

THE BEST OF THE GOOD LIFE IN THE CAYMAN ISLANDS


GRAND
CAYMAN

ISLAND EDITION

GRAND CAYMAN MAGAZINE
Media Kit
2020-2021



GRAND CAYMAN MAGAZINE

Message from the Publishers

Dear Friends and Clients—

We are pleased, indeed proud, that you have an interest in *Grand Cayman Magazine*, either as an advertiser, a potential advertiser, or a marketing professional.

It's been said — accurately, we believe — that *Grand Cayman Magazine* resides in a “special place” in Cayman’s media marketplace. Fortunately, it is the space at the top where our publication has been virtually unchallenged in its 15-year history for quality, beauty, and value.

For businesses engaged in nearly every industry, the question could not be more simple: Do you wish to be represented by the indisputable best — or one of the rest?

Since we published the first issue of *Grand Cayman* in 2004, we believe we have remained faithful to our original mission: To provide these Cayman Islands with a publication that reflects the excellence, sophistication,

and style of the islands themselves. That has proved to be a winning formula that we intend to continue.

We are aware that many in our community have never discarded a single copy of *Grand Cayman Magazine*. Their collections are complete. In today’s fast-moving society, filled with “disposable” products, especially publications, we don’t think there is a higher compliment that a publisher could receive.

As we begin our “second 15 years” (and hopefully beyond), we invite you to join us as we continue to provide our elite audience with “the best of the good life in the Cayman Islands.”

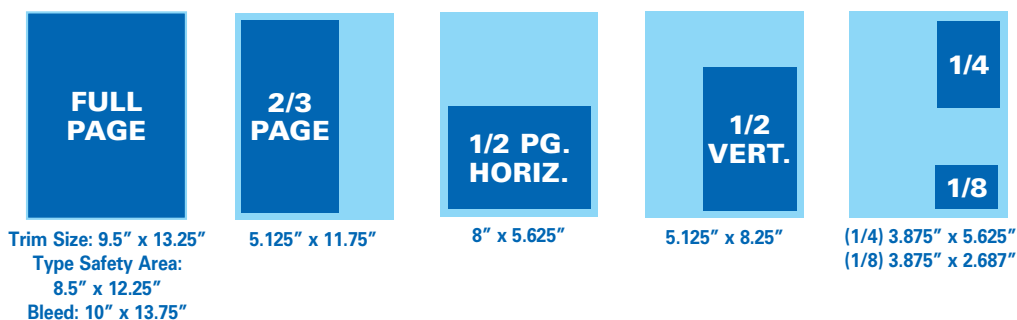
With warmest regards,
DAVID AND VICKI LEGGE
PUBLISHERS



OUR CHANNELS OF DISTRIBUTION

- Hand-delivery, via courier, to more than 4,000 Grand Cayman executives (partners of every major law firm and accountancy firm, bank directors, company managing directors, etc.)
- Upscale private homes, condominiums and hotels on Seven Mile Beach and beyond.
- The passenger arrival lounges of Owen Roberts International Airport and the private jet terminal.
- Select VIP mailing lists of travel and media outlets in the United States and Canada.
- Multiple copies to businesses, retail outlets, Department of Tourism, and government offices for distribution to their private clients, use at seminars and conferences, and for office display.
- Distribution at Shipping Registry events (Maritime Authority of the Cayman Islands) at approximately 20 different venues, including Fort Lauderdale, London, Southampton, Monaco, Athens, Singapore, Hong Kong, Tokyo, Dubai, etc.
- Select special events and conferences, both locally and internationally, including major boat shows in Miami and Fort Lauderdale.
- Widespread distribution to office reception areas, real estate agencies, developers, and other high-end, high-traffic locations.
- Bulk copies available upon request.

Artwork Specifications & File Transfer



PRINTING SPECIFICATIONS

PRESS TYPE & COLORS

Sheet-fed press. CMYK are standard. Special colors are available at an extra fee. Paper stock is 100# coated.

PRE-PRESS

Colored Type: Formulas should be made of 3 colors or less for best registration. Reversed Type: A minimum of 6 pt. for San Serif typeface and 9 pt. for any Serif typeface. UCR should be 300% maximum coverage. All artwork and photograph scans and digital photos must be in high resolution 300 dpi.

AD FORMATS

All ads must be presented in digital format. Files must be accompanied by support files and a color laser proof.

Adobe Acrobat PDF files are acceptable only in Press Quality high resolution formats and if accompanied by a color laser proof, all fonts, and

all support documents including photographs and logos. Crop marks need to be offset by .125" away from the trim edge.

ELECTRONIC TRANSFER "HIGHTAIL" UPLOAD LINK

Stuff or Zip art file to send. Go to: spaces.hightail.com/uplink/LeggeCom

Select file from your desktop and attach. Click on SEND IT at the bottom.

FULL-PAGE ADS

The ad should be designed so that all type and artwork in the ad are inside a 1/2 inch safety area all around for printability, trim, and binding. All full page bleed ads must have 1/4 inch bleed. This means that an extra 1/4 inch must be added all around the trim size (9.5" x 13.25") which makes the final bleed ad size 10" x 13.75". (1/4 inch added to left, right, top, bottom).

DOUBLE-PAGE SPREAD ADS

Double-page spread ads should have a gutter of 1/2 inch on both left and right pages. Otherwise, there is a risk of losing type or other items in the gutter when the publication is bound. Of course, photographs can span two pages if desired.

Layouts for the double-page spread should be on one file. The trim size of the double-page spread is 19" x 13.25". The bleed size of the double-page spread is 19.5" x 13.75" (1/4 inch added all around outside edges).

PARTIAL PAGE ADS

Partial page ads should be designed to specific sizes outlined above.

If more information is needed, please contact Legge Communications for further assistance.



LEGGE COMMUNICATIONS (CAYMAN) LTD.

Grand Pavilion • First Floor Front NW • Seven Mile Beach

(345) 945-6566 • info@grandcaymanmagazine.com • www.grandcaymanmagazine.com

Ad Space Rates

DISPLAY ADS

ONE-TIME (6 MONTHS COVERAGE)

Full Page	CI\$4,800	(US\$5,900)
Double-Page Spread	CI\$9,600	(US\$11,800)
Two-Thirds Page	CI\$3,500	(US\$4,300)
One-Half Page Horizontal	CI\$2,600	(US\$3,200)
One-Half Page Vertical	CI\$3,000	(US\$3,700)

TWO-TIMES (12 MONTHS COVERAGE-INCLUDES 10% DISCOUNT)

Full Page	CI\$8,640	(US\$10,620)
Double-Page Spread	CI\$17,280	(US\$21,240)
Two-Thirds Page	CI\$6,300	(US\$7,740)
One-Half Page Horizontal	CI\$4,680	(US\$5,760)
One-Half Page Vertical	CI\$5,400	(US\$6,660)

All of the above display ad sizes include free listings in our Register of Display Advertisers both in print and on our website.

Display advertisers receive a link to their website and a downloadable PDF of their ad.

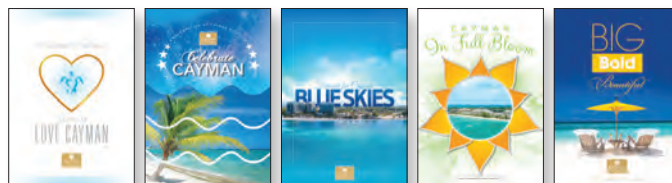
Full page and larger ad contracts receive a BONUS ad on the GrandCaymanMagazine.com homepage.

Website ads must be submitted by advertiser. Web ad sizes in pixels: 300px x 250px and 728px x 90px.

SPECIAL 'BAZAAR' ADS

One-Quarter Page	CI\$1,250	(US\$1,525)
One-Eighth Page	CI\$650	(US\$795)

One-Quarter Page	CI\$2,250	(US\$2,745)
One-Eighth Page	CI\$1,170	(US\$1,427)



NEW SPECIAL ADVERTORIAL SECTION EDITION 2, 2020

The Cayman Islands: Love at First Sight

(6 MONTHS COVERAGE)

Full Page	CI\$4,800	(US\$5,900)
Half Page	CI\$2,600	(US\$3,200)

Double-Page Spread	CI\$9,600	(US\$11,710)
Four-Page Advertorial	CI\$19,200	(US\$23,415)

For more information please refer to advertorial package section.

MULTIPLE PAGE DISCOUNTS AVAILABLE

SPECIAL PLACEMENT OF DISPLAY ADS

Add 15% for specific placement guarantee

DESIGN & LAYOUT FEES

Additional fees will be charged for scanning, design and layout, photography, retouching, proofing and other items necessary to produce or refine an advertisement for acceptable quality.