

PRINT MEDIA PACK Cayman Parent

Cayman Parent 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 magazine, website and social media channels is to provide readers 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, *Cayman Parent* provides 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. By offering an integrated print, digital and social platform, *Cayman Parent* provides advertisers with immediate access to new clients as well as offering long term brand recognition.



EVERYTHING A CAYMAN PARENT NEEDS TO KNOW ABOUT PARENTING IN CAYMAN!

6 SIX REASONS TO ADVERTISE

TARGETED ADVERTISING

Cayman Parent is the only product in Cayman which specifically enables clients to directly showcase their products and services to Cayman parents and other interested parties alongside topical content.

INTEGRATED MARKETING

Cayman Parent provides a digital/print/social marketing ecosystem designed to strategically promote client offerings over the long term as well as supporting tactical short term marketing goals.

EXCEPTIONAL QUALITY

As evidenced with Acorn Media's other products, the content, design and production of the *Cayman Parent* print, digital and social media offering set the bar in the Cayman marketplace.

INNOVATIVE CONTENT

By combining a mix of research, community articles and essential 'guide-style' reference material, *Cayman Parent* is designed to maximise reader engagement.

PIN POINT DISTRIBUTION

Distribution is Island-wide, including supermarkets, shopping plazas and Post Offices, as well as targeted locations such as schools, hospitals, clinics, OBGYN/healthcare practitioners and other communal locations.

DIGITAL EXPOSURE

Your business will be featured on the *Cayman Parent* website and on social media ensuring your immediate access to this online audience.

"I experienced a big increase in bookings as a direct result of my advertising in Cayman Parent. Grazie *Cayman Parent!*"

- Massimo Crigna, Uniko EcoSalon

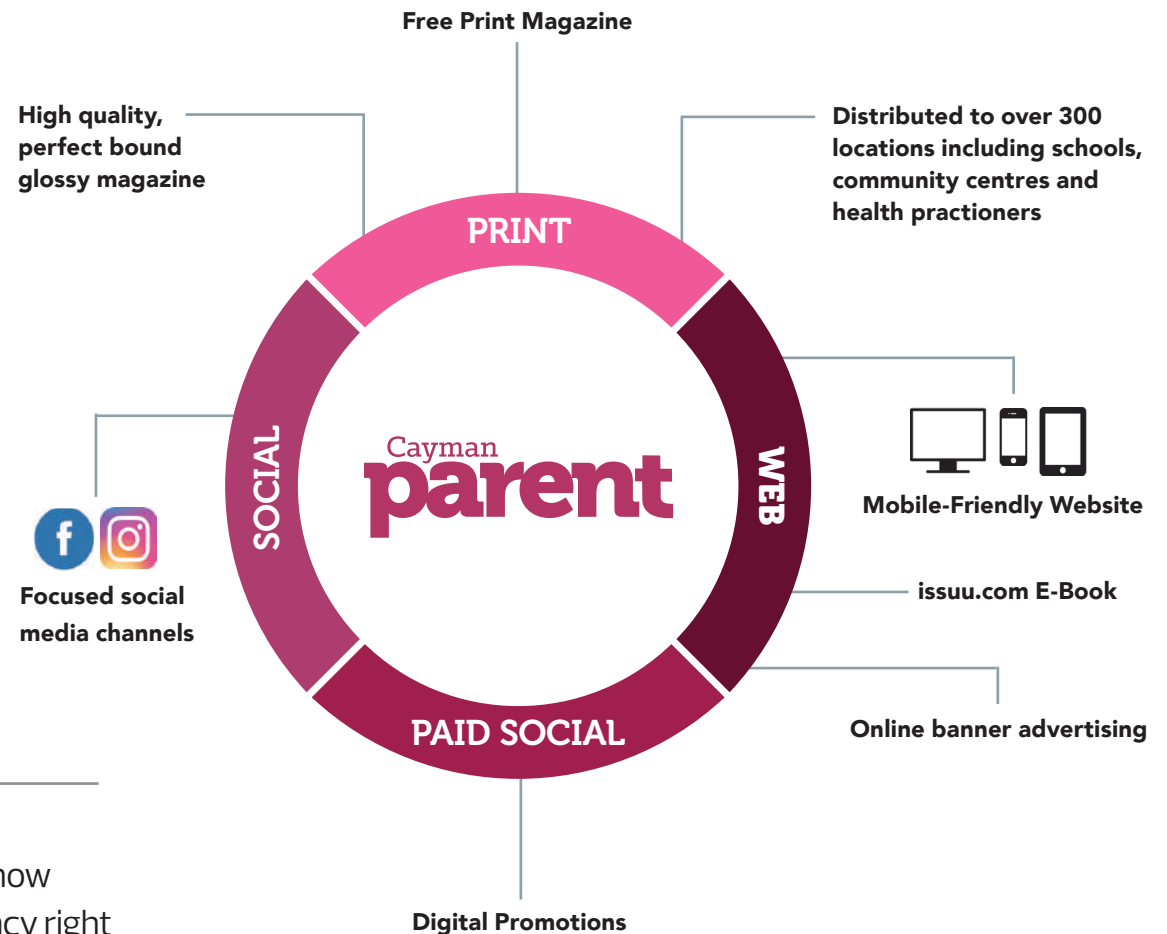
INTEGRATED Marketing

“Kudos for a clean, comprehensive, holistic and properly categorised publication.” - Facebook Community Feedback

A multi-channelled approach ensures that there are many ways to access our content so that parents can choose what is most convenient for them - helping you to maintain your brand visibility and generate new business. Readers can rely on *Cayman Parent* to provide information that makes families' lives easier - while providing a laugh along the way.

With information available across our print and digital platforms, advertisers can be assured that their advertising is reaching the right audience at the right time. Additionally, seasonal promotional requirements can be provided using both our social media and digital platforms giving our advertisers a truly integrated marketing solution.

“Hands down the best magazine of the year, possibly one of the best in the world. I can't begin to describe how informative it is with parental guidance from pregnancy right up to teenage years and more.” - Facebook Community Feedback



PRINT vs. DIGITAL NO MORE! TRUE PRINT & DIGITAL INTEGRATION FOR MAXIMUM EXPOSURE
PREMIUM PRINT MAGAZINE · DIGITAL EDITION · MOBILE FRIENDLY WEBSITE · SOCIAL MEDIA

CONTENT & Distribution

Since being a parent is one of the most wonderful (and confounding) things most of us will ever do, our platforms offer diverse content with a balanced mix of information and fun to help parents grow more confident, from pregnancy through the teenage years. Topical articles, blog style content and reference guides are delivered in real time with engagement on our social community.

In addition to the high traffic distribution points, Cayman Parent is personally delivered to all major education facilities including private and government schools, afterschool care locations and tutoring businesses. Other distribution points include kids activity locations, healthcare facilities, hospitals, clinics and relevant businesses.

High Traffic Distribution Points

We distribute to supermarkets (Foster's Food Fair, Hurley's and Cost-U-Less), all major home centres (A.L. Thompson's and Kirk Home Centre), Post Offices (both Seven Mile Beach and Airport locations), Cafe Del Sol (Marquee Plaza), Recruitment Agencies/Firms, the Airport arrivals lounge and many more.



DIGITAL EDITION

- Available for FREE
- Global Reach
- Compatible with Apple iPhone, iPad, Mac and Android
- Website Links - from ads and in-copy references

Research Articles

Nutrition

Nutritional advice. Meal planning. Healthy Recipes. School lunches. Family-friendly restaurants.

Health & Fitness

OBGYNs. Pre/post pregnancy. Doulas. Pediatricians. Immunisations. Development milestones. Dentists. Opticians. Counselling. Pre & Post natal fitness. Overseas health facilities.

Education

Schools. Tutoring & home schooling. Further education. Overseas schooling. Special needs.

Wellness

Self-care. Taking care of your mental health. Gyms and Spas. How to stay looking young.

Shopping

Nursery ideas. Special occasion gifts. Clothing. Beachware. Party gifts. Books.

Afterschool

Camps. Clubs, Activities. Sports groups. Overseas camps.

Passport For Success

Getting onto the employment ladder. Scholarships. Internships. Available resources.

Family Support

Helpers (pitfalls to avoid, agencies, etc). Playgroups.

Neighbourhoods

Where to live. Location of schools. Traffic considerations. Family-friendly realtors.



Parties

Planners. Supplies. Entertainment/games. Catering. Locations. Rentals.

Boring But Important

Passports. Immigration. Insurance. Writing a will. Divorce advice.

Travel

Travel ideas. Travelling with small kids.

Community

Volunteering. Charities. Local/International spotlights. Giving back. Recycling.

Photography

Newborns. Bumps. Family portraits. Special occasions.

Banking & Budgeting

Ways to save money. Saving plans. Opening a bank account.

Driving

Learning to drive. Drunk driving issues.

Social

Clubs and Groups. Meeting other parents. Parenting concerns.

Sponsored Features

Excelling teens. Community projects.

Advertising Rates



Cayman Parent offers a variety of advertising options to suit all requirements. Display advertising is the most visual method to advertise your business or services, while ‘Spotlights’ are formatted advertising options which showcase your business. We would be happy to discuss your individual requirements and then propose an advertising package to cost effectively promote your business. All advertising includes a free listing on the caymanparent.com website.

Publication Information

Publication Date	September 2021
Print Run	10,000 copies (independently audited)
Estimated Readership	40,000
Space Deadline	2 April 2021
Frequency	Annual
Payment Schedule	50% on signing, 50% on publication
Cancellations	No cancellations after the space deadline
Finished Size	8.375" w x 10.875" h
Bleed Size	8.75" w x 11.25" h

Media Requirements

High quality PDF files are preferred. Other acceptable formats are TIFF or EPS, in which all fonts and images must be embedded. Ads created in Quark, Microsoft Word, Microsoft Publisher or any other word processing programme will not be accepted. All artwork should be at least 300dpi and converted to CMYK. Files should be supplied on CD or DVD, via an online transfer programme (such as wettransfer) or emailed if the file is less than 5mb.

Artwork design can be provided at the discounted rate of C\$95 per hour for advertisers only.

Print Audits:

Acorn Media is the only media company in Cayman that has fully audited print runs. Print auditing is used to **independently** verify circulation and ensure an advertiser is achieving the reach they invested in.



Full Page Ad
C\$3,995



2/3 Page Vertical
C\$2,950



1/2 Page Vertical
C\$2,350



1/2 Page Horizontal
C\$2,350



1/4 Page Square
C\$1,450

Special Display Advertising Positions	CIS Year	CIS Month
Inside Front Cover	5100	425
Opposite Inside Front Cover	5100	425
Inside Back Cover	4900	408
Back Cover	7000	583
Pages 2 to 9	4750	396
<i>Guaranteed positions carry a 15% surcharge.</i>		

Standard Display Advertising Positions	CIS Year	CIS Month
Double page	please enquire	
Full Page	3995	333
2/3 Page	2950	246
1/2 Page	2350	196
1/4 Page	1450	121

Spotlights	CIS Year	CIS Month
Double page Spotlight	please enquire	
Full page Spotlight	3350	279
1/2 page Spotlight	1950	163
1/4 page Spotlight	1150	96

Spotlights

Spotlights are formatted advertisements which use a standard template to effectively showcase your business. Please contact us to discuss what Spotlights are available as these only apply to certain sections in print.

Print & Web Discount

Significant discounts are available for combined print and digital advertising.