

Print advertising

About Trinidad and Tobago Business Guide

Trinidad and Tobago is the Caribbean's biggest economy and most fertile business location. Big-name corporations have been attracted to Trinidad and Tobago because:

- it is rich in energy resources
- it is perfectly situated for accessing both North American and European markets
- it has trade investment agreements with the European Union, the United States, and several other countries in the Americas
- it is the gateway to Latin America
- its business climate is stable and investor-friendly

The Trinidad and Tobago Business Guide puts all the necessary information about doing business in Trinidad & Tobago into the hands of the people who matter. All the major economic sectors are covered by specialists in their field, and the necessary background information is set out in a clear, reader-friendly way. The Trinidad & Tobago Business Guide is independent and non-partisan. It is not a promotional guide: its hard, objective information allows readers to draw their own conclusions.

Distribution

Domestic Distribution

- Ministry of Trade and Industry
- Ministry of Foreign Affairs
- Trinidad & Tobago Chamber of Industry & Commerce (Trinidad)
- Tobago Division of the Chamber of Industry & Commerce (Tobago)
- South Trinidad Chamber of Industry & Commerce
- American Chamber of Commerce
- Foreign embassies, consulates and missions in Trinidad & Tobago
- Downtown Owners and Merchants Association
- Tourism Development Company
- TIDCO
- San Juan Business Association
- Arima Business Association
- Chaguanas Business Association
- Trinidad and Tobago Manufacturers' Association
- Trinidad and Tobago Bankers' Association
- Trinidad and Tobago Shipping Association
- Trinidad and Tobago Contractors Association
- Trinidad and Tobago Free Zones Company Limited
- Trinidad and Tobago Association of Chartered Accountants
- Trinidad and Tobago Bureau of Standards
- Trinidad and Tobago Hotel & Tourism Association
- Trinidad and Tobago Institute of Architects
- Association of Female Executives
- Caribbean Airlines Executive Lounge, Piarco International Airport
- Diplomatic Lounge, Piarco International Airport
- VIP Flyers Lounge, Piarco International Airport
- Business hotels
- Media houses

International Distribution

- Embassy of the Republic of Trinidad & Tobago (18 locations worldwide)
- Trade & Investment Missions Worldwide (Distributed through the Ministry of Foreign Affairs; Ministry of Trade & Investment)

Topics Covered

- How to do business in Trinidad & Tobago
- Economic Overview
- Banking & Finance
- Energy and Industrial Estates
- Manufacturing and Trade
- Construction
- Maritime
- The Film Industry
- Transportation
- Real Estate
- Telecommunications
- Media
- Tourism
- Tobago (Economy, Trade, Real Estate, Construction, etc.)
- Tobago (Tourism)
- Environment
- Agriculture

Advertisers

- Half Page: 100 copies
- Full Page: 250 copies
- Inside Back Cover: 300 copies
- Inside Front Cover: 400 copies
- Outside Back Cover: 500 copies

Deadlines

Publication Date:

July 15, 2012

Advertising Booking Deadline:

April 16, 2012

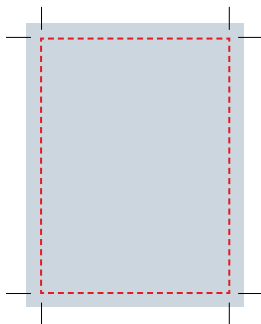
Artwork Deadline:

June 15, 2012

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

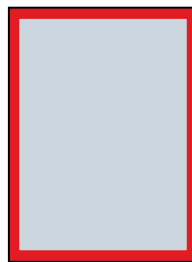
Sizes	Cost
Outside back cover	\$4,125
Inside front cover	\$3,850
Inside back cover	\$3,575
Full-page	\$3,300
Half-page horizontal	\$1,925
Half-page vertical	\$1,925
Classifieds	\$350
Company Profile / Advertorial (includes one full page ad and one page of text & photos)	\$4,500

Effective January 2012

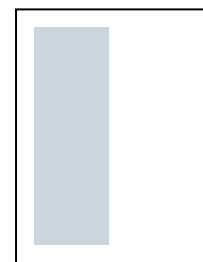


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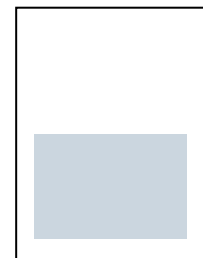
Trim
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Live*
Width: 6.75 in
Height: 10.7



Half-page vertical
Width: 3.34 in
Height: 9.6 in



Half-page horizontal
Width: 6.85 in
Height: 4.72 in

Digital Ad 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 0.5 inch from the Trim on the top and bottom and 0.75 inch on the sides).

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