

DESIGN anguilla

2015-16 MEDIA KIT



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WHO WE ARE

DESIGN ANGUILLA MAGAZINE is Anguilla's leading luxury lifestyle magazine aimed at residents and visitors to the one of the Caribbean's most unique islands. The publication presents the very best in architecture, art, fashion, food, music and personalities that the island of Anguilla has to offer.

Anguilla presents a extremely lucrative market for businesses looking to reach the affluent clients that come to our shores. Most luxury villas on the island are valued at over US\$1M. Advertising in DESIGN ANGUILLA offers an opportunity to reach these persons.

With four (4) issues per year, DESIGN ANGUILLA also offers multiple opportunities to deliver your message to the same readers, allowing for reinforcement of your core ideals.

ADVERTISING RATES

PRINT	Nov/Feb	May/Aug	Full Year
Premium Positions			
Inside Back Cover	\$990	\$810	\$3,240
Opposite Table Of Contents	\$900	\$750	\$3,000
Regular Pages			
Spread	\$1,400	\$1,160	\$4,640
Full Page	\$825	\$675	\$2,700
Half Page (Vertical)	\$450	\$375	\$1,500
Half Page (Horizontal)	\$450	\$375	\$1,500
Quarter Page	\$275	\$225	\$900
Directory Pages*			
Half Page	\$350	\$300	\$1,200
Quarter Page	\$175	\$150	\$600
WEB			Price/Yr.
Top Banner			\$250
Large			\$150
Small			\$85

Per-issue pricing is if print-ready artwork is supplied. A one-time fee of \$150 (waived for yearly contracts) will be charged to create ad graphics.

* Directory pages neither contain nor face any editorial content.

EDITORIAL SCHEDULE

ISSUE 13: GIVING

Deadline: October 16, 2015
Materials due: October 23, 2015
Issue Available: November 2015

ISSUE 14: WEDDINGS

Deadline: January 15, 2016
Materials due: January 22, 2016
Issue Available: February 2016

ISSUE 15: HOSPITALITY

Deadline: April 8, 2016
Materials due: April 15, 2016
Issue Available: May 2016

ISSUE 16: MADE IN ANGUILLA

Deadline: June 24, 2016
Materials due: July 1, 2016
Issue Available: July/August 2016

Editorial content subject to change based on strategic opportunities, availability of information, reader and market needs.

QUICK FACTS

FREQUENCY

Quarterly (November, February, May, July/August)

CIRCULATION

28,000 copies/year (Nov. & Feb. - 8,000; May & Aug. - 6,000)

DISTRIBUTION

DESIGN ANGUILLA is distributed free of charge in Anguilla and St. Martin/Maarten at ports of entry, hotels, villas, restaurants and spas. Our digital edition is available through our website and can be read on PCs, iPads, Android tablets, and other mobile devices, offering readers the chance to view ads just as they appear in the print version. International subscriptions allow our readers to have every issue of DESIGN ANGUILLA delivered right to their mailbox anywhere in the world - greatly expanding the magazine's reach.

ADVERTISING SPECIFICATIONS

spread
Trim 16.5" x 10.875"
Live area 16" x 10.375"
Bleed 16.75" x 11.125"

full page
Trim 8.25" x 10.875"
Live area 7.75" x 10.375"
Bleed 8.5" x 11.125"

1/2 page (v)
3.55" x 9.875"

1/2 page (h)
7.25" x 4.85"

1/4 page
3.55" x 9.875"

website ads
top banner: 620x100px
large: 265x265px
small: 265x125px

DIGITAL REQUIREMENTS

The easiest way to supply your advertisement is as a high-resolution (minimum of 300 dpi) PDF scaled to the correct size (see advertising sizes on opposite page) on a CD-ROM, flash drive, or via email. Alternatively, other formats such as TIFF, JPEG, Photoshop™ or Illustrator™ will be accepted.

Document should be created in CMYK colour-space as printing will be based on CMYK format. Colours cannot be guaranteed if they require conversion from RGB, Pantone, or other colour standards.

For website advertising, files should be GIF, JPEG or PNG. Maximum file size accepted is 50kB.

Please contact sales@designanguilla.com for further specifications.

TERMS AND CONDITIONS

Positioning of advertisements is at the sole discretion of the Publisher except where request for a specific position is agreed.

Payment must accompany all insertions until credit is approved.

Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date.

Conditions, other than rates, are subject to change by publisher without notice. Rates are subject to change upon notice from the publisher.

Refer to advertising contract/insertion order for complete terms and conditions.