

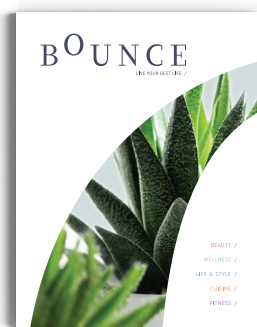
# PINK DUCK PUBLISHING

FRESH. INNOVATIVE. NEXT GENERATION

Pink Duck Publishing is a modern and forward-thinking full-service print and digital publisher headquartered in George Town, Grand Cayman.

Pink Duck Publishing's portfolio includes *The Cayman Book*, a sophisticated resource for the discerning traveller, *Your Cayman*, the go-to resource for residents and tourists, and *Bounce*, Cayman's first and only lifestyle publication dedicated to promoting

Cayman's growing wellness industry. Find out more at [pinkduckpublishing.com](http://pinkduckpublishing.com). Please refer to pages 4-6 for our advertising options.



## WHY ADVERTISE WITH US?

At Pink Duck Publishing we are committed to providing premium quality, market-leading products.

By advertising via one of our print or digital platforms we can help you reach a national and international audience of hundreds of thousands of potential customers.

Our glossy print magazines are designed to be kept on coffee tables, carried around in cars, and referenced time-and-time again. This means that your message will be seen thousands of times. Unlike other publishing companies, we don't produce "throw away" publications. Ours are designed to be savoured, enjoyed, and collected.

Our print products are supported by powerful and dynamic digital platforms. Each of our websites harness the power of well-crafted content written by experienced professional writers and journalists. All our websites are managed by a dedicated team of digital experts and we have the knowledge and know-how to support your business with tailored social media posts to help power up your marketing campaign even more.

We know that now more than ever marketing budgets are squeezed, so we offer some of the most competitive prices in the industry too.

Are you ready to experience a whole new quacktastic world of publishing?

## GREAT RETURN ON INVESTMENT

We offer discount codes that are trackable, and unrivalled digital reports on a monthly basis to all of our advertisers. We track click through rates on our websites to all of your links, emails, and telephone numbers meaning you can make data-driven decisions. Our goal conversion rates are above industry standards and are entirely trackable, meaning that advertising with us is one of the most powerful and effective ways to market your business.

## BUY ONE GET ONE FREE

Whether you're all-in on digital advertisement or looking for print ad solutions, when you purchase a print advert, you will receive your free online branded page for your business profile on *The Cayman Book* or *Your Cayman* websites. Print advertisers can expect to receive regular monthly reports on their online business pages, and recommendations to increase leads.

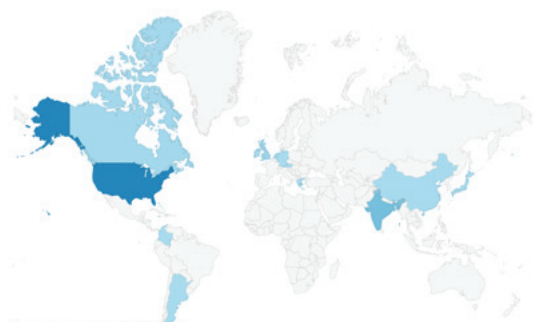


## HIGH IMPACT WEBSITES FOR THE CAYMAN ISLANDS AND BEYOND

Our websites are targeted at people in the Cayman Islands (*Bounce*, *Your Cayman*) and those outside of the Cayman Islands (*The Cayman Book*), meaning we can reach your ideal audience every step of the way through the buyer's journey. Our strategies are targeted at reaching your audiences before they arrive, when they are here, and right up until the decision stage of their journey.

Our websites are designed to offer you qualified leads (real business) and not just casual contacts. These sites are mobile responsive, and search engine optimised in order to get your content in front of the people that matter.

Couple this with our high impact social media presence, and you'll soon find our websites are top of the range, performing well above benchmarks.



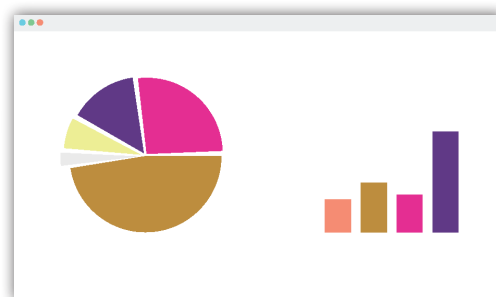
### Goal Conversion Rate

25.76%



## WHEN YOU GROW, WE GROW

At Pink Duck Publishing we believe in growing your business, and helping you to experience the success that you are looking for. We're invested in your growth. Our team of experts offer monthly advice on conversion optimisation of your business pages, meaning you always have the opportunity to grow further with us.



## MOVER AND A SHAKER

We're the fastest growing publisher in the Cayman Islands. Launched in 2018, Pink Duck Publishing has already been shortlisted for the Cayman Islands Marketing Association's Brand of the Year 2019 Award. Our energy is the key to your business' growth engine.



## CLIENT PORTFOLIO

Check out just a small selection of clients we are delighted to work with:



Le Visage  
Cosmetics & Skincare Boutique



KIRK FREEPORT



## ADDITIONAL DIGITAL OPTIONS

We also offer display website banner opportunities. These start at very reasonable rates, and can be ideal for businesses with constantly changing offers or who are seeking to push foot traffic seasonally

	Position	1 month	Total	6 months	Total	12 months	Total
Home	Top	300	300	280	1,800	260	3,120
Home	Middle	260	200	240	1,440	220	2,640
View our ebook	Top	240	200	220	1,320	200	2,400
Category page	Top	200	200	180	1,080	160	1,920
Feature article	Top	200	200	180	1,080	160	1,920
Events	Top	200	200	180	1,080	160	1,920

# BOUNCE

LIVE YOUR BEST LIFE



## CAYMAN'S FIRST WELLNESS MAGAZINE

*Bounce* is Pink Duck Publishing's latest title and we're confident it will quickly establish itself as Cayman's leading lifestyle magazine dedicated to promoting Cayman's burgeoning wellness industry. *Bounce* is jam packed with informative features, product pages, recipes, and tips to living your best life. Editorial categories include fitness, wellness, beauty, cuisine, and life & style.

- Target Audience: Residents and tourists staying in the Cayman Islands
- Distribution: Key resident and corporate locations throughout all three islands
- Publication Dates: Bi-annual (Oct. and April)
- Print Quantity: 10,000 bi-annually

## ADVERTISING OPTIONS

### Sponsored Features

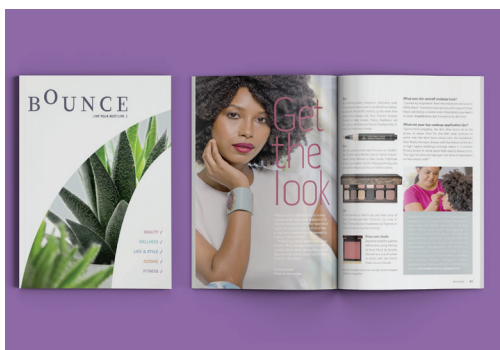
- Exclusive experiences with your business
- Minimum one page
- Photography and editorial

### Sponsored Product Placement

- Non-exclusive product highlight in editorial page
- Minimum one page
- Product image, and description

### Adverts

- Full Page Premium, starting at \$2,400
- Full Page, \$1,200 KYD
- Half Page, \$700 KYD
- Quarter Page, \$500 KYD
- **Special pricing available** if advertising is purchased in multiple publications (TCB/YC/ Bounce)



## FREE ONLINE BENEFITS

- Feature article taken from print and placed online
- Monthly report
- Social media support
- Blog posts

## WEBSITE

- [www.bounce.ky](http://www.bounce.ky)
- Facebook: @bouncecayman
- Instagram: @bounce\_magazine

## ADVERT SIZES

Within *Bounce* magazine we have a range of display advert sizes available to suit every business requirement. Take a look below for details on our advert sizes and requirements. Note: our bleed margin is 0.125" and the text safe margin is 0.5" for each page.

### BOUNCE (9.75" x 7.5")

<p>Full Page</p> <p><b>Trim</b> 9.75" high 7.5" wide</p> <p><b>Bleed</b> 10" High 7.75" Wide</p> <p><b>Text Safe Area</b> 8.75" x 6.5"</p>	<p>Half Page</p> <p><b>Trim</b> 9.75" high 3.75" wide</p> <p><b>Bleed</b> 10" High 3.875" Wide</p> <p><b>Text Safe Area</b> 8.75" x 2.75"</p>	<p>Half Page (Horizontal)</p> <p><b>Trim</b> 4.88" high 7.5" wide</p> <p><b>Bleed</b> 5.005" High 7.75" Wide</p> <p><b>Text Safe Area</b> 3.88" x 6.5"</p>	<p>Quarter Page</p> <p><b>Trim</b> 4.88" high 3.75" wide</p> <p><b>Bleed</b> 5.005" High 3.875" Wide</p> <p><b>Text Safe Area</b> 2.88" x 2.75"</p>
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**For all sales enquiries, please contact Vincent Gregotski:**

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**+1 345 936-2201**