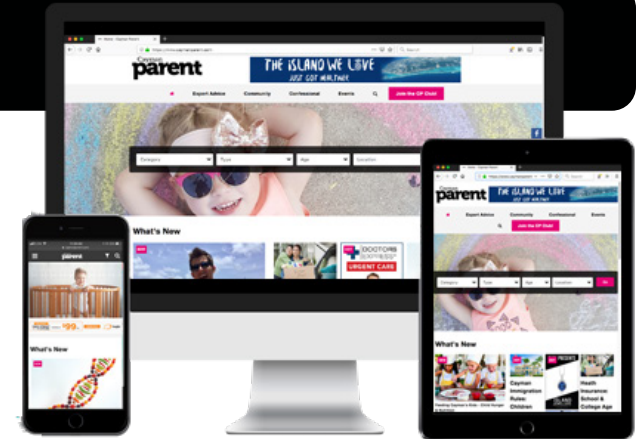


WEB MEDIA PACK

caymanparent.com

Caymanparent.com 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 website and social media channels (combined with print) is to provide Cayman's community 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, **caymanparent.com** is 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. **Caymanparent.com** provides advertisers with immediate access to new clients as well as offering long term brand recognition.



Thematic Months

January Holistic Health	July The Tough Stuff
February Healthy Hearts	August Back To School
March Education / Scholarships	September Nutrition
April Environment	October Faith/Spirituality
May Travel	November Family Finance
June The Great Outdoors	December Holiday Season

Highlights

YOY Traffic:	40% Increase
Av. Monthly Page Views:	4600+
Av. Time On Page:	1m 42s
Facebook Community:	2500+ followers
Instagram Community:	500+

Digital Advertising				
Type	Description	Size (Pixels)	Maximum Positions	Price
Premium Banner	Top and bottom of all pages on website (excluding Events pages)	Desktop: 728x90px Mobile: 300x250px	6	CI\$250 per month (min. 2 months)
Events Banner	Top and bottom of all Events pages	Desktop: 728x90px Mobile: 300x250px	5	CI\$190 per month (min. 2 months)
Site Banner	Placed on multiple pages throughout the site (except Events pages and Homepage)	Desktop: 300x250px Mobile: 300x250px	6	CI\$190 per month (min. 2 months)
Thematic Banner	Embedded into relevant articles throughout the site	Desktop: 300x250px Mobile: 300x250px	4	CI\$250 per month
Event Feature	Showcased on Homepage, Main Events Calendar and on Event detail pages	Various	No Limit	CI\$150 per month
Profile	Includes full description, contact details, web, email, social media links and map location	No Restrictions	Exclusive	CI\$35 per month

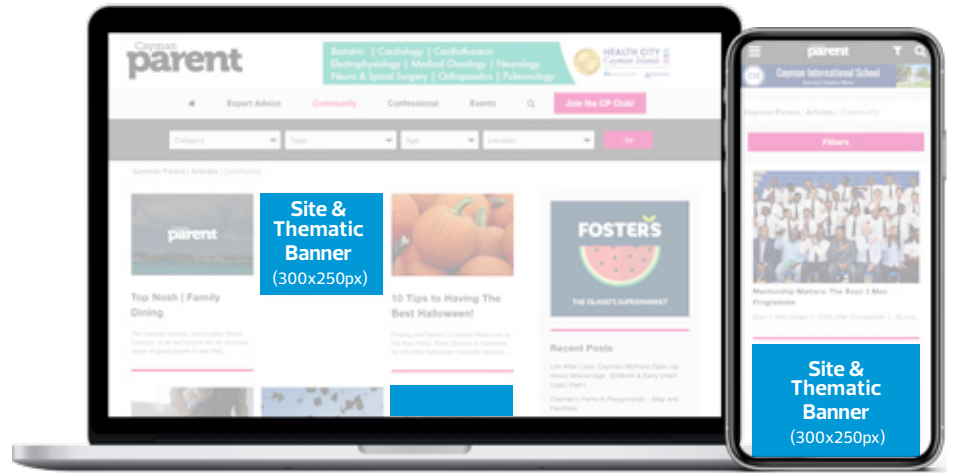
Premium Banners

Displayed at the top and bottom of all pages (excludes events pages)



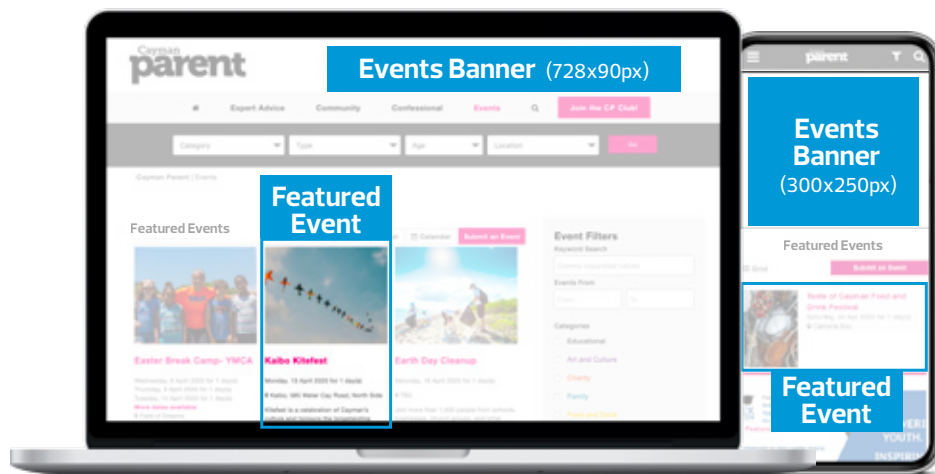
Site & Thematic Banners

Site Banner: Placed on all pages (excludes Homepage and Events pages)
Thematic Banners: Placed in multiple relevant articles



Events Banners & Featured Events

Events Banners: Displayed at top and bottom of all Events pages
Featured Events: Displayed on Homepage, Calendar and all Events pages



Profile

Includes full description, contact details, web, email, social media links and map location

