

# 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

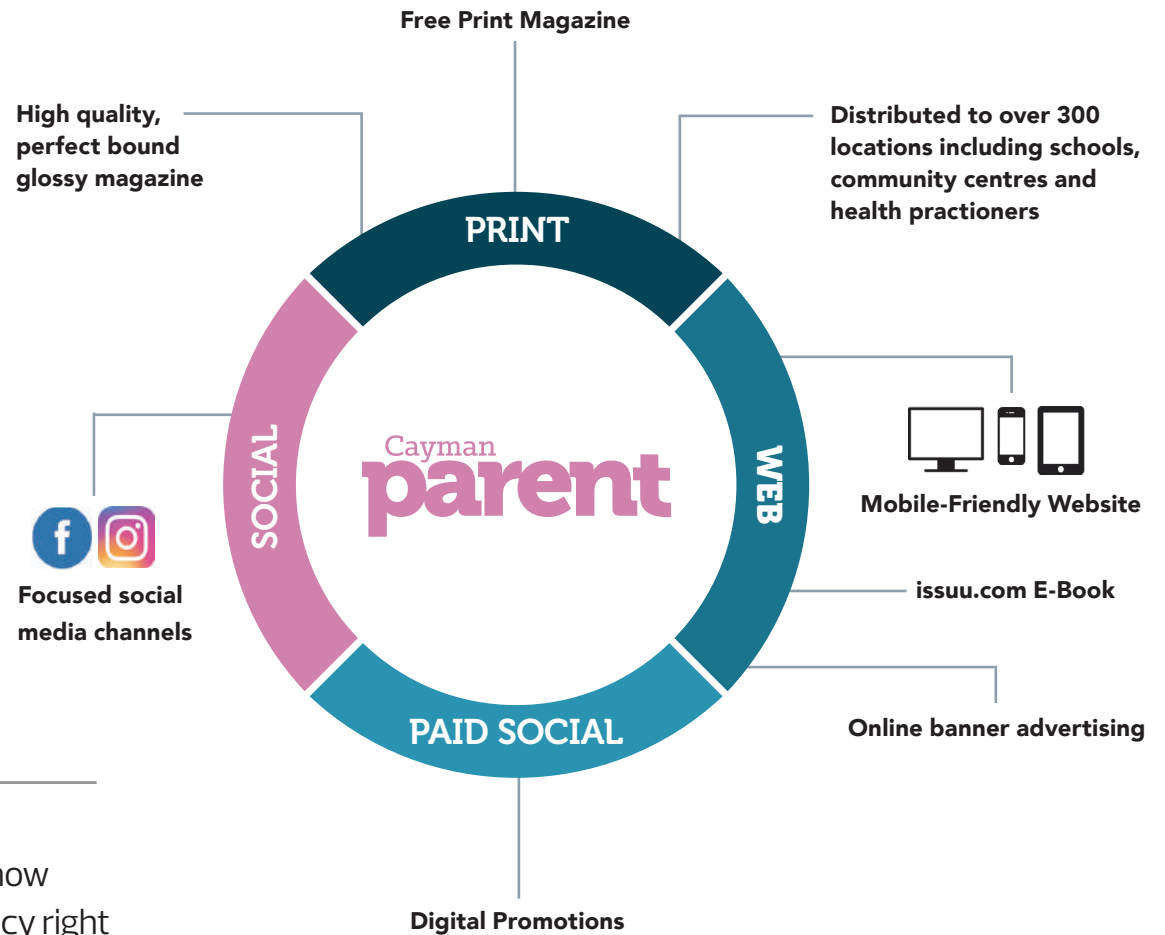
# INTEGRATED Marketing

“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 rely on *Cayman Parent* to provide information that makes raising children easier, simplifying the complexities of family life whilst enhancing the joy of the journey.

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, 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), Starbucks (Camana Bay), 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
- Accessible on desktop, tablet and phone devices

## 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.

## 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 via an online transfer programme (such as WeTransfer) 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.*

## PUBLICATION INFORMATION

<b>PUBLICATION DATE:</b> SEPTEMBER 2025	<b>FREQUENCY:</b> ANNUAL	<b>FINISHED SIZE:</b>
<b>PRINT RUN:</b> 8,000	<b>PAYMENT SCHEDULE:</b> 50% ON SIGNING,	8.375"W X 10.875"H
<b>ESTIMATED READERSHIP:</b> 38,000	50% ON PUBLICATION	<b>BLEED SIZE:</b>
<b>SPACE DEADLINE:</b> 1 <sup>ST</sup> APRIL 2025	<b>CANCELLATIONS:</b> NO CANCELLATIONS	8.75"W X 11.25"H
	AFTER THE SPACE DEADLINE	



Full Page Ad  
C\$4,325



2/3 Page Vertical  
C\$3,200



1/2 Page Vertical  
C\$2,590



1/2 Page Horizontal  
C\$2,590



1/4 Page Square  
C\$1,630

Special Display Advertising Positions	CIS Year	GBPE Year	US\$ Year	CA\$ Year
Inside Front Cover	5500	5170	6700	9075
Opposite Inside Front Cover	5500	5170	6700	9075
Inside Back Cover	5300	4980	6460	8740
Back Cover	7400	6950	9000	12200
Pages 2 to 9	5100	4790	6200	8400

*Guaranteed positions carry a 15% surcharge.*

Standard Display Advertising Positions	CIS Year	GBPE Year	US\$ Year	CA\$ Year
Double page	please enquire			
Full Page	4325	4060	5270	7100
2/3 Page	3200	3000	3900	5250
1/2 Page	2590	2420	3160	4270
1/4 Page	1630	1520	1990	2690

Spotlights	CIS Year	GBPE Year	US\$ Year	CA\$ Year
Double page Spotlight	please enquire			
Full page Spotlight	3620	3380	4415	5970
1/2 page Spotlight	2130	1980	2595	3510
1/4 page Spotlight	1310	1220	1595	2160

## 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.