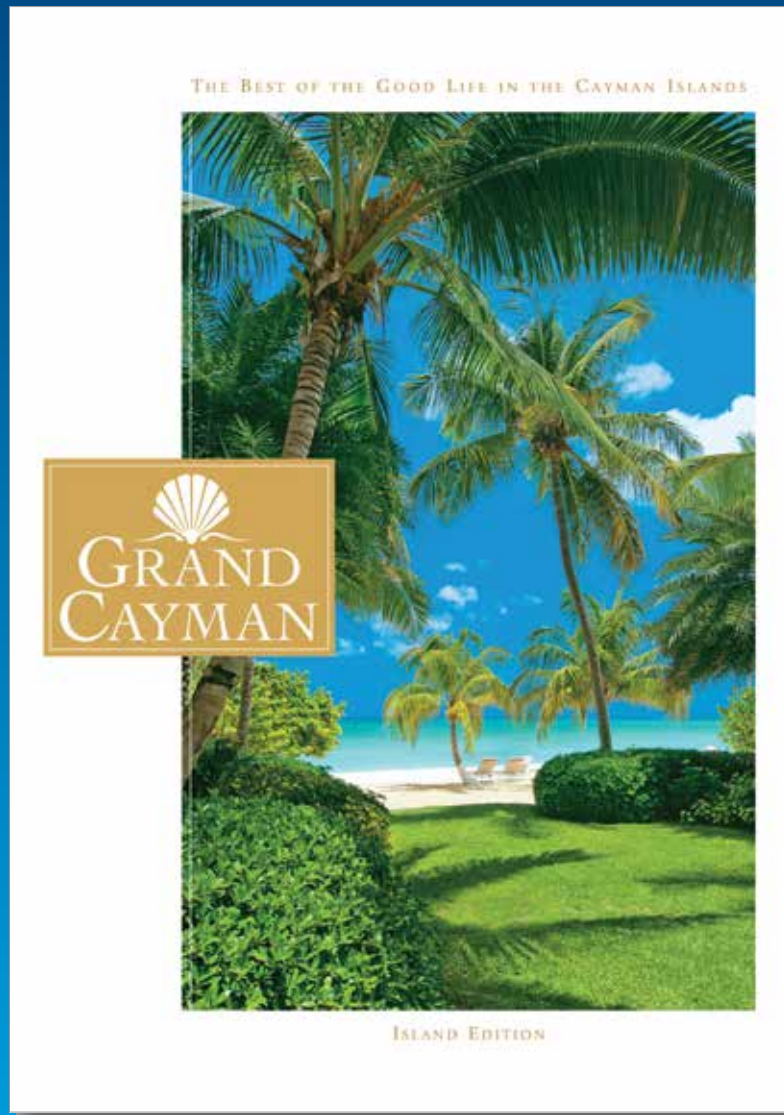


# GRAND CAYMAN MAGAZINE



*Media Kit*



# *The Best of the Good Life* IN THE CAYMAN ISLANDS

The “subtitle” for *Grand Cayman Magazine* is “*The Best of the Good Life in the Cayman Islands,*” and each issue is created around that positive editorial focus. Our audience consists of well-educated, well-to-do readers with the resources and the sophistication to appreciate — and acquire — the finer things in life.

The result is not only a beautiful, high-quality publication that has achieved “collector-item” status, but also a marketing and advertising vehicle that has been embraced by Grand Cayman’s most prestigious financial institutions, real estate companies, purveyors of fine retail goods, the most elegant dining establishments, and so many others.

By way of international recognition, *Grand Cayman Magazine* has repeatedly received the prestigious first-place Gold Award for Excellence in magazine publishing from the International Gallery of Superb Printing.

We invite you, as an advertiser, to become part of our next issue. Although the cost of producing *Grand Cayman Magazine* is substantial (we use the finest paper and insist upon unequalled quality throughout our production process), we make every effort to keep our advertising rates reasonable.

Further, as a publication of Pinnacle Media Ltd., *Grand Cayman* can create a beautiful and effective

advertisement — or campaign — for your firm. Pinnacle offers complete marketing and design services to many of the leading professional and commercial establishments on the island as well as on-island printing at one of our sister companies, Precision Print.

If you believe your firm needs to upgrade its image or reach out to new clients or customers, may we suggest that a good place to start would be to contact us at *Grand Cayman Magazine*.

## CIRCULATION

*Grand Cayman Magazine* is distributed to luxury hotels and condominiums along Seven Mile Beach and beyond.

Personalized copies of *Grand Cayman* are hand-delivered to a proprietary database (3,500 names) which includes all partners at all island law and accountancy firms, managing directors and senior staff of all banks and other financial institutions, business executives, all top-level government officials, and other VIPs resident on the island.

*Grand Cayman* is also regularly replenished at the Owen Roberts International Airport arrival lounge, the private airport, upscale restaurants, and other high-traffic public locations, including the Cayman Airways Sir Turtle Club Lounge.



WE REACH THE THREE  
*Most Desirable Markets*  
*in the Cayman Islands:*





OUR READERS ARE  
*Your Future Customers*

**Grand Cayman Magazine, in addition to being — by far — the highest-quality publication in the Cayman Islands, also reaches the most sought-after upscale readers that our advertisers desire — and require.**

**E**ach issue of *Grand Cayman Magazine* is created for a targeted audience of preferred readers who appreciate the finer things in life and have the means to afford them.

Over the years, we have encouraged a “relationship” between our readers and our advertisers, and the result has proven to be rewarding to each. We’re proud to be the matchmaker!

**AMONG OUR CHANNELS OF DISTRIBUTION:**

- Hand-delivery, via courier, to more than 3,500 Grand Cayman executives (every partner of every major law firm and accountancy firm, bank directors, company managing directors, etc.)
- Upscale private homes, condominiums and hotels on Seven Mile Beach and beyond.

- The passenger arrival lounges of Owen Roberts International Airport and the private jet terminal.
- Select VIP mailing lists of travel and media outlets in the United States and Canada.
- Multiple copies to businesses, Department of Tourism, and government offices for distribution to their private clients, use at seminars and conferences, and for office display.
- Select special events such as Offshore Alert Conference in Miami and London, GAIM OPS West Coast, and others as requested.
- Select conferences on island including: CIMPA, Careers Expo, CI Healthcare Conference, GAIM OPS Cayman, CEO Conference, CAIS, and others as requested.

# Ad Space Rates

## DISPLAY ADS

ONE-TIME (6 MONTHS COVERAGE)

Full Page	CI\$4,800	(US\$5,900)
Double-Page Spread	CI\$9,600	(US\$11,800)
Two-Thirds Page	CI\$3,500	(US\$4,300)
One-Half Page Horizontal	CI\$2,600	(US\$3,200)
One-Half Page Vertical	CI\$3,000	(US\$3,700)

DINING SECTION ALSO INCLUDES

One-Quarter Page	CI\$1,250	(US\$1,525)
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All of the above display ads include free listings in our Register of Display Advertisers.

## SPECIAL 'BAZAAR' ADS

One-Quarter Page	CI\$1,250	(US\$1,525)
One-Eighth Page	CI\$650	(US\$795)

## SPECIAL ADVERTORIAL SECTION

(6 MONTHS COVERAGE)

Full Page	CI\$4,800	(US\$5,900)
Half Page	CI\$2,600	(US\$3,200)
Double-Page Spread	CI\$9,600	(US\$11,710)
Four-Page Advertorial	CI\$19,200	(US\$23,415)

Multiple Page Discounts Available

### Special Placement of Display Ads

Add 15% for specific placement guarantee

### Design & Layout Fees

Additional fees will be charged for scanning, design and layout, photography, retouching, proofing and other items necessary to produce or refine an advertisement for acceptable quality.



# Artwork Specifications & File Transfer

## FULL PAGE



Trim Size: 9.5" x 13.25"  
Type Safety Area: 8.5" x 12.25"  
Bleed: 10" x 13.75"

## 2/3 PAGE VERTICAL



5.125" x 11.75"

## 1/2 PAGE HORIZONTAL



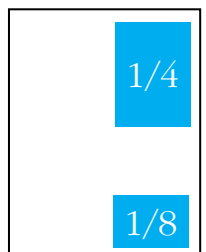
8" x 5.625"

## 1/2 PAGE VERTICAL



5.125" x 8.25"

## SPECIAL SECTIONS



(1/4) 3.875" x 5.625"  
(1/8) 3.875" x 2.687"





## PRINTING SPECIFICATIONS:

**PRESS:** Sheet Fed

**COLORS:** CMYK are standard. Special colors are available at an extra fee.  
Stock: 100 # coated

**PRE-PRESS:** Colored Type: Formulas should be made of 3 colors or less for best registration.  
Reversed Type: A minimum of 6 pt. for San Serif typeface and 9 pt. for any Serif typeface. UCR should be 300% maximum coverage. All artwork and photograph scans and digital photos must be in high resolution 300 dpi.

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## AD FORMATS:

All ads must be presented in digital format. Files must be accompanied by support documents and a color laser proof.

**Adobe Acrobat PDF files are acceptable only in Press Quality high resolution binary formats and if accompanied by a color laser proof, all fonts, and all support documents including photographs and logos. Crop marks need to be offset by .125" away from the trim edge.**

## FULL-PAGE ADS:

The ad should be designed so that all type and artwork in the ad are inside a 1/2 inch safety area all around for printability, trim, and binding. All full page bleed ads must have 1/4 inch bleed. This means that an extra 1/4 inch must be added all around the trim size (9.5" x 13.25") which makes the final bleed ad size 10" x 13.75". (1/4 inch added to left, right, top, bottom).

## DOUBLE-PAGE SPREAD ADS:

Double-page spread ads should have a gutter of 1/2 inch on both left and right pages. Otherwise,

there is a risk of losing type or other items in the gutter when the publication is bound. Of course, photographs can scan two pages if desired. Layouts for the double-page spread should be on one file. The trim size of the double-page spread is 19" x 13.25". The bleed size of the double-page spread is 19.5" x 13.75" (1/4 inch added all around outside edges).

## PARTIAL PAGE ADS:

Partial page ads should be designed to specific sizes outlined above.

## ELECTRONIC TRANSFER:

We have high speed Internet in our office and a "Hightail" link for uploading files. Please follow these instructions:

## "HIGHTAIL" UPLOAD LINK:

Stuff or Zip art file to send.

Then go to:

**[www.hightail.com/u/PinnacleMedia](http://www.hightail.com/u/PinnacleMedia)**

Select file from your desktop and attach.

Click on **SEND IT** at the bottom.

# WELCOME TO *Grand Cayman Magazine*

**A**s anyone who lives in the Cayman Islands knows, *Grand Cayman* is by far the highest-quality publication produced either on the island or in the entire Caribbean region. It compares favorably with the top magazines produced anywhere in the world.

As most people know, the Cayman Islands are considered to be a world-class offshore financial center and visitor destination – the jewel of the Caribbean with strong commercial and cultural links to the United States, Europe, and the business capitals of the world.

We created *Grand Cayman Magazine* many years ago to offer a publication that reflects the quality and sophistication of the island we call home.

*Grand Cayman* is “grand” in its scope – its pages are “oversized,” it is considered to be a “coffee-table” showpiece, and it even has achieved “collector’s item” status. We present twice a year “The Best of the Good Life in the Cayman Islands” (which also happens to be the subtitle of our magazine). Our stories are well researched, intelligently written, skillfully edited, and beautifully presented. Many of our photographs of these islands are frameable (and we regularly receive requests for copies).

As Editor-in-Chief, David incorporates into every page of *Grand Cayman* his writing and editing skills practiced for many years at *The*



**Publishers Vicki and David Legge**

*Washington Post*, *Newsweek Magazine*, and as the author of a best-selling book. Vicki brings to this publication her unsurpassed photographic and design talents as well as her overall sense of style — all in the pursuit of elegance and excellence.

*Grand Cayman* is the perfect advertising vehicle for high-quality advertisers who wish to reach high-quality readers: the upscale visitor to the Cayman Islands, the professional business person, or the affluent resident.

As may be obvious, it is extremely costly to produce a publication of this quality, and we could not offer this magazine to the Cayman Islands and our readers abroad without the support of our advertisers. For their continued confidence in us, we are pleased to thank them publicly.

Finally, as a reader or an advertiser, we invite you to share in all future issues of *Grand Cayman Magazine*.

— David and Vicki Legge

**The International Gallery of Superb Printing Gold Award was presented to Pinnacle for its excellence in publishing *Grand Cayman Magazine*.**



**PINNACLE MEDIA LTD.**

**(345) 949-5111 Ext: 276 • [info@grandcaymanmagazine.com](mailto:info@grandcaymanmagazine.com) • [www.grandcaymanmagazine.com](http://www.grandcaymanmagazine.com)**