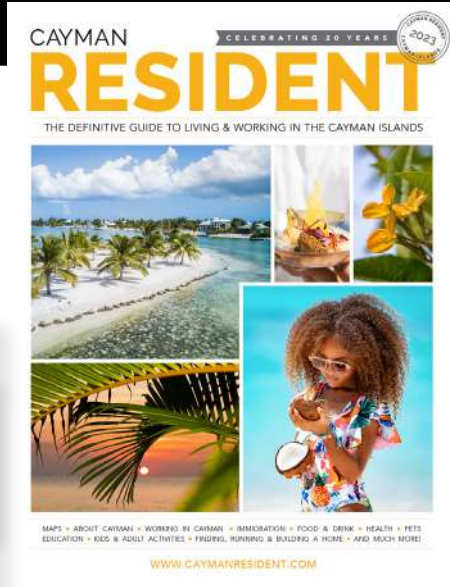


## PRINT MEDIA PACK



# CAYMAN

CELEBRATING 20 YEARS

# RESIDENT

The success of the *Cayman Resident* magazine, the eBook version and website can be attributed to the fact that it is the most comprehensive guide for living and working in the Cayman Islands. The glossy, 400+ page 'reference style' magazine is crammed full of vital information and has grown in its support from advertisers every year for the last twenty years. Meanwhile the website continues to be the 'go-to' site for virtually anything to do with Cayman, with over one million page views per year.

For advertisers, the *Cayman Resident* guide and website are structured so that your products and services are showcased within editorial content that is targeted at your readership. The guide has a proven record of helping clients acquire new customers and create brand awareness with existing residents in Cayman, as well as new residents before they even arrive on the Island.

### TRUE PRINT & DIGITAL INTEGRATION FOR MAXIMUM EXPOSURE

PREMIUM 400+ PAGE PRINT MAGAZINE · DIGITAL EDITION EBOOK · HIGH TRAFFIC WEBSITE

## SIX REASONS TO ADVERTISE

### REAL BUSINESS BENEFITS

Ask to see the testimonials of other readers and customers to appreciate the effectiveness of the guide. Because advertising in the *Cayman Resident* really works, the number of businesses renewing their advertising has grown every year for twenty years.

### PRE-EMPTIVE MARKETING

The *Cayman Resident* is the most effective advertising medium for exposing potential customers to your brands as they arrive in Cayman (or even before they arrive), which means you are ahead of your competition when it comes to acquiring new customers.

### TRUST

Associating your business with the *Cayman Resident*, which for twenty years has developed a reputation for trust and independence, will increase your brand image and ultimately lead to more business.

### TARGETED ADVERTISING

Your advert is displayed alongside information directly relating to your business, thus ensuring that potential customers are exposed to your products and services at exactly the right time. The *Cayman Resident* targets the profitable new and existing resident market using a focused distribution strategy.

### MAXIMUM EXPOSURE

The 'reference guide' format means that the *Cayman Resident* has a long shelf life and therefore exposes readers to your services on a regular basis for a minimum of 12 months. Print and web listings further ensure even more exposure for your business.

### GREAT INTERNET PRESENCE

As a print advertiser you get a significantly discounted online profile, preferential online ranking, and discounted online banner advertising opportunities which will drive more online referrals.

"There is no doubt that we have got **more business referrals** from our advertising in the *Cayman Resident* than any other form of advertising."

**Linda Chapman-Keys, General Manager  
Cayman Insurance Centre**

# UNPARALLELED Distribution

"I recommend that everyone keeps a copy of the **Cayman Resident** close by, as it is the most comprehensive guide for living and working in the Cayman Islands."

**His Excellency Martyn Roper, Governor of the Cayman Islands**

The **Cayman Resident** is distributed for free to over 350 locations in Cayman, ensuring that existing residents pick up a copy as soon as it is available, and we hand deliver the magazine to all managing directors and heads of human resources in every major business and government department in Cayman. Listed here are some of the organisations that have used the magazine internally or who send it out to new-hires, investors, permanent employees, temporary or contract workers, tourists, students and retirees.



## DIGITAL EDITION

- Available for FREE
- Global Reach
- Compatible with Apple iPhone, iPad, Android and Mac
- Website & Email Links: Ads & In-Copy References

### Accountancy Firms

Baker Tilly  
BDO  
Deloitte  
EisnerAmper  
EY  
Grant Thornton  
KPMG  
PwC  
Rawlinson & Hunter

### Banks, Financial Institutions and Insurance Companies

AON Cayman  
BAF Insurance Company  
Bessemer Trust  
Butterfield Bank  
Cayman First  
Cayman Insurance Centre  
Cayman National Bank  
CG BritCay  
CIBC Trust  
CITCO  
Credit Suisse  
FirstCaribbean Bank  
ICWI  
Intertrust  
Island Heritage  
Julius Baer Bank  
Marsh Management Services  
Morval Bank & Trust  
NCB Limited

## 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), Cafe Del Sol (Marquee Plaza), the Airport arrivals lounge and many more.

Queensgate Bank  
RBC Royal Bank  
RF Bank & Trust  
RSM Cayman Islands  
Sagikor Life  
Saxon  
Scotiabank  
Vanguard Insurance

### Cayman Islands Government

CI Stock Exchange  
Civil Aviation  
Department of Commerce & Investment  
Department of Education & Schools Inspectorate  
Department of Immigration  
Gov. Information Services  
Health Services Authority  
Human Resources Dept.  
Monetary Authority  
Royal Police Service (RCIP)  
Shipping Registry  
Tourism Offices: Cayman, New York, Canada, London

### Cayman Islands Recruiters

Affinity Recruitment  
Baraud  
CML Offshore Recruitment  
Invenio  
Personnel 2000  
SteppingStones

### Accommodation

Cayman Villas  
Grand Cayman Villas & Condos  
Hampton by Hilton  
Kimpton Seafire  
Locale  
Margaritaville Resort

Marriott Beach Resort  
Morritt's Resort  
Residences at The Ritz-Carlton  
Sunshine Suites  
The Ritz-Carlton  
The Westin Hotel  
Turtle Nest Inn  
Wyndham Reef Resort

### Law Firms

Appleby  
Bedell Cristin  
Boddens  
Brooks & Brooks  
Campbells  
Circumference Legal  
Collas Crill  
Conyers Dill & Pearman  
Forbes Hare  
HSM Chambers  
Loeb Smith  
Maples  
Mourant  
Nelson & Co.  
Ogier  
Ritch & Conolly  
McGrath Tonner  
Stuarts Walker Hersant Humphries  
Travers Thorp Alberga  
Walkers

### Real Estate Companies

Azure Realty  
Cayman Islands Properties  
Century 21  
Coldwell Banker  
Corcoran  
Crighton Properties  
Diamond Properties  
Edgewater Development  
Engel & Völkers

ERA  
1503 Property Group  
IRG  
Property Cayman  
Rainbow Realty  
RE/MAX & individual agents  
REM Services  
Ritch Realty  
Sotheby's /Sheena Conolly  
Tessa Hydes Property Mgmt  
West Indies Brokers  
Williams<sup>2</sup> Real Estate

### Schools and Universities

Cayman International School  
Cayman Prep and High School  
First Baptist School  
ICCI  
St. Ignatius Catholic School  
St. Matthews Medical School  
Triple C School  
Truman Boddan Law School  
UCCI

### Others

Cayman Airways  
Chamber of Commerce  
CINICO  
CUC  
Dart Realty  
Digicel  
DMS Organization  
Doctor's Hospital  
Flow  
Grand Pavillion  
Health City  
HSA  
Kirk Freeport  
Logic

The magazine can also be found at most doctors' clinics, furniture stores, car dealerships, architect firms, construction companies, coffee shops and beauty salons on the Island.

# REFERENCE STYLE Content



“We highly recommend the **Cayman Resident** to persons preparing to move here or to those who have come to call Cayman home”.

**Angela Piercy**

*Head of Communications, Ministry for Financial Services, Cayman Islands Government*

## Chapters

### About Cayman

A history of the Cayman Islands, our customs, festivals, legal and political systems, geology, flora and fauna.

### Cayman – A Global Financial Centre

An overview of the banking, fund management, captive insurance and trust industries, structured finance, currency and the stock exchange.

### Investing in Cayman

Wealth management services in Cayman, saving and investing, tax considerations and investing in property considerations.

### Working in Cayman

Finding a job in Cayman and Cayman's recruitment companies.

### Establishing a Business

Setting up a business, Trade & Business Licensing requirements, legal formalities, accounting and law firms, business services and advice on fitting out your office.

### Immigration, Passports & Domicile

An overview of work permits, permanent residency, passports, visas and domicile.

### Retiring in Cayman

Information about retiring, growing old in Cayman and 'end of life' considerations.

### Preparing to Move

Advice on what to bring and what not to bring; duty fees; shipping companies and cost of living tables for food, housewares, and medical care.

### Finding a Home

Overview of Cayman's residential areas; renting guidelines; finding a place to live; buying a property; temporary accommodation.

### Building a Home

An overview of building a home in Cayman. What to think about and who to contact to help.

### Running Your Home

How to get domestic help; maintain your home, pool, garden; organise pest control and pay garbage fees.

### Family Matters

Common Cayman laws, prenuptial agreements, the process of getting divorced and other family related issues.

### Home Improvements

Advice on improving and updating your home from window treatments to kitchen remodeling.

### Disaster Preparedness

Preparing for hurricane season, and what to do in the event of an earthquake or tsunami.

### Settling In

Opening a bank account; telephone services and internet access; connecting utilities; insurance and pension guidelines, postal services.

### Shopping

Shopping centres and where to find everything from children's clothing to housewares.

### Living in Cayman

This chapter lists many services in Cayman including: Hair and beauty salons, drycleaners, florists, keycutters, notary public and more.

### Transportation

Buying, leasing, renting or importing your car, rules of the road, licences, insurance and alternative forms of transportation.

### Food & Drink

Where to find grocery stores; where to buy wine; the bar and restaurant scene; culinary events and outings that you can't miss.

### Health & Wellness

Cayman's hospitals, health insurance, medical doctors, dentists, allied healthcare professionals, alternative therapy and pharmacies.

### Pets

How to import a pet into Cayman, what you need to do, who you can contact to help you; pet stores, veterinarians, kennels, grooming, pet passports.

### Being Green

Ways to live a greener lifestyle. How to take action to make Cayman more environmentally friendly.

### Getting Married

The legal process and general information.

### Having a Baby

OB/GYNs and paediatricians, costs of having a baby, maternity wards, where to find support groups, maternity and baby clothes.

### Activities for Kids & Teens

How to entertain your kids, from playgrounds and parks to summer camps, play groups and sporting events.

### Boating

Where to boat in Cayman; buying a boat; boat maintenance and repairs, marinas and boat trips.

### Activities for Adults

Where to make friends and keep yourself entertained; cultural activities; exploring the Island and watersports.

### Sports & Fitness

Gyms, work-out information, athletic activities and fitness events in Cayman.

### Education

Public, private and international schools, colleges, universities; special needs, continuing and professional education.

### Diving

Learning to dive and advanced diving courses. Dive operators, dive and snorkelling sites and wreck diving.

### Community Life

Where to find a service club, social club, support group, voluntary organisation, special interest group and various religious services.

### Travel

Where to go for a weekend break or a longer holiday and the travel agencies that can help.



# Advertising Rates

## 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.

### Publication Information

<b>Publication Date</b>	November 2023
<b>Print Run</b>	12,000 copies
<b>Estimated Readership</b>	70,000
<b>Space Deadline</b>	2 <sup>nd</sup> June 2023
<b>Frequency</b>	Annual
<b>Payment Schedule</b>	50% on signing, 50% on publication
<b>Cancellations</b>	No cancellations after the space deadline
<b>Finished Size</b>	8.375" w x 10.875" h
<b>Bleed Size</b>	8.75" w x 11.25" h

Files should be supplied on CD or DVD, 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 CI\$95 per hour for advertisers only.



Special Positions	CI\$ Year	GBP Year	US\$ Year	CA\$ Year
Inside Front Cover	6150	5720	7500	9533
Opposite Inside Front Cover	6150	5720	7500	9533
Inside Back Cover	5950	5534	7256	9223
Back Cover	8640	8036	10537	13392
Pages 2 to 9	5790	5385	7061	8975
Prime Page	5560	5171	6781	8618

Guaranteed positions carry a 15% surcharge.

Standard Positions	CI\$ Year	GBP Year	US\$ Year	CA\$ Year
Full Page	4890	4548	5964	7580
2/3 Page	3690	3432	4500	5720
1/2 Page	2820	2623	3439	4371
1/3 Page	1990	1851	2427	3085
1/6 Page	1200	1116	1464	1860
Business Listing (text only)	590	549	720	915

### Web Advertising on www.caymanresident.com

Please refer to the separate Web Media Pack for full details for advertising on www.caymanresident.com. We offer very competitive pricing starting at just CI\$55, GBPE52, US\$67, CA\$86 per month and have a proven record of delivering clients quality web referrals.

### Print & Web Bundle Discount

Significant discounts are available for combined print and digital advertising.

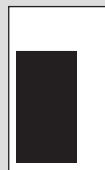
Prices may fluctuate according to exchange rates. All prices based on CI\$.



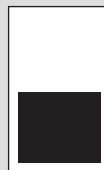
**Full Page Ad**  
8.375" w x 10.875" h  
CI\$4,890



**2/3 Page Vertical**  
4.77" w x 9.88" h  
CI\$3,690



**1/2 Page Square**  
4.77" w x 7.36" h  
CI\$2,820



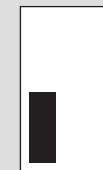
**1/2 Page Horizontal**  
7.25" w x 4.84" h  
CI\$2,820



**1/3 Page Vertical**  
2.29" w x 9.88" h  
CI\$1,990



**1/3 Page Square**  
4.77" w x 4.84" h  
CI\$1,990



**1/6 Page Vertical**  
2.29" w x 4.84" h  
CI\$1,200



**1/6 Page Horizontal**  
4.77" w x 2.33" h  
CI\$1,200