

# *Life in St. Vincent & the Grenadines*

## MEDIA KIT 2011/2012

### **Overview**

Life in St. Vincent & the Grenadines is the perfect travel guide for planning and enjoying a vacation in St. Vincent & the Grenadines. This conveniently sized, colourful, B4 publication zones in on each island's essential information; featuring guidance on accommodation, dining, sightseeing, land/watersports and shopping.

The magazine then goes beyond basic listings by stimulating the reader's excitement with fascinating editorials and spectacular photographs. Life in St. Vincent & the Grenadines is what every visitor needs and wants in their pocket.

After using the magazine as a guide during their holiday, visitors will then take it home as a memento to show to friends and family, thereby inspiring others to come and visit as well.

### **Readership & Distribution**

Life in St. Vincent & The Grenadines is distributed free of charge to hotels, guest houses, tour operators, ferries, airports and shops. It is also used as a marketing tool at the famous World Travel Market held annually in London each November.

This vital resource offers limitless opportunities to reach potential clients for an entire year. Imagine – your advertisement will be seen by every tourist, business executive and island hopper who passes through our beautiful islands during a twelve month period.

Life in St. Vincent & The Grenadines magazine can be found online at [www.westindiespublishing.com](http://www.westindiespublishing.com) where you can easily view and interact with our advertisers. It is also an ideal way to learn more about our Caribbean islands by viewing West Indies Publishing's other exciting publications.



**ADVERTISEMENT RATES**

SIZE	US\$	EC\$
Inside Front Cover	2605	7025
Outside Back Cover	2605	7025
Inside Back Cover	2145	5790
Full Page	1815	4900
Half Page	1030	2780
Third Page	775	2085
Quarter Page	650	1755
Eighth Page	405	1095

Special Positions: left or right hand pages add 10%. Facing matter cannot be guaranteed.

**IMPORTANT TERMS AND CONDITIONS**

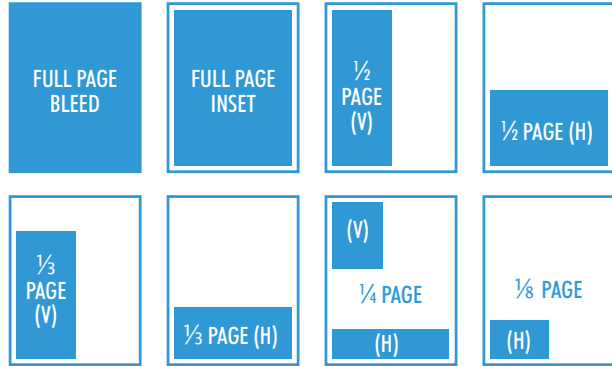
- At the time of booking a 50% deposit is required in advance to secure order, the balance payable on publication.
- West Indies Publishing reserves the right to cancel any order where the appropriate deposit has not been received by the final copy dates as indicated above.
- Except for corrections of publisher's errors, proof changes will be charged.
- Invoices and a copy of the magazine are mailed upon publication.
- All invoices are due and payable net 28 days from invoice date.
- Accounts not paid within this time are subject to a late charge of 1.5% compounded monthly on any balance outstanding 28 days after billing date.
- We reserve the right to reject any advertising considered objectionable as to wording or appearance. Advertising that resembles editorial may be marked "advertisement" or "advertorial" by the publisher.
- A 15% commission is paid to recognised advertising agencies.
- Cancellations made 30 days prior to the Artwork Deadline date will incur a 50% charge. Cancellations made after the Artwork Deadline date will incur 100% of the cost.

Frequency and Date of Issue: Annually, November 2011  
 Booking Deadline: 24 June, 2011  
 Artwork Deadline: 15 July, 2011

**ADVERTISEMENT SIZES**

SIZE	WIDTH	HEIGHT
Full Page (Inset)	152mm	223mm
Full Page (w. Bleed)	182mm	256mm
Half Page (H)	152mm	110mm
Half Page (V)	74mm	223mm
Third Page (H)	152mm	74mm
Third Page (V)	74mm	144mm
Quarter Page (H)	152mm	54mm
Quarter Page (V)	74mm	110mm
Eighth Page	74mm	54mm

All Cover Positions 176mm x 250mm (trim size) add 3mm bleed.



**Bleed Advertisements**

Bleed size: +3mm on each side intended to bleed. Cover advertisements are intended to bleed and sizes given are the trim page size. No advertisements under a full page can bleed.

**Materials Required**

Final artwork on CD or via email in Adobe Acrobat PDF or Adobe Photoshop JPEG (at maximum quality) format. Minimum resolution 300 dpi at final size. Ads can be uploaded to our FTP site. Please contact us for details.

**Production Charges**

In the event of the above not being supplied, West Indies Publishing will design and produce advertising material at a cost to be negotiated. All amendments will incur a nominal charge.

**ALL ADVERTISING MATERIAL ONCE PREPARED SHOULD BE SENT TO:**

West Indies Publishing Limited, Suite 3 Jasmine Court, Friar's Hill Rd, P.O. Box W883, St. John's, Antigua, W.I.  
 Tel: (268) 461 0565/463 5550 • Fax: (268) 461 9750  
 E-mail: ads.wip@candw.ag

**Please state clearly the name of the publication and also the name of your advertisement.**