

Cacique

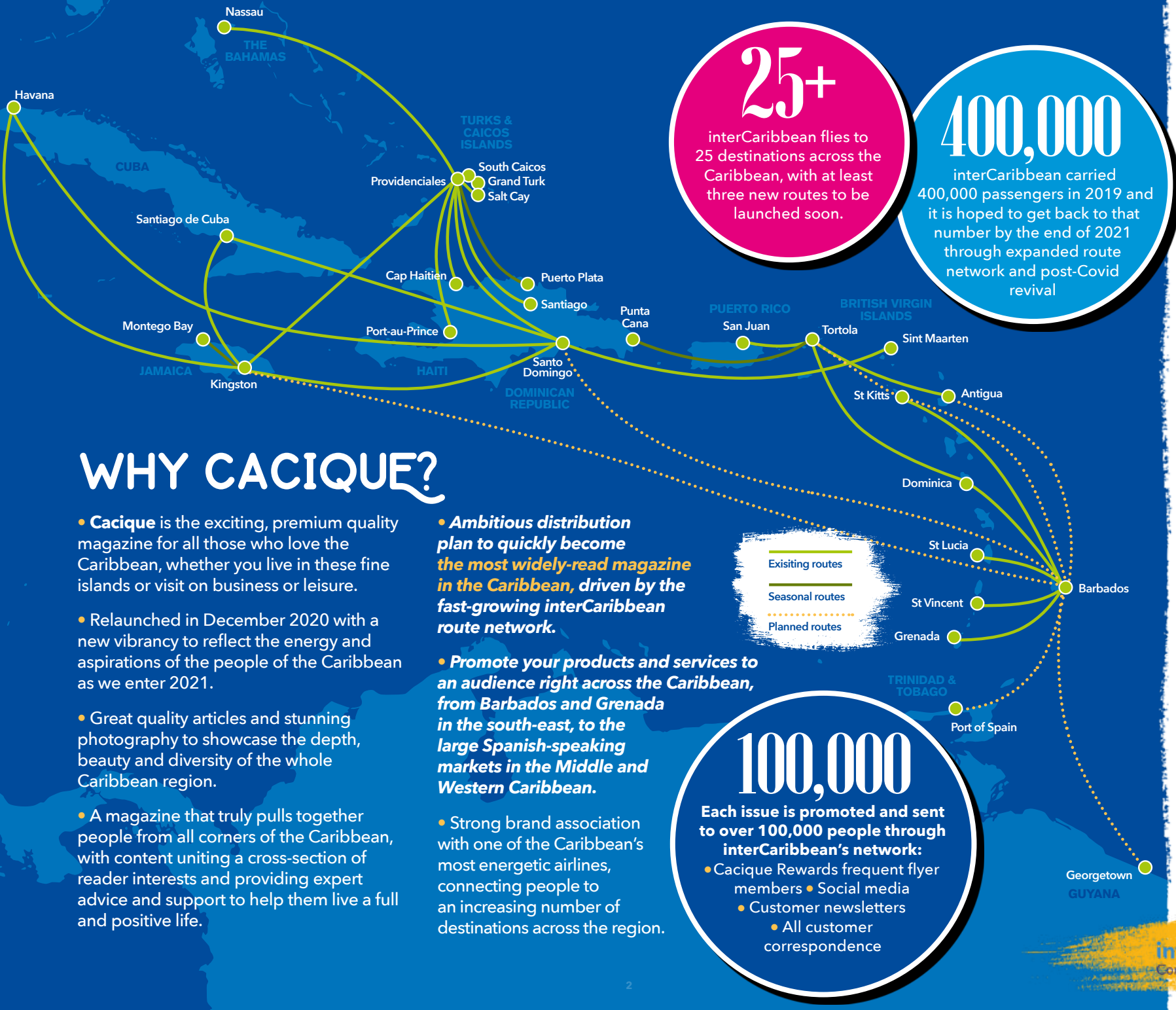
Spirit of the Caribbean

THE MAGAZINE FOR EVERYONE WHO LOVES THE CARIBBEAN, FROM YOUR FRIENDS AT INTERCARIBBEAN AIRWAYS



MEDIA INFORMATION
Refreshed! A new look & fresh energy for 2021

interCaribbean Airways
Connecting you and the Caribbean



25+
interCaribbean flies to 25 destinations across the Caribbean, with at least three new routes to be launched soon.

400,000
interCaribbean carried 400,000 passengers in 2019 and it is hoped to get back to that number by the end of 2021 through expanded route network and post-Covid revival

WHY CACIQUE?

- **Cacique** is the exciting, premium quality magazine for all those who love the Caribbean, whether you live in these fine islands or visit on business or leisure.
- Relunched in December 2020 with a new vibrancy to reflect the energy and aspirations of the people of the Caribbean as we enter 2021.
- Great quality articles and stunning photography to showcase the depth, beauty and diversity of the whole Caribbean region.
- A magazine that truly pulls together people from all corners of the Caribbean, with content uniting a cross-section of reader interests and providing expert advice and support to help them live a full and positive life.
- **Ambitious distribution plan to quickly become the most widely-read magazine in the Caribbean, driven by the fast-growing interCaribbean route network.**
- **Promote your products and services to an audience right across the Caribbean, from Barbados and Grenada in the south-east, to the large Spanish-speaking markets in the Middle and Western Caribbean.**
- Strong brand association with one of the Caribbean's most energetic airlines, connecting people to an increasing number of destinations across the region.

100,000
Each issue is promoted and sent to over 100,000 people through interCaribbean's network:

- Cacique Rewards frequent flyer members
- Social media
- Customer newsletters
- All customer correspondence

PRINT DISTRIBUTION

Cacique is provided free of charge to all interCaribbean customers before they board their flights and from interCaribbean offices throughout the region

Copies are distributed in select hotels in the Dominican Republic

Copies are distributed in hotels, restaurants, cafes, shops and businesses across Barbados

DIGITAL DISTRIBUTION

Cacique is available to be read (worldwide) on all digital platforms from the following sites:

- interCaribbean.com
- caciquemagazine.com
- pocketmags.com
- zinio.com

Cacique is available on all mobile devices through our dedicated App. Search your iOS / Kindle / Android App store for "**Cacique magazine**"

All adverts have embedded links and additional resources can be added, such as videos, image galleries and forms.

ADVERTISING RATES

Your investment in growing your business

DISPLAY ADVERTISING

Outside Back Cover	USD 5,000.00
Inside Front Cover	USD 5,000.00
Inside Back Cover	USD 4,500.00
Double page	USD 5,500.00
Full page	USD 3,500.00
Two thirds vertical	USD 3,000.00
Half horizontal page	USD 2,200.00
Third vertical page	USD 1,700.00
Marketplace / Special Places Listing (one issue)	USD 750.00
Marketplace / Special Places Listing (six issues)	USD 400.00 each

NATIVE ADVERTISING

Space can be used to run promotional editorial campaigns. These will be laid out in the typical **Cacique** house style, by our in-house designers, with the words 'Sponsored promotion' in the tag at the top of the page. Core material will need to be supplied, and finished pages will be submitted for approval prior to publication.

Double page	USD 5,950.00
Single page	USD 3,950.00

SPECIALS

Bound inserts	Prices on request
6-page fold-out (internal, min 100gsm)	USD 7,250.00
Single fold-out cover	USD 8,250.00
Double fold-out cover	USD 9,500.00

NOTES

Special positions	Add 10% loading fee
Multiple ads	Rate will be based on the total space booked



AUGMENTED REALITY

To make your advert responsive, we are able to embed video, photo galleries, live links and other interactivity into your advert. These can be accessed by tap/click on digital versions or by scanning your advert in the print magazine using the Layar app on your mobile device. Ask for more information

INVOICING AND PAYMENT

All clients will be invoiced by Gecko Publishing Ltd. As Gecko Publishing is a UK-based company, no VAT will apply. All advertising bookings are subject to our full terms and conditions.

PAGE POSITION

There is pressure on the placement of adverts in the front pages of the magazine. To ensure favourable / guaranteed page placement a special position levy (10%) is charged.

TECHNICAL INFORMATION

Advertising sizes and publishing schedules

STANDARD PAGE

260mm x 194mm
10.24 x 7.64 inches

TYPE AREA

TRIM SIZE

BLEED

FULL PAGE

Trim Size:
260mm x 194mm
10.24 x 7.64 inches

Bleed Size:
268mm x 202mm
10.55 x 7.95 inches

Type Area:
250mm x 184mm
9.84 x 7.24 inches

DOUBLE PAGE

Trim Size:
260mm x 388mm, 10.24 x 15.28 inches

Bleed Size:
268mm x 406mm, 10.55 x 15.98 inches

Type Area:
250mm x 378mm, 9.84 x 14.89 inches

Allow 8mm (0.31 inches) possible loss into the spine.
Best not to run sensitive text through the spine

TWO THIRDS PAGE VERTICAL

224mm x 104mm
8.82 x 4.1 inches

HALF PAGE HORIZONTAL

110mm x 164mm
4.33 x 6.46 inches

THIRD VERTICAL PAGE

224mm x 52mm
8.82 x 2.05 inches

MARKETPLACE/SPECIAL PLACES

Vertical:
72mm x 52mm
(multiples thereof +4mm link)

2.83 x 2.05 inches
(multiples thereof +0.16 inches link)

PUBLISHING SCHEDULE

ISSUE	JANUARY - FEBRUARY
ON PLANE	JANUARY 1
BOOKING DEADLINE	NOVEMBER 23
MATERIAL DEADLINE	NOVEMBER 30
ISSUE	MARCH - APRIL
ON PLANE	MARCH 1
BOOKING DEADLINE	JANUARY 24
MATERIAL DEADLINE	JANUARY 31
ISSUE	MAY - JUNE
ON PLANE	MAY 1
BOOKING DEADLINE	MARCH 24
MATERIAL DEADLINE	MARCH 31
ISSUE	JULY - AUGUST
ON PLANE	JULY 1
BOOKING DEADLINE	MAY 24
MATERIAL DEADLINE	MAY 31
ISSUE	SEPTEMBER - OCTOBER
ON PLANE	SEPTEMBER 1
BOOKING DEADLINE	JULY 24
MATERIAL DEADLINE	JULY 31
ISSUE	NOVEMBER - DECEMBER
ON PLANE	NOVEMBER 1
BOOKING DEADLINE	SEPTEMBER 23
MATERIAL DEADLINE	SEPTEMBER 30

ABOUT BLEED When any item is required to run up to or over the side of the page, it is necessary to extend it by at least 4mm beyond the normal trim size of the page. This is to allow for a 4mm margin of error when the printers trim the final book, and will prevent any unprinted white paper showing around the edge of the page. Please be careful to ensure bleed is included on your final print-ready PDF.

MATERIAL Provide material as a print-ready high-resolution PDF, with bleed and crop-marks displayed. Embedded images must all be CMYK at 300dpi high resolution. Ideally text should be converted to Outlines.

ABOUT TYPE AREA 'Live matter' is any text or image that is necessary to be seen on the final advertisement. It is recommended that these items are placed at least 5mm in from the edge of the normal trim area (more on the sides going into the spine) to prevent them being trimmed out should the final book trim be slightly inaccurate.

NOTE: DIMENSIONS ARE SHOWN AS HEIGHT X WIDTH. ADVERT SIZES ARE BASED ON OUR GRID STRUCTURE AND ARE NOT OPEN TO ALTERATION.

CONTACTS



CACIQUE IS PUBLISHED ON BEHALF OF
INTERCARIBBEAN AIRWAYS BY GECKO PUBLISHING LTD
WWW.GECKOMAGS.COM

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