

# the GRENADINE AIR ALLIANCE magazine

(Comprising Mustique Airways and SVG Air)

## MEDIA KIT 2011/2012

### Overview

This airline services the islands of Barbados, St. Vincent, Bequia, Mustique, Canouan and Union. It also does charter flights to Carriacou, Grenada, Martinique, St. Kitts & Nevis, St. Barth's, St. Lucia, Dominica and many other islands.

This annual publication encompasses thoroughly researched articles with brilliant photography printed in a handy A5 sized magazine. GAA's in-flight magazine invites passengers to learn more about their destination through engaging editorials and vibrant depictions of island life.

### Readership

The Grenadine Air Alliance in-flight magazine caters to up-market holidaymakers and charter clients who frequently visit the exotic and exclusive Grenadine islands and wider Caribbean, as well as businessmen and the general public. Holidaymakers can take the magazine home to share with friends and family, who then come to visit the islands.

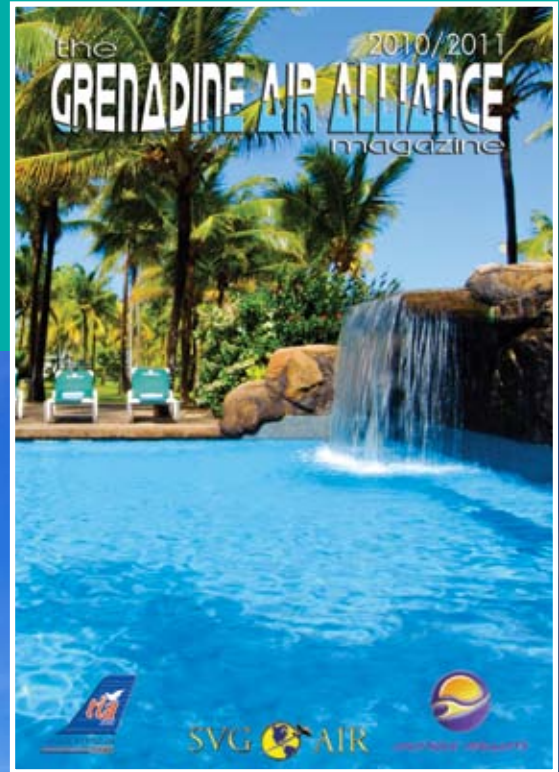
The clientele that fly with GAA offer increased revenue to the islands and businesses they patronize. The magazine gives you, the advertiser, maximum exposure of your products and services in a very high-end market of happy holidaymakers and local businessmen.

### Distribution

This prestigious and comprehensive magazine is distributed on all Grenadine Air Alliance, Mustique Airways and SVG Air aircraft and is therefore seen by an extensive cross-section of travellers. It can be found in all serviced airports, Ministry of Tourism offices worldwide, travel and tour companies. It is distributed as a major marketing and promotional tool at World Travel Market held annually in London.

Advertising in GAA's In-flight Magazine gives your business an opportunity for twelve months of prime exposure in a very lucrative and expansive market.

Grenadine Air Alliance magazine can be found online at [www.westindiespublishing.com](http://www.westindiespublishing.com) where you can easily view and interact with our advertisers in this publication. 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	2825	7630
Outside Back Cover	2825	7630
Inside Back Cover	2570	6940
Full Page	2195	5925
Half Page	1375	3715
Third Page	1020	2755
Quarter Page	815	2200
Eighth Page	450	1215

**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**

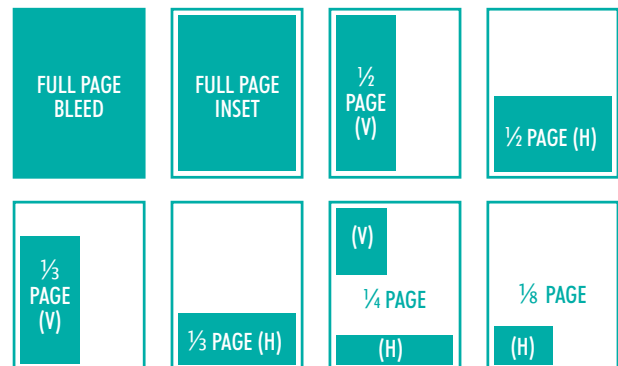
**Booking Deadline: 24 June, 2011**

**Artwork Deadline: 15 July, 2011**

## ADVERTISEMENT SIZES

SIZE	WIDTH	HEIGHT
Full Page (Inset)	128mm	190mm
Full Page (w. Bleed)	154mm	216mm
Half Page (H)	128mm	93mm
Half Page (V)	62mm	190mm
Third Page (H)	128mm	60mm
Third Page (V)	62mm	126mm
Quarter Page (H)	128mm	44mm
Quarter Page (V)	62mm	93mm
Eighth Page	62mm	44mm

**All Cover Positions 148mm x 210mm (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.**