

Reach Thousands of Cayman Business Professionals

# THE CAYMAN ISLANDS Journal

WWW.JOURNAL.KY

## In the world of business, The Journal speaks volumes

**T**he Cayman Islands Journal is the trusted voice of reason for all things business. Printed on a large format broadsheet and inserted into the Cayman Compass the first week of every month, The Journal features in-depth reviews on local & international business and finance issues that have an impact on the Cayman Islands.

In addition to business and financial market updates, many Issues focus on special topics. These topics change throughout the year but include Women in Business, the Tourism Landscape, the Business of Food & Beverage, Transportation, Real Estate and many more.

The Journal is the perfect venue to reach key decision makers and business leaders in corporate Cayman. Whether you use a display or advertorial format, there is no better place to showcase your products and services to this audience.



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# Print Advertising Rates 2019

DISPLAY	RATES
Double Page Spread	\$4,500
IFC, IBC, OBC, Page 2 - 7	\$3,125
Full Page	\$2,500
Half Page Horizontal	\$1,250
Quarter Page	\$800
Eighth Page	\$600
Front Page Strip	\$1,000

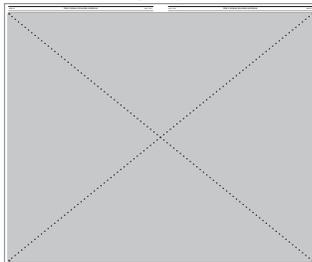
Advertorial	RATES
2-Page Spread	\$5,500
Full Page	\$3,000
Half Page Horizontal	\$1,500

## Discount rates

Signed contract for 1 year (12 issues)	30% discount
Signed contract for 6 months (6 issues)	20% discount
Signed contract for 3 months (3 issues)	10% discount

## Artwork Specifications

2-Page Spread



25.75" w x 21" h

Full Page



12.25" w x 21" h

Half Page (H)



12.25" w x 10.3125" h

Quarter Page



6" w x 10.3125" h

Eighth Page



6" w x 5.075" h

Front Page Strip



12.25" w x 3" h

## Distribution

- Inserted into the Cayman Compass the first week of every month
- Over printed and hand delivered to banks, hedge fund offices, financial services, government offices, law firms and other major businesses on island (over 50 locations).
- Seat dropped at local high-end events, EXPOs and conferences
- Total reach of 30,000 readers

## Target Audience

**Business leaders, decision makers & influencers; local, high to medium high-income earners.**

## Conferences 2019

**The Journal is distributed at key business conferences and events throughout the year**

- STEP Cayman Jan 30 - Feb 1 (Kimpton)
- CAIS Conference Feb. 6 - 8 (Kimpton)
- Fidelity CEO Feb 28 (Kimpton)
- RICS C.I. Property & Construction Conference March 15 (Marriott)
- Offshore Alert Miami April 28 - 30
- GAIM OPS Cayman April 28 - May 1 (The Ritz-Carlton)
- CISHRP Conference (CI Society for Human Resources)
- Cayman National Healthcare Conference
- 100 Women for Cayman, Business & Professional Women's Club
- Women in Finance (Hedge Funds)

Confirmed February 2019.

## SCHEDULE

	June	July	August	Sept.	Oct.	Nov.	Dec.
<b>Sales Close</b>	23 May	20 Jun	25 Jul	22 Aug	19 Sep	24 Oct	21 Nov
<b>Special Topics</b>	Tourism	Personal Investment	Business of Food and Drink	Giving Back: Investing in the Next Generation	Healthcare	Women in Business	Insurance