

PRINT ADVERTISING

Good Taste has been providing its advertising clients with a proven, low cost advertising platform for over 18 years. Used by residents and visitors alike, the beautifully produced magazine boasts exceptional Island-wide distribution and a level of recommendation and endorsement by residents and hospitality professionals that is unheard of.

Our advertisers benefit from the fact that the magazine is formatted as a guide, and so readers will be constantly exposed to your advertising. When combined with banners placed on the recently redesigned caymangoodtaste.com website, your advertising reach will be impressive. Then throw in some social media coverage (19,000+ fans) and your reach will be unmatched!

If you are trying to reach people who are interested in the finer things in life, then Cayman Good Taste is the best advertising option in the Cayman Islands.

Special Positions	Annual Price CI\$	(Equivalent Monthly Price CI\$)
Inside Front Cover	8,200	683
Opposite Inside Front Cover	8,200	683
Back Cover	10,710	893
Inside Back Cover	7,600	633
Opposite Inside Back Cover	6,900	575
Pages 2 to 7	5,600	467
Opposite Table of Contents	5,500	458
Opposite Maps	5,400	450
Prime Page	4,950	413
Prime Half Page	3,300	275
Prime Quarter Page	1,850	154

COMBINE WITH DIGITAL

Cayman Good Taste offers incredibly powerful digital products that can be combined with print advertising to offer an extremely cost effective advertising platform. Talk to us about our package deals and understand how you can exploit our websites, apps, social media platforms and email subscribers.



DISTRIBUTION

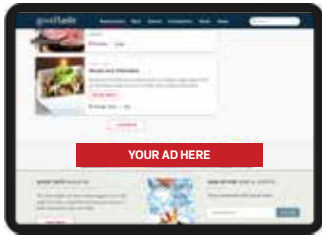
A permanent network of racks across the Island ensures that Cayman Good Taste is readily available. Additionally, the magazine is distributed to over 300 locations including the airport, car rental agencies, supermarkets, shopping plazas, businesses, restaurants, as well as hotels and condos.

PUBLICATION INFORMATION

Publication Date: January 2024
Print Run: 35,000 copies
Frequency: Annual
Estimated Readership: 275,000
Space Deadline: 11th Aug 2023
Payment Schedule: 50% deposit, 50% on publication
Cancellations: No cancellations after the space deadline

DIGITAL ADVERTISING

With the launch of the new Cayman Good Taste website we are now able to truly customise a mix of native, digital and social media advertising to meet your advertising needs. Cost effective packages can be crafted to support both long term marketing requirements and short-term promotional needs.



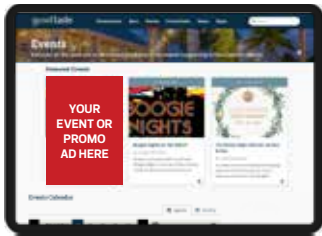
Standard Banners

These are placed throughout the site and are the second banners to be displayed on each page. If space is available on the page, then additional placements will be made. The following banners sizes are supported and are device dependent: 970x90px, 728x90px, 320x100px and 300x250px.



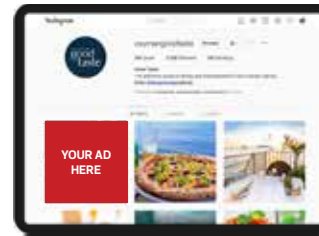
Premium Banners

These are placed throughout the site and are the first banners to be displayed on each page. If space is available on the page, then additional placements will be made. The following banners sizes are supported and are device dependent: 970x90px, 728x90px, 320x100px, 300x600px and 300x250px.



Event & Promotion Features

These are placed above the Events calendar or above the list of Promotions. Events will also be featured on the What's On Cayman app and if appropriate can be featured on the Explore Cayman website.



Social Media Posts

Boosted Social Media posts can be made on the Good Taste Facebook and Instagram platforms. Packs of credits can be purchased to be used to support current and future marketing campaigns.

	12+ month contract	9+ month contract	6+ month contract	3+ month contract	1+ month contract
BANNERS	CI\$ per month				
Standard Banner	215	245	260	300	460
Premium Banner	315	335	355	390	550

	Pack of 12	Pack of 9	Pack of 6	Pack of 3	Pack of 1
DIGITAL PROMOTIONS	CI\$ per credit				
Featured Events	115	120	125	135	150
Featured Promotions	55	60	65	70	75
Boosted Social Media Posts	85	87	90	95	105
Email Newsletter – Banner or Feature	120	125	130	140	150