

Island Life

MEDIA GROUP



www.islandlife.net

Magazine Advertising Information (as of January 2006)

Concept & Content

Island Life is the quintessence of fine Caribbean living. This first class, coffee-table-book type publication is a luxurious, striking, slightly oversized glossy, depicting the most alluring, captivating and sumptuous characteristics of this breathtaking region. A rare gem, Island Life has artfully combined the integrity and preservation of yesterday's treasures and traditions with the sophisticated and exotic offerings that captivate today's most discerning traveler.

The three main editorial categories include home décor & architecture, cuisine & entertaining, travel & lifestyle. Subcategories may include home accessories, artists, celebrity homes & gardens as well as cocktails, top 10 lists, soil to supper & guess who recommends as well as fashion, beauty, weekend hideaways, luxury resorts & adventure. Most issues are themed. Topics are wide ranging and may include spas, weddings, eco, colour, food & wine and much more. Properties available for sale or rent within the Caribbean are also showcased.

Market

The magazine provides an opportunity for advertisers to reach an estimated 500,000 English-speaking, affluent, influential, stylish and quality-conscious readers from around the globe with a heavy saturation in the Caribbean region as well as the United States, United Kingdom and Canadian markets. Our research indicates that 80% of these readers are homeowners who travel extensively with 70% interested in using the services of an interior designer and/or architect.

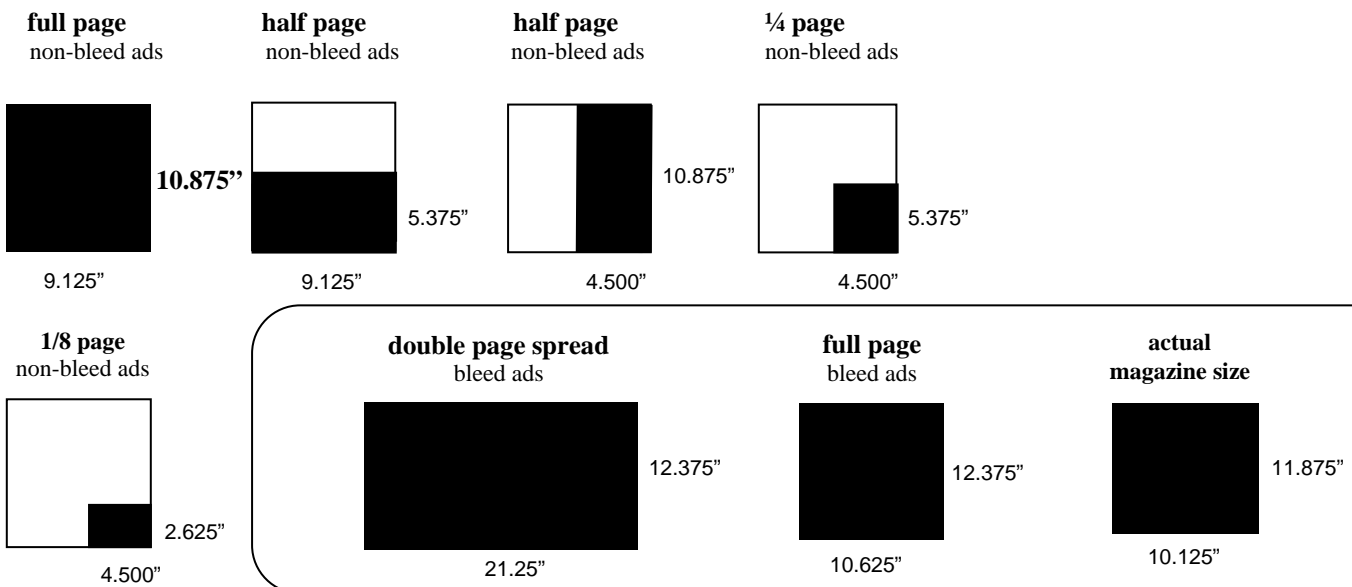
Circulation

500,000

Distribution

- On sale at news stands throughout the United States, Canada and the UK
- On sale at news stands in a growing number of English-speaking Caribbean Islands including; Anguilla, Antigua, Barbados, Bequia, BVI, Dominica, Grenada, Jamaica, Mustique, Nevis, St. Lucia, St. Maarten, St. Martin, St. Vincent, St. Kitts, Trinidad, Tobago and USVI.
- Direct International and regional subscription.
- Complimentary to:
 - a) BWIA via their global lounge system.
 - b) Virgin Airlines via their London Lounges
 - c) Select hotels and villa properties in the region.
 - d) Corporate centers.
 - e) Construction, architecture & real estate professionals in the region.
 - f) All advertisers.

Ad Dimensions



Net Magazine Caribbean Advertising Rates & Artwork Specifications (per insertion) Effective January, 2006.

	1 insertion \$	2 insertions \$	3 insertions \$	4 insertions \$
Double Page Spread	13,500.00	12,150.00	11,475.00	10,800.00
Inside Full Page	7,500.00	6,750.00	6,375.00	6,000.00
Half Page	4,500.00	4,050.00	3,825.00	3,600.00
Quarter Page	2,500.00	2,250.00	2,125.00	2,000.00
Inside Front Cover				9,600.00
Inside Back Cover				8,000.00
Outside Back Cover				10,400.00

All prices quoted in US Dollars
are NET (VAT not included)

Advertising Material Deadline

1st, February
1st, May
1st, August
1st, November

Publication Dates

March (Issue # 1)
June (Issue # 2)
September (Issue # 3)
December (Issue # 4)

Electronic Files

Electronic Files to be supplied on: Floppy, 100MB Zip, 1GB Jazz or CD.

- Please create all artwork in Adobe Illustrator, Macromedia Freehand, Adobe Photoshop or Quark Express.
- Illustrator, Freehand and Quark files must be supplied as EPS.
- Original Quark document must also be included with the EPS version as well as all fonts and any imported pictures or illustrations.
- Illustrator, Freehand and Photoshop files must all be supplied with fonts as outlines.
- If fonts cannot be converted to outlines, please include all Printer and Screen Fonts.
- All colours in all files must be converted to CMYK.
- Please do not specify any colours as Pantone or RGB.
- Any pictures included in any of the above formats must be of at least 300dpi.
- Please ensure all placed images are linked.
- No Corel Draw files will be accepted.

A COLOUR PROOF OR PRINTOUT MUST BE SUPPLIED WITH ALL ADS

Classified advertising rates and sizes

Blocks	Pages	Dimensions (in inches)		Advertising rates per insertion (US\$)				4 insertion rate equivalent monthly cost
		Width	Height	1 insertion	2 insertions	3 insertions	4 insertions	
2 blocks	1/8	4.500	2.625	1200.00	1080.00	1020.00	960.00	320.00
1 blocks	1/16	2.187	2.625	700.00	630.00	595.00	560.00	186.66

All prices quoted in US\$ (VAT not included)

Accessory Advertising

Accessories cost **US\$400.00** per item or item group.

Cost includes photography (if required) and a 30 word description which should include a description of the item, its cost and availability as well as relevant contact information (tel, fax, email / website)

Island Life Television

Concept

Lifestyle programs highlighting travel and elegant living in the Caribbean which mirror the editorial content of Island Life Magazine.

The first program called **Island Life Styles** is hosted by the Editor in Chief of Island Life Magazine, Christine Ferreira. This program features interiors, architecture, cuisine, art, gardens, landscapes and antiques from around the Caribbean.

The second program called **Island Life Destinations** is hosted by veteran television director, Kent Jordan. **Island Life Destinations** content includes features on Caribbean carnivals, music festivals, villas, resorts, island tours and attractions.

Both programs have been fully endorsed by the Caribbean Tourism Organization.

Target Audience

Middle to upper income consumers, with a bias towards female viewership in the 30 – 60 year age range.

Airing

Both Programs will consist of 13 half hour episodes consisting of four segments, each from a different island.

Benefits

- Will enhance the various Caribbean islands as destinations of choice, for leisure and other activities, in the minds of Caribbean people, thereby having a positive impact on travel and tourism within the region, now more important than ever post September 11th 2001.
- Will help to further stimulate the growing regional and international consumer interest in things Caribbean.
- Will enhance the arsenal of Caribbean Tourism Educational Marketing tools.

Advertising space booking and material submission deadlines :

- a) **Island Life Styles (season 3)** – airing November 2006
Space booking deadline: **September 30th 2006** Material submission deadline: **October 10th 2006**
- b) **Island Life Destinations (season 3)** – airing February 2007
Space booking deadline: **November 30th 2006** Material submission deadline: **December 10th 2006**

Television Sponsorship and Advertising Rates per insertion in (US\$)

(Valid until December 2006)

Rates are NET and non - VAT inclusive

Commercial length	Insertions				Sponsorship
	1-4	5-8	9-12	13+	
60 sec.	4,200.00	3,780.00	3,570.00	3,360.00	1) Companies purchasing a minimum of US\$26,000 in advertising per series / show will be given the bonus of being credited as a production sponsor once in every program. 2) Credit content of up to 10 seconds may consist of audio, video and / or captioned information to be negotiated with sponsor. 3) Production sponsorship is not exclusive.
45 sec	3,350.00	3,015.00	2,847.50	2,680.00	
30 sec	2,500.00	2,250.00	2,125.00	2,000.00	
15 sec	1,500.00	1,350.00	1,275.00	1,200.00	
5 minute feature	12,000.00				
Product placement	2,000.00	(3 product appearances within a 4.5 minute feature)			

Technical requirements: Advertisements must be supplied on Betacam SP tape in NTSC standard.

In house production of advertisements is available at specially discounted prices for those advertisers that may require it

ISLAND LIFE TELEVISION - Estimated Prime Time audience per territory.								
Territory	Popul- ation	TV Channel	Est. No viewers		Territory	Popul- ation	TV Channel	Est. No viewers
Anguilla	11,147	KCN	4,459		Montserrat	4,000	ABS	1,600
Antigua	67,000	ABS	26,800		NA	365,000	Tele Curacao	146,000
Bahamas	284,000	ZNS	113,600		St. Kitts/Nevis	44,000	ZIZ	17,600
Barbados	266,000	CBC TV 8	106,400		St. Lucia	152,335	DBS	60,934
Bermuda	64,000	Bermuda Broadcasting	25,600		St. Vincent	120,519	SVG TV	48,208
BVI	19,000	VITV	7,600		Trinidad	1,283,000	TV6	513,200
Cayman Islands	38,000	CITV	15,200		Turks&Caicos	23,000	WIV Cable TV	9,200
Dominica	75,000	Marpin	30,000		USVI	115,614	TV2	46,246
Grenada	98,600	GBN	39,440		Belize	256,068	Channel 5	102,427
Jamaica	2,538,000	CVM	1,015,200		Guyana	750,000	NCN	75,000
Total No. of Viewers		2,404,713						
Cost per thousand viewers		0.83		Valid for the period until December 2006 Rate based on booking Thirteen (13) 30 second ads.				
Cost of a 30 sec ad		2,000.00						

NB: The programmes will be available in Guadeloupe, Martinique and Cuba, however statistics on the viewership of English programming is not available in these countries. Additionally, the programmes will be available in some North American and British centres of West Indian population via multi - cultural TV stations for which viewership statistics are not available. As a result, these islands and cities have not been included in the above calculation.