

WEB MEDIA PACK CaymanParent

Caymanparent.com is the go-to resource for parents, grandparents, guardians, relatives, family friends and professionals seeking trusted advice about children aged 0-18+. The aim of the website and social media channels (combined with print) is to provide Cayman's community with everything they need to know about bringing up children in the Cayman Islands. Information is presented to the reader via expert articles, community blogs, reference guides and business spotlights with the aim of being the definitive guide for parenting in the Cayman Islands.

For advertisers, **caymanparent.com** is a much needed marketing vehicle to educate and promote products, services and brands to this lucrative demographic. Additionally, corporate clients can use this as an opportunity to demonstrate their good corporate citizenship. **Caymanparent.com** provides advertisers with immediate access to new clients as well as offering long term brand recognition.



Thematic Months

January Nutrition/Health Eating	July The Tough Stuff
February Healthy Hearts	August Back To School
March Celebrating Women	September World Themes + Mag Launch
April The Great Outdoors	October Wellbeing
May Education	November Family Finance
June Environment	December The Holidays

Highlights

YOY Time on Site:	40% Increase
Av. Monthly Page Views:	4700+
Av. Time On Page:	2m 20s
Facebook Community:	3000+ followers
Instagram Community:	1000+

Digital Advertising

Type	Description	Size (Pixels)	Maximum Positions	Price
Premium Banner	Top and bottom of all pages on website (excluding Events pages)	Desktop: 970x90px 728x90px Mobile: 336x280px	6	CI\$250 per month (min. 2 months)
Events Banner	Top and bottom of all Events pages	Desktop: 970x90px 728x90px Mobile: 336x280px	5	CI\$190 per month (min. 2 months)
Site Banner	Placed on multiple pages throughout the site (except Events pages and Homepage)	Desktop: 300x250px Mobile: 336x280px	6	CI\$190 per month (min. 2 months)
Thematic Banner	Embedded into relevant articles throughout the site	Desktop: 300x250px Mobile: 336x280px	4	CI\$250 per month
Event Feature	Showcased on Homepage, Main Events Calendar and on Event detail pages	Various	No Limit	CI\$150 per month
Profile	Includes full description, contact details, web, email, social media links and map location	No Restrictions	Exclusive	CI\$35 per month

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Banner Placements

Premium Banners

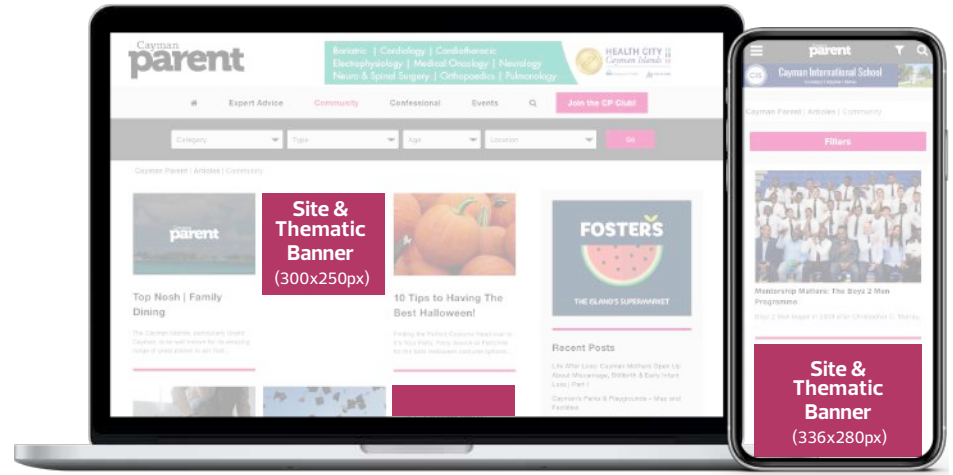
Displayed at the top and bottom of all pages (excludes events pages)



Site & Thematic Banners

Site Banner: Placed on all pages (excludes Homepage and Events pages)

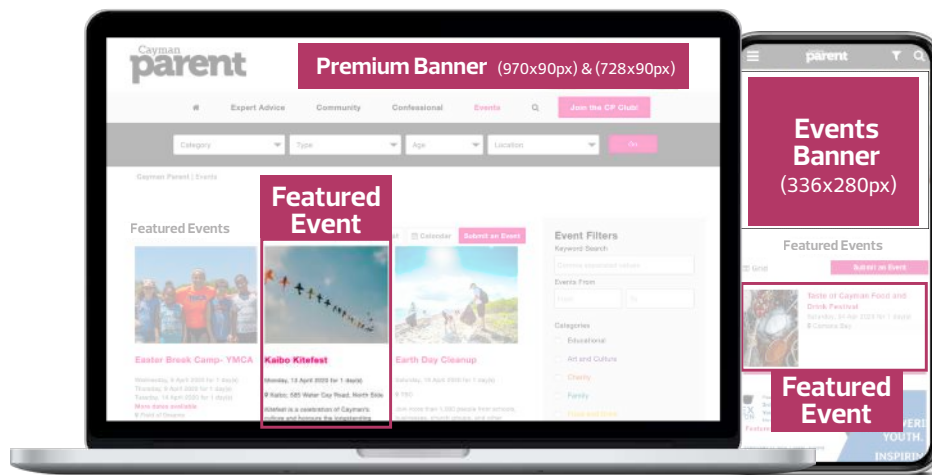
Thematic Banners: Placed in multiple relevant articles



Events Banners & Featured Events

Events Banners: Displayed at top and bottom of all Events pages

Featured Events: Displayed on Homepage, Calendar and all Events pages



Profile

Includes full description, contact details, web, email, social media links and map location

