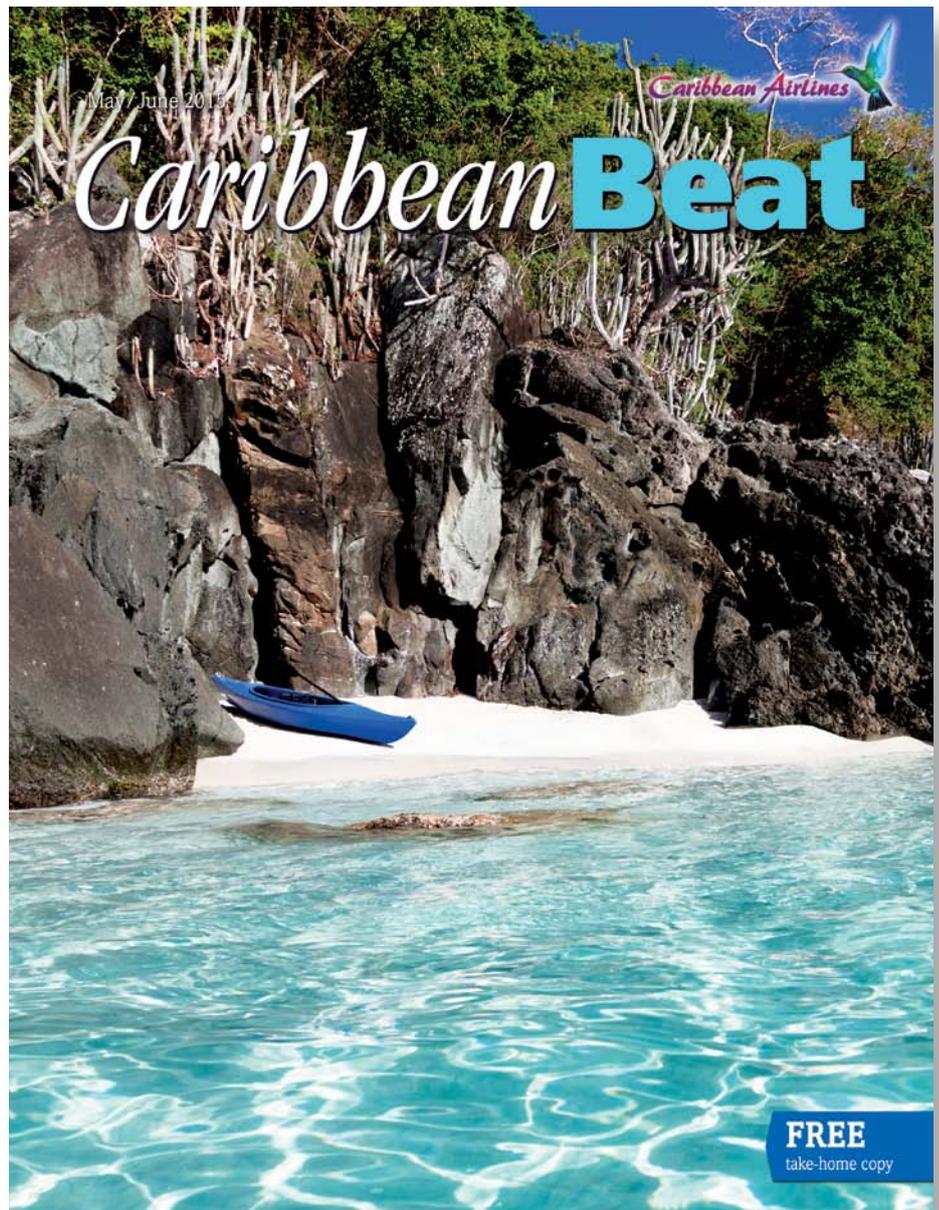


# MEDIA INFORMATION



**The inflight magazine of  
Caribbean Airlines**



### Print advertising

#### Content

- With its modern and clean design, easy readability, and fantastic photography, Caribbean Beat covers everything that's best about the Caribbean, for everyone who's interested in the region. *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.
- Founded in 1992 and published every two months, *Caribbean Beat* covers what Caribbean people are doing in fields that range from music and festivals to business and sport, the environment, cuisine, fashion, the arts and the movies – anywhere something interesting is going on.
- *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

- *Caribbean Beat* is the inflight magazine of Caribbean Airlines.
- **Caribbean Airlines** is the major international and regional carrier for the Caribbean, with an international network covering:

Antigua & Barbuda	St Maarten
Barbados	Suriname
Canada (Toronto)	Trinidad & Tobago
Grenada	United States (Fort Lauderdale,
Guyana	Miami, Orlando and New York)
Jamaica	Venezuela (Caracas)
St Lucia	

- Through its **free distribution** on Caribbean Airlines, *Caribbean Beat* connects you to a wide-ranging and affluent audience of leisure and business travellers.
- *Beat*'s global subscription base, reaching over 45 countries in North America, Europe, Australia and Asia, extends its reach to a further readership already interested in the Caribbean.
- People all over the world with an interest in the Caribbean read *Caribbean Beat*. And any advertiser wishing to reach the Caribbean region through a single medium will find a solution in *Caribbean Beat*.

#### Readership

- *Caribbean Beat* is **published six times a year**. With 70,000 copies per issue and a high pass-on rate (especially from travellers to friends and family), *Caribbean Beat* has an estimated average readership of over **600,000 per issue, or nearly 4 million a year**.
- The average reader of *Caribbean Beat* is affluent enough to travel and has an interest in the Caribbean. These include both business and tourist travellers, their families and friends as well as our large regional and international subscriber base who want to keep up with what's happening in the Caribbean.
- As an inflight magazine, *Caribbean Beat* has its own **captive market**: over a million travellers with time to relax and several hours to read – with *Caribbean Beat* always handy in their seat pockets. *Caribbean Beat* makes sure editorial is always fresh, informative and entertaining, with something of interest for every type of traveller.
- And of course it's **free for passengers to take away**, resulting in even higher pass-on readership.
- Finally, for anyone the print version does not reach, *Caribbean Beat* is reproduced in full online, freely accessible to anyone, at [www.caribbean-beat.com](http://www.caribbean-beat.com), which receives up to 1 million hits monthly.

#### 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

### Regional & international distribution

- Free in every seat pocket on every Caribbean Airlines **flight**
- Free through Caribbean Airlines' network worldwide
- Free to international, regional and local advertisers/potential advertisers
- **Subscriptions** going out to 45 countries worldwide
- Free distribution at major international travel/tourism **trade shows**
- Free online at [www.caribbean-beat.com](http://www.caribbean-beat.com), including a **flip-book**.

### Adding value for advertisers

*Caribbean Beat* advertisers benefit from 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.**

*Caribbean Beat* is not only reproduced online as static HTML pages, but hosts online **flip-book** versions of the magazine. Advertisements are reproduced in the PDF/flip-book version.

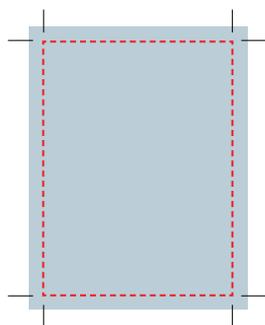
- **A complimentary online advertisement** for a specified period, with the option to extend at a discounted rate.

- **Complimentary publication of news releases** on the *MEP Caribbean Publishers website and blog* ([www.mepublishers.com](http://www.mepublishers.com)), which syndicates to *Beat's* thousands of followers on **Facebook, Twitter and Google Plus**.

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

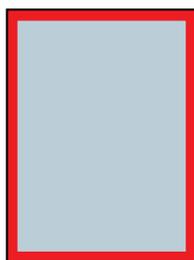
Sizes	No of insertions (rates quoted are cost per issue)			
	1	2 or 3	4 or 5	6
Inside front cover	\$7,507	\$7,128	\$6,755	\$6,380
Inside back cover	\$6,755	\$6,417	\$6,080	\$5,747
Outside back cover	\$8,832	\$8,393	\$7,946	\$7,507
Double-page spread	\$9,707	\$9,218	\$8,737	\$8,245
Full-page	\$5,390	\$5,122	\$4,845	\$4,585
Half-page	\$3,507	\$3,365	\$3,155	\$2,977
Quarter-page	\$2,080	\$1,980	\$1,877	\$1,722
Fifth page	\$2,608	\$2,472	\$2,350	\$2,212
Eighth page	\$1,304	\$1,236	\$1,175	\$1,106

## Advertising Specifications



### Full-page bleed

Width: 220 mm  
Height: 287 mm

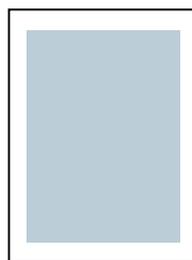


### Trim

Width: 210 mm  
Height: 276 mm

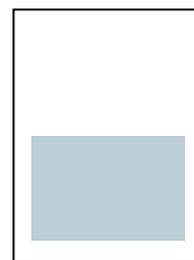
### Live\*

Width: 194 mm  
Height: 260 mm



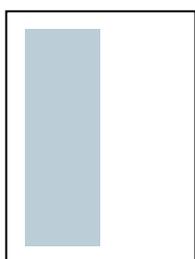
### Full-page non-bleed

Width: 180 mm  
Height: 246 mm



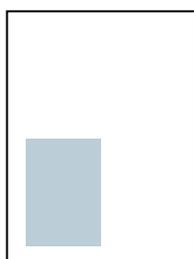
### Half-page horizontal

Width: 180 mm  
Height: 121 mm



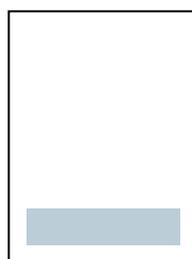
### Half-page vertical

Width: 88 mm  
Height: 246 mm



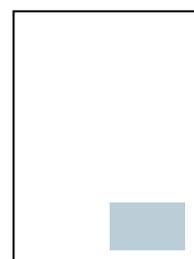
### Quarter-page

Width: 88 mm  
Height: 121 mm



### Fifth page

Width: 180 mm  
Height: 46 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).

## Contact information

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**MEDIA & EDITORIAL PROJECTS LIMITED**

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[www.facebook.com/meppublishers](http://www.facebook.com/meppublishers) ■ [www.twitter.com/meppublishers](http://www.twitter.com/meppublishers)

[www.caribbean-beat.com](http://www.caribbean-beat.com)

*Caribbean Beat* is the inflight magazine of Caribbean Airlines; more than 80% of the issues and articles published since its launch in 1992 is now available online. More issues means more articles, greater traffic and greater exposure for online advertisers. There's no doubt: *Caribbean Beat* online is among the best uses of your online advertising dollars in the Caribbean.

### Reputation

- *Caribbean Beat* has unparalleled name recognition, with a loyal regional and international subscriber base, and worldwide online readership. Nearly 90% of our readers rate the magazine Excellent or Very Good
- *Beat* is the most respected magazine in the region, both for editorial content and for advertiser exposure. With a proven track record of features, profiles and the latest news and buzz in the region – arts and culture, events and attractions, sports, environment, business and people – *Beat* remains the best source for all things Caribbean.

### 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 other web portals on Facebook, Twitter, Google Plus and our blog
- Our readers are predominantly affluent and mobile consumers who travel to and within the Caribbean for business and leisure.

### Always current

- *Beat's* online edition is updated bimonthly with the publication of each new print issue, both as a complete online flip-book, and as new article pages on our website
- *Beat* maintains profiles and dynamic Pages, profiles and groups on Facebook, Twitter and Google Plus channelling thousands more users to our main website.

### Flexibility & savings

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

- How long to run the advertisement for, whether monthly, per issue (bimonthly), or annually \*\*
- Dynamic (FLASH) or static graphics
- Ads of varying sizes (banner, button, and more).

## Leaderboard banner

728 x 90 pixels

### Beat online ad rates

- **Leaderboard banner**

(728 x 90 pixels, homepage):

US\$125 / month • US\$200 / issue (bimonthly)\* • US\$1,200 / year \*\*

- **Medium rectangle**

(300 x 250 pixels, homepage and all articles across the site):

US\$150 / month • US\$250 / issue (bimonthly)\* • US\$1,500 / year \*\*

- **Medium rectangle**

(URL & anchor text on specific articles):

US\$50 / month; US\$500 / year \*\*

- **Text links**

(URL & anchor text on specific articles/blog posts):

US\$50 / month; US\$500 / year \*\*

## Medium rectangle

300 x 250 pixels

\*\* Annual slots are offered at up to 20% off monthly rates. Current print advertisers also receive an additional 10% discount off all rates.

### Tech specs

- Ads can be in JPEG, GIF or FLASH format (destination URL must be embedded with FLASH ads)
- Files must be no greater than 50K in size. FLASH files may be slightly larger
- Text link ads must be relevant to our readers, and anchor text must work organically within the article text. MEP reserves the right to turn down requests for text ads which don't meet our community standards and philosophy
- Ads are posted online within one business day of payment receipt.

### For more information

**Caroline Taylor**

Email: [ctaylor@meppublishers.com](mailto:ctaylor@meppublishers.com)



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