



CAYMAN

# RESIDENT

## MEDIA PACK



The success of the *Cayman Resident* magazine, the eBook version and corresponding website can be attributed to the fact that they are the most comprehensive guides 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 and increased its content every year for the last sixteen years. Meanwhile the website continues to grow at an astonishing rate, receiving on average over 30,000 unique visitors per month.

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 sixteen 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 sixteen 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. Free print and web listings further ensure even more exposure for your business.

### GREAT INTERNET PRESENCE

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

"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."

**Her Excellency Mrs. Helen Kilpatrick CB, Former 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

## 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), the Airport arrivals lounge and many more.

### 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  
Barclays Private Bank  
Bessemer Trust  
Bodden & Bodden  
British Caymanian Insurance  
Butterfield Bank  
Cayman First  
Cayman Insurance Centre  
Cayman National Bank  
CIBC Trust  
CITCO  
Credit Suisse  
Deutsche Bank  
Fidelity Bank  
Fidelity Insurance  
FirstCaribbean Bank  
ICWI  
Intertrust

Island Heritage  
Julius Baer Bank  
Marsh Management Services  
Merrill Lynch  
Morval Bank & Trust  
NCB Limited  
Queensgate Bank  
RBC Royal Bank  
RSM Cayman Islands  
Sagicor Life  
Saxon  
Scotiabank

### 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  
Personnel 2000  
SteppingStones

### Hotels

Cayman Villas

Comfort Suites  
Kimpton Seafire  
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  
Bodden & Bodden Attorneys  
Brooks & Brooks  
Campbells  
Collas Crill  
Conyers Dill & Pearman  
Forbes Hare  
HSM Chambers  
Loeb Smith  
Maples and Calder  
Mourant Ozannes  
Nelson & Co.  
Ogier  
Ritch & Conolly  
McGrath Tonner  
Solomon Harris  
Stuarts Walker Hersant Humphries  
Travers Thorp Alberga  
Turners  
Walkers

### Real Estate Companies

Azure Realty  
Cayman Islands Properties  
Cayman Luxury Property  
Century 21  
Coldwell Banker

Crighton Properties  
Edgewater Development  
Engel & Völkers  
HG Realty  
IRG  
Prime Locations  
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

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

### Others

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

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**

How to find a job in Cayman and the different jobs available, Cayman's recruitment companies, accounting and law firms.

### **Establishing a Business**

How to set-up a business in Cayman, Trade & Business Licensing requirements, legal formalities and advice on fitting out your office.

### **Immigration, Passports & Domicile**

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

### **Retiring in Cayman**

For those considering retiring, growing old and spending their final days in Cayman, this chapter covers the things you will need to think about.

### **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.

### **Home Improvements**

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

### **Hurricane Preparedness**

An overview of hurricane season, what to do and things to buy and store.

### **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**

An overview of 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**

Where to work out and extensive information on different athletic activities and fitness events in the Cayman Islands.

### **Education**

Information about 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



"We include the guide as part of our marketing material as it is a quality publication full of relevant and interesting facts for those who call the Cayman Islands their home."

*Sheena Conolly, General Manager and owner Sotheby's International Realty, Cayman*

## Publication Information

<b>Publication Date</b>	December 2020
<b>Print Run</b>	15,000 copies (independently audited)
<b>Estimated Readership</b>	100,000
<b>Space Deadline</b>	13 <sup>th</sup> July 2020
<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

## 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 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	CI\$ Month
Inside Front Cover	5950	496
Opposite Inside Front Cover	5950	496
Inside Back Cover	5740	478
Back Cover	8320	693
Pages 2 to 7	5580	465
Opposite Maps or TOC	5360	447
<i>Guaranteed positions carry a 15% surcharge.</i>		

Standard Positions	CI\$ Year	CI\$ Month
Full Page	4710	393
2/3 Page	3520	293
1/2 Page	2690	224
1/3 Page	1890	158
1/6 Page	1130	94
Business Listing (text only)	540	45

Please refer to the separate Web Media Pack for full details for advertising on [www.caymanresident.com](http://www.caymanresident.com). We offer very competitive pricing starting at just CI\$50 per month and have a proven record of delivering clients quality web referrals.

## Print & Web Advertising

Significant discounts are available for combined print & digital advertising.

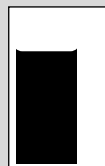
**Print Audits:** Acorn Publishing is the only media company in Cayman that has fully audited print runs. Print auditing is used to **independently** verify circulation and ensure an advertiser is achieving the reach they invested in.



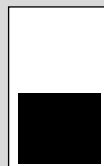
**Full Page Ad**  
8.375" w x 10.875" h  
CI\$4,710



**2/3 Page Vertical**  
4.77" w x 9.88" h  
CI\$3,520



**1/2 Page Square**  
4.77" w x 7.36" h  
CI\$2,690



**1/2 Page Horizontal**  
7.25" w x 4.84" h  
CI\$2,690



**1/3 Page Vertical**  
2.29" w x 9.88" h  
CI\$1,890



**1/3 Page Square**  
4.77" w x 4.84" h  
CI\$1,890



**1/6 Page Vertical**  
2.29" w x 4.84" h  
CI\$1,130



**1/6 Page Horizontal**  
4.77" w x 2.33" h  
CI\$1,130