

A bride in a white, sleeveless, knee-length dress is running on a beach. She is barefoot and has her hair in a bun. She is smiling and looking down. The background is a blue ocean with white waves. The sky is clear and blue.

caribbean bride

The Ultimate Caribbean Wedding Guide

2011 media kit



about caribbean bride

Caribbean Bride is a full colour publication and website offering information on everything to do with weddings in the Caribbean. From tips on choosing the right dress to finding the perfect venue, we offer the latest info to help plan a wedding in the Caribbean. Our audience is made up of couples actively looking for information to plan their destination wedding and/or honeymoon, wedding professionals and travel enthusiasts. We are the Ultimate Caribbean Wedding Guide!

CaribbeanBride magazine is published twice a year (January/ July) and is distributed for sale and complimentary in:

Antigua
Barbados
Cayman Islands
Curacao
Dominica
Grenada
Jamaica
St. Kitts & Nevis
St. Lucia
St. Vincent & the Grenadines
Trinidad & Tobago
North America
Europe

It can be found at various locations and events including:

Bridal/travel shows regionally and internationally
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

Barnes & Noble bookstores in the US

Indigo and Chapters bookstores in Canada



our wedding show

BRIDE VILLA

Bride Villa is an exclusive affair for those looking to find the best the Caribbean has to offer for the wedding of their dreams. Bride Villa is an evening of cocktails, fashion and great live music at lavish venues in Barbados. It is also an opportunity for preferred vendors to meet and promote themselves to a group of individuals actively looking for key wedding and support services. Now in its third year, active plans are being made to launch the showcase in other Caribbean islands.

For more info visit www.caribbeanbridevilla.com



the destination wedding market

“The world’s largest financial crisis really fuelled the trend of destination weddings as more brides opt for simplicity, choosing to wed away from home in a more casual setting,” says renowned wedding industry expert, Rebecca Grinnals of *Engaging Concepts*.

In 2009, the market grew to US \$16 billion up from US \$3 billion in 2001.

It continues to be a growing trend. The average destination wedding budget has grown from US \$19,800 in 2008 to US \$20,600 in 2009.

The average number of attendees at a destination wedding is 48 guests.

The average number of attendees for a regional wedding is 126 guests.

The Caribbean continues to be the hottest trend in destination weddings from North America and Europe.

Destination wedding couples are tech savvy and using social media sites like Twitter and Facebook to gain information and keep everyone up-to-date, especially those unable to attend.

98% of wedding couples go on a honeymoon.

Most destination wedding couples return to the location of their wedding at some point in the future on vacation.



letter from our editor

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,

Jaime Luckey

Editor, Caribbean Bride





Flowers

Finding a florist that fits your style and budget >

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

BLOGBITS

Our Latest Blog Entries:

- [Tweet Up!](#)
- [Cayman Islands launches a fabulous site!](#)
- [Caribbean Wedding Vendor Profile](#)
- [Happy New Year!](#)
- [Great deals at Royal Plantation in Ocho Rios](#)

Inside the Latest Issues...



Current Issue



Past Issue

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 Survey...

Is this your first time visiting?

Well, we want to know what you think about CaribbeanBride.com.

Please let us know by clicking here!



Free Gifts!

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

[Click here now >>](#)

Follow Us!



Facebook



Twitter

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!

www.caribbeanbride.com





multi- platform marketing

We reach our target market through various channels. Along with the magazine, and website we are actively engaged in social media and viral marketing. Through our presence on **Twitter** (www.twitter.com/cbmagazine), **Facebook** (www.facebook.com/caribbeanbridemagazine) and our blog (www.caribbeanbridemagazine.blogspot.com) we connect to thousands of couples looking for the latest trends, tips and behind-the-scene coverage of what we do at Caribbean Bride. In our monthly email newsletter we keep our readers informed of upcoming wedding related events within the region and promotions by our vendors.

4950+ followers on Facebook
2500+ followers on Twitter





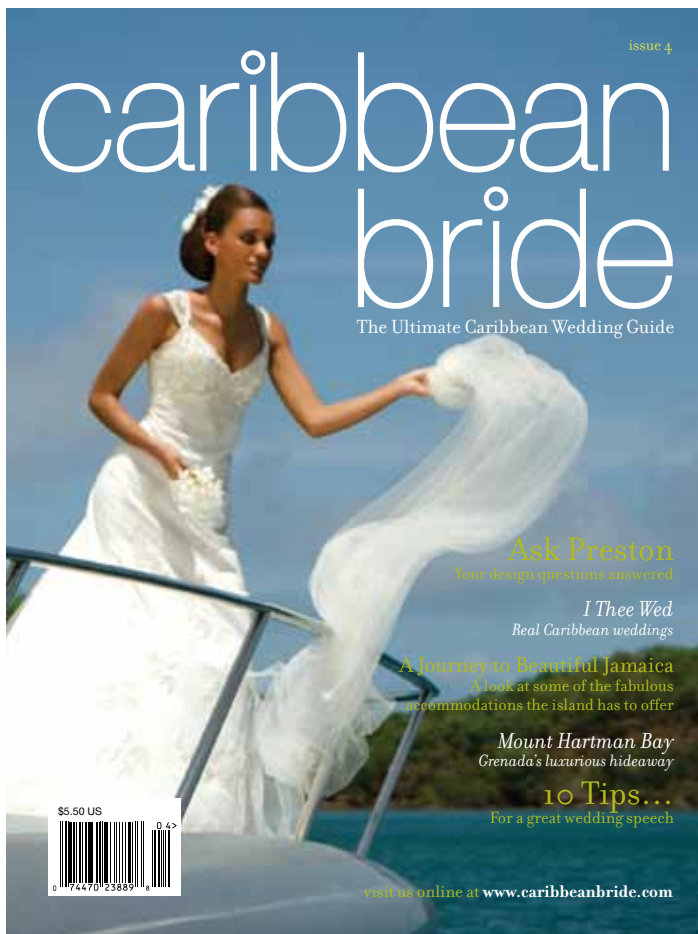
caribbean bride magazine

is also an app

A digital version of our magazine is now available for download in the Apple app store. This gives us global electronic distribution to an audience of people looking for information on anything to do with Caribbean destination weddings and honeymoons. Anyone with an iPad or iPhone can easily download the current and past issues of the magazine to their devices. This delivery platform allows us to also add other forms of media to the editorial and ads as well. Hyperlinks and rich media (audio & video) can be included to make your message stand out. Caribbean Bride's digital edition is not just an electronic version of the print issue but a total multi-media experience for our audience.

More than 100 million apps are downloaded from the Apple app store each month.





rates:

Caribbean Bride magazine

	6 month	1 year (per issue)
Spread	\$5,315	\$4,250
Full	\$3,125	\$2,500
Half	\$1,875	\$1,500
Marketplace	\$625	\$500

*** 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

* All prices quoted are in USD

Ad submission deadline:

January Issue: November 30

July Issue: May 31

Caribbeanbride.com

	6 month	1 year
Vendor Listing*	\$150	\$240
Premium Vendor	\$220	\$360
Large Banner	\$750	\$1,250
Skyscraper	\$600	\$1,000
Horizontal Banner	\$550	\$920
Small Banner	\$445	\$730

Monthly Newsletter

\$250 (per month)

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

Caribbean Bride Digital edition:

Hyperlink insertion	5%
Audio insertion	5%
Video insertion	10%

* This surcharge is plus the regular cost of the ad in the magazine.

Inserts and advertorials are available. Contact advertising@caribbeanbride.com for more details.





editorial calendar

Issue 5- July 2011

Departments:

Island Events
Ask Preston
Destination Fashion
Caribbean Kitchen- Restaurant Feature
I Thee Wed- Real Caribbean weddings
I am a Caribbean Bride
Top 10 things

Features:

Tropical Cakes
Destination Focus- The allure of Curaçao
Artful Bouquets
Diamonds are Forever
A Marriage of Design

Issue 6- Jan 2012

Departments:

Island Events
Ask Preston
Destination Fashion
Caribbean Kitchen- Restaurant Feature
I Thee Wed- Real Caribbean weddings
I am a Caribbean Bride
Top 10 things

Features:

Colourful Cocktails
Destination Focus- Cuba Linda!
Caribbean Flowers
Getting Fabulous on a Budget
Romance after the Honeymoon



Specifications

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

- Trimsize: 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.

Full Page Ad
7.75in x 10.5in

Half Page Ad
7.75in x 5.125in





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