

caribbean bride



The Ultimate Caribbean Wedding Guide

MEDIA KIT



I am getting married in the Caribbean and I need everything to be perfect.

- How do you find a location for the reception?
- Where can I find a minister to perform the ceremony?
- What are the legal requirements I need to fulfil before I can get married?
- How do I find a great florist?

These are the questions from the thousands of couples who get married each year in the Caribbean and who are becoming more style conscious and are willing to spend more on what is the most significant event of their lives.

At Caribbean Bride we recognise that there is a demand for a high quality publication that can be used as a resource guide to couples getting married in the Caribbean.

So far, brides within the region would depend on bridal magazines from the United States that are costly since they are imported (over \$12 USD per issue) and provide little information on vendors or help in planning a wedding in the Caribbean.

Our content is 100% Caribbean related:

All the vendors are accessible to people within the region and all the articles are written from a Caribbean perspective taking into consideration our rich and diverse culture.

Caribbean Bride offers the latest information relating to weddings in the region, including legal requirements for marriage within the islands.

Our focus is also to promote the Caribbean islands as a destination for timeless weddings and romantic honeymoons to couples within and outside the region.

We offer a source for brides to organise a perfect wedding: from the dress, reception menus and florists to honeymoon ideas.

Our potential advertisers include:

- Bridal Designers
- Jewellers
- Florists

- Caterers
- Photographers
- Spas and Salons
- Wedding Consultants
- Bridal Registries
- Reception Venues
- Transportation Companies
- Airlines and Travel Companies
- Resorts
- Guest Houses
- Musicians
- Event Planners
- Rental Car Dealers
- Stationery Companies
- Caribbean Tourism Organisation Members

Our website is a major tool for couples to find quality vendors and a virtual meeting place where brides can exchange planning tips and wedding experiences.

Caribbean Bride is published twice a year (April and October) with a circulation of 20,000 copies in the Caribbean, US and Europe.

We are available in over 300 Barnes and Noble stores and 70 Borders book shops throughout the US from New York to Hawaii. In the Caribbean we can be found in over seven islands in leading bookshops, salons, and at our advertiser's locations.





Our Primary Market:

- Antigua
- Barbados
- Dominica
- Grenada
- Jamaica
- St. Lucia
- St. Vincent & the Grenadines
- Trinidad & Tobago
- North America
- Europe

Where to find us:

- Bridal/travel shows
- Caribbean Tourism Organization (CTO) member offices and events
- Leading travel agents and wedding consultants
- News stands/book stores
- Resorts, Spas and Villas in the Caribbean
- Our advertisers
- Over 300 Barnes & Nobel bookstores and over 70 Borders bookstores across the US.



Dear Advertiser,

Thank you for your interest in Caribbean Bride. We are thrilled to present to you the distinct advantages of advertising with us. Caribbean Bride is committed to editorial excellence by delivering compelling, engaging content in each issue of our magazine. Informative articles, charming wedding profiles and alluring photography and design are the basis for our readership success. Advertisers benefit from this success through the community of qualified brides who read Caribbean Bride and make informed decisions.

The dynamic energy of our creative team shines through every page of Caribbean Bride. Eye-catching design, vibrant colour and captivating writing inform and entertain our audience.

Through extensive distribution channels, Caribbean Bride is available to brides-to-be throughout the Caribbean, in the United States, United Kingdom, and as far across Europe as Russia. Your message will therefore be displayed by the largest booksellers in the world as well as your local salon.

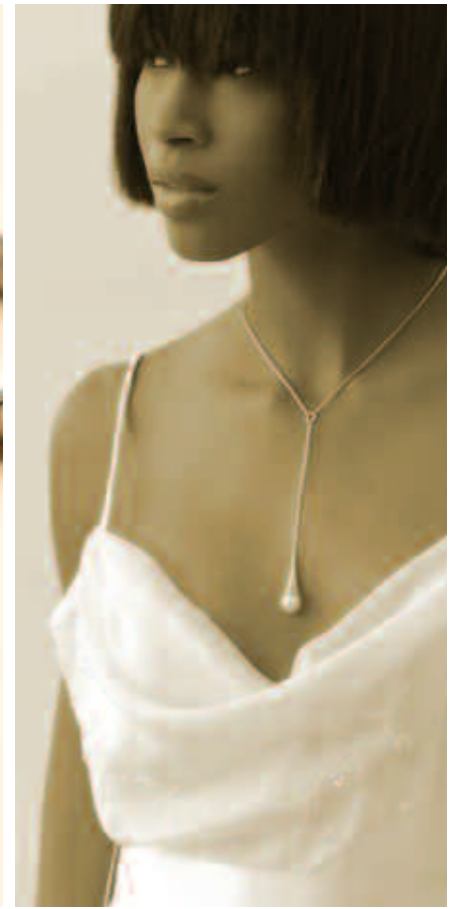
Simply put, there is no other Caribbean wedding magazine that provides the beauty, depth and resourcefulness of Caribbean Bride. The value is inherent and we eagerly invite you to take advantage of this opportunity.

Warm Regards,

A handwritten signature in black ink, appearing to read "The Caribbean Bride Editorial Team".

Caribbean Bride Editorial Team





2009 / 10 Editorial Calendar

- **Ask Preston**
Your design questions answered by designer to the stars, Preston Bailey
- **Caribbean Events**
A list of some of the major cultural activities going on in the region
- **Caribbean Kitchen**
Our featured restaurant
- **Entertainment**
Setting the stage: How to choose your ceremony and reception music
- **Fashion**
The latest gowns from regional and international designers
- **Flowers**
Blooms for all seasons -
How to choose the right colours and styles for your event
- **Honeymooning**
Our featured honeymoon destination
- **Invitations**
Picking an invitation that reflects YOUR wedding style
- **I Thee Wed**
Real weddings from around the region
- **Photography**
Timeless keepsakes: How to choose a photographer
- **Reception Feast**
How to choose a caterer and a menu
- **Exchanging your vows**
An elegant church or barefoot on a beach? Choosing the perfect ceremony locale
- **Wedding Planning Workbook**
A guide to help you plan your event
- **Just Married**
A look at some of the issues new married couples will face



What people are saying about Caribbean Bride...

"For us it was extremely challenging planning our wedding in Trinidad from another island. A website would have considerably cut down on time spent running around at the last minute as well as the cost of having to fly over practically every month leading up to the wedding."

Mark & Liesel

(Married in Trinidad)

"Caribbean destinations have been voted number one for weddings and honeymoon travel over the past decade. The launch of Caribbean Bride is going to capitalize on an already mature market, where all manner of associated services and products can be advertised and promoted directly to the target. CaribbeanBride.com offers marketers the opportunity to integrate the communications on an ever growing online media. The new advertising dynamic forces us to go where we are relevant, where we will be heard."

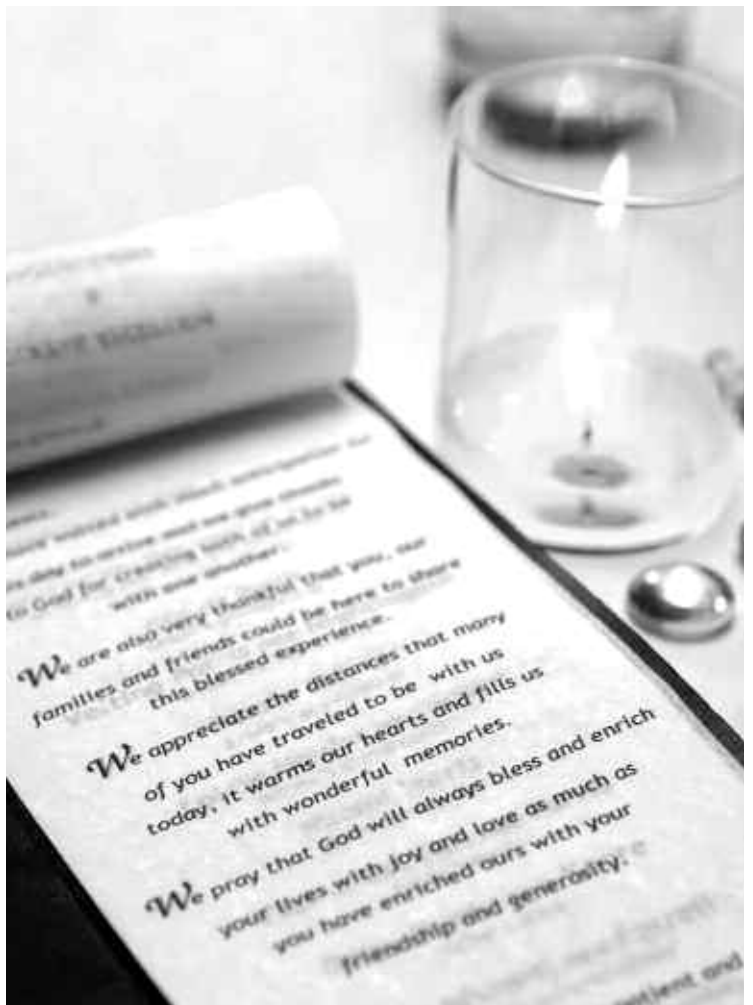
Richard Philips

(Director of a Regional Advertising Agency)

"Congratulations on the launch of Caribbean Bride Magazine and caribbeanbride.com. I only wish they were around when we planned our 2004 wedding in Barbados. It would have been much easier to turn to one directory to find the best caterers, restaurants for rehearsal dinners, churches for ceremonies, hotels for guests and other wedding day essentials."

Glenda & Chris

(Married in Barbados)





Since 1887, conveniently located at the intersection of heaven and earth.

The Grane
Resort & Residences
www.thegrane.com

The Destination Wedding Gown

From styles to fabrics, what you need to know to choose a dress that's perfect for you >

TIPS & TIDBITS

[Thinking about where to have your "Big Day"?](#)
Top 11 reasons to get married in the Caribbean!

[Budgeting](#)
Helpful tips to help you get your budget on the right track

[Legal Info](#)
Discover the legal requirements for marriage in the island of your choice

Inside the Latest Issues...

Current Issue

Past Issue

Free Gifts!

Check out the free gifts page for exciting offers and giveaways!

[Click here now >>](#)

BLOGBITS

Our Latest Blog Entries:

- [A romantic wedding in Bequia](#)
- [Complimentary honeymoon at Sunset Resorts in Jamaica](#)
- [Re-Discover the Caribbean](#)
- [Occidental Hotels and](#)

Subscribe to Our Free Newsletter!

You'll receive information on:

- Special Events in the Caribbean
- Caribbean Travel Deals
- Caribbean wedding stories & articles
- Much more!

[Sign up now >>](#)

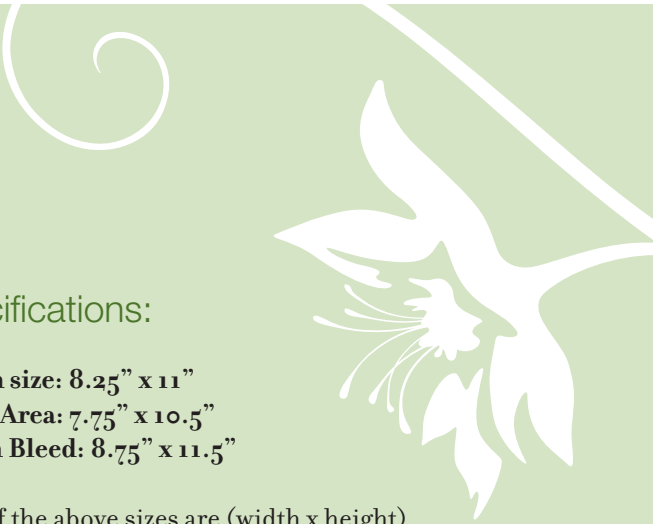
Caribbean Bride Online

Our site is loaded with all the information a couple would need to plan their Caribbean wedding while being easy to navigate and fun to use!

Departments

- **In this issue**
A brief look at some of our feature articles from the current issue
- **Honeymoons**
Helpful tips for making the most romantic honeymoons
- **Wedding Planner**
All the information a would-be-bride would need for planning the prefect Caribbean wedding: from choosing a gown to beauty tips
- **Discover the Islands**
An historical overview of the islands in the region with images and information on the legal requirements for marriage

- **CB Events**
Keep updated on all the fabulous Caribbean Bride showcases, parties, and seminars across the region and internationally
- **Featured Weddings**
Showcasing real couples and weddings in the islands
- **Caribbean Marketplace**
An online directory of leading vendors within the region and where possible, direct links to their sites
- **Island Chat Forum**
A virtual meeting place where people can exchange ideas and experiences relating to their weddings as well as the latest news in the Caribbean
- **Monthly Newsletter**
In our monthly email newsletter we will be informing our readers of upcoming wedding related events within the region and promotions by our vendors



Full Page (Bleed) Ad
8.25in x 11in
(add 0.25in bleed)

Full Page Ad
7.75in x 10.5in

Half Page Ad
7.75in x 5.125in

Specifications:

- **Trim size: 8.25" x 11"**
- **Text Area: 7.75" x 10.5"**
- **With Bleed: 8.75" x 11.5"**

All of the above sizes are (width x height)

Artwork Requirements:

- Artwork must be supplied at the correct size as specified above.
- Electronic files supplied on CD or DVD are preferable.
- A High Resolution colour proof or 720DPI postscript correct printout of the advertisement MUST be supplied with the Artwork.
- All artwork must be created and supplied in Adobe Illustrator CS2, Adobe Photoshop CS or Quark Xpress 7.
- Illustrator and Quark files must be supplied as EPS documents. Original Quark document must also be included along with the EPS version as well as all fonts and all imported pictures or illustrations. Illustrator files must have the fonts converted to outlines. If fonts cannot be converted to outlines please ensure that all printer and screen fonts are supplied.
- All colours in all file formats MUST be converted to CMYK.
- Please do not specify or include any colours as Pantone or RGB.
- Any pictures included in any of the above formats MUST be of at least 300DPI.
- Please ensure all placed images are linked.
- NO COREL DRAW FILES WILL BE ACCEPTED.



Caribbean Bride Magazine Rates:

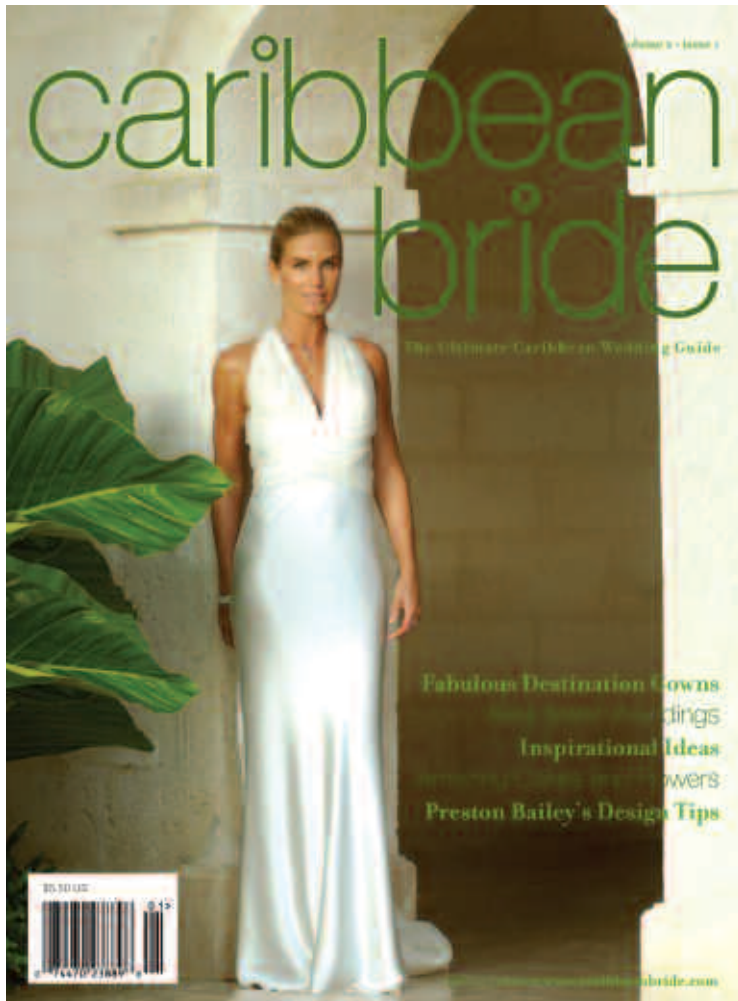
	6 month	1 year
Spread	6,532	5,233
Full	3,738	2,990
Half	2,243	1,794
Marketplace	368	311

- A six month vendor listing on caribbeanbride.com is included with a spread, full or half page ad
- In the Caribbean Marketplace section a listing is a 70 word (or less) description of your product or service accompanied by address and contact information
- There is a 10% surcharge for special placement of an ad in the magazine. Placement is generally at the discretion of the publisher.

Ad submission deadline:

October Issue: September 1st

April Issue: March 1st



Caribbeanbride.com Rates:

	6 month	1 year
Vendor Listing*	173	276
Premium Vendor Listing	253	414
Large Banner	863	1,438
Skyscraper	690	1,150
Horizontal Banner	633	1,058
Small Banner	512	840
Island Chat Forum (horizontal banner)	863	1,438
Monthly Newsletter Banner	288 per month	

- * A 6 month vendor listing is included with a spread, full or half page ad in Caribbean Bride Magazine.

All prices quoted are in US dollars.

Caribbean and Europe:

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Fontabelle, St. Michael
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