

Pink Duck



PUBLISHING
We're on Point

Pink Duck Publishing has proudly partnered with the Cayman Islands Tourism Association (CITA), who support **The Cayman Book** and **Your Cayman** as the official tourism publications of the Cayman Islands.

MORE ABOUT OUR PUBLICATIONS:

THE CAYMAN BOOK (COFFEE TABLE BOOK)

Target Audience: Tourists from gateway destinations.

About: Evolving from **Visit Cayman Islands Magazine**, **The Cayman Book** is a beautiful, modern, luxury coffee table book. It will contain advertorials from high-end advertisers, interesting stories, and beautiful photographs by local talent.

Advertising Opportunities: Full page / double page / half page / quarter page / adverts / advertorial / feature product pages.

Distribution (in rooms): Hotels, condos and villas throughout all three islands.

Launch Date: November 2018.

Print Quantity: 15,000+.

YOUR CAYMAN (INFORMATIONAL GUIDE)

Target Audience: Cayman residents and tourists who are staying in the Cayman Islands.

About: Combining the current content in **Maps** and **Cayman Dining Guide**, we have created an informative, user-friendly guide book. **Your Cayman** will feature maps of the three Islands, where to dine, things to do, where to stay, events, advertorials and a Cayman 'safety' supplement.

Advertising Opportunities: Full page / double page / feature product pages / map locator adverts.

Distribution: Hotels, condos, villas, key tourist and resident locations throughout all three islands.

Launch Date: November 2018.

Print Quantity: 95,000.

BOUNCE (HEALTH, WELLNESS AND LIFESTYLE MAGAZINE)

Target Audience: Cayman residents and tourists who are staying in the Cayman Islands.

About: **Bounce** is Pink Duck Publishing's new 'baby' and we're confident it will soon be Cayman's leading health, lifestyle and wellness magazine. It will feature articles, advertorials, adverts, tips and tricks for 'living your best life' (beauty, fitness, cleansing, rejuvenating, product picks, health retreats, surgical enhancements, clean living, meditation and more).

Advertising Opportunities: Full page / double page / half page / quarter page / adverts / advertorials / feature product pages.

Distribution: Key resident and corporate locations throughout all three islands.

Launch Date: January 2019. Bi-annual (January and July 2019).

Print Quantity: 10,000 bi-annually.



www.thecaymanbook.com
www.yourcayman.ky
www.bounce.ky



ONLINE MARKETING BENEFITS:

WEBSITES

www.thecaymanbook.com / www.yourcayman.ky / www.bounce.ky

- Mobile-friendly websites.
- Advertiser's dedicated page: with login details to update information and photographs.
- Search Engine Optimisation (organic and paid).
- **Pink Duck Publishing, Your Cayman** and **Bounce** blogs.
- Website banner opportunities (refer to advertising opportunities).

SOCIAL MEDIA

- Share advertiser's products, promotions and events.
- Paid Facebook display ads.

E-NEWSLETTER

- Monthly Pink Duck Publishing e-newsletter.
- Weekly Bounce e-newsletter.

ADDITIONAL ADVERTISING OPPORTUNITIES:

- Newsletter Feature- **CI \$50 per newsletter**- month/week to be agreed.
- Newsletter Banner- **CI \$500 per newsletter**- month/week to be agreed.
- Website Banners - price on application and based on placement.
- Feature Articles/Editor's Picks/Top Local Picks - **CI \$500 per placement** - available in all three publications.

PUBLICATION SIZES

THE CAYMAN BOOK
12" high x 9" wide.

YOUR CAYMAN
8.5" high x 7" wide.

BOUNCE
9.75" high x 7.5" wide.

Sales: kathryn@pinkduck.ky
Client Artwork and Marketing: eleanor@pinkduck.ky
Editor-in-Chief: joanna@pinkduck.ky
Graphics/Artwork: angie@pinkduck.ky
Junior Writer: ian@pinkduck.ky



Pink Duck Publishing, PO Box 133, KY1-1101, Cayman Islands



THE CAYMAN BOOK (12" HIGH X 9" WIDE)

<p>FULL PAGE</p> <p>TRIM 12" HIGH 9" WIDE</p> <p>BLEED 12.13" HIGH 9.13" WIDE</p>	<p>HALF PAGE (VERTICAL)</p> <p>TRIM 12" HIGH 4.5" WIDE</p> <p>BLEED 12.13" HIGH 4.63" WIDE</p>	<p>HALF PAGE (HORIZONTAL)</p> <p>TRIM 6" HIGH 9" WIDE</p> <p>BLEED 6.13" HIGH 9.13" WIDE</p>	<p>QUARTER PAGE</p> <p>TRIM 6" HIGH 4.5" WIDE</p> <p>BLEED 6.13" HIGH 4.63" WIDE</p>	<p>FEATURE PRODUCT</p> <p>TRIM 2.4" HIGH 1.8" WIDE</p> <p>BLEED 2.53" HIGH 1.93" WIDE</p>
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YOUR CAYMAN (8.5" HIGH X 7" WIDE)

<p>FULL PAGE</p> <p>TRIM 8.5" HIGH 7" WIDE</p> <p>BLEED 8.63" HIGH 7.13" WIDE</p>	<p>FEATURE PRODUCT</p> <p>TRIM 1.7" HIGH 1.4" WIDE</p> <p>BLEED 1.83" HIGH 1.53" WIDE</p>
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BOUNCE (9.75" HIGH X 7.5" WIDE)

<p>FULL PAGE</p> <p>TRIM 9.75" HIGH 7.5" WIDE</p> <p>BLEED 9.88" HIGH 7.63" WIDE</p>	<p>HALF PAGE (VERTICAL)</p> <p>TRIM 9.75" HIGH 3.75" WIDE</p> <p>BLEED 11.88" HIGH 4.63" WIDE</p>	<p>HALF PAGE (HORIZONTAL)</p> <p>TRIM 4.88" HIGH 7.5" WIDE</p> <p>BLEED 5" HIGH 7.63" WIDE</p>	<p>QUARTER PAGE</p> <p>TRIM 4.88" HIGH 3.75" WIDE</p> <p>BLEED 5" HIGH 3.88" WIDE</p>	<p>FEATURE PRODUCT</p> <p>TRIM 1.95" HIGH 1.5" WIDE</p> <p>BLEED 2.08" HIGH 1.63" WIDE</p>
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