

# EXPLORE cayman



Awarded a prestigious silver ADDY award for overall magazine design in the 2016 Caribbean Advertising Federation (CAF) ADDY Awards, the **EXPLORE** Cayman magazine has now been recognised on the international stage.

However **EXPLORE's** continuing growth and dominance in Cayman can be directly attributed to its unparalleled track record of successfully promoting its advertisers. **EXPLORE** is the only media product in Cayman that integrates print, web, apps and digital technologies to offer advertisers a cost-effective advertising platform. This enables advertisers to showcase their business and reach stay-over visitors before they arrive in Cayman and while they are on Island.

The beautifully designed magazine and digital tools are also faithfully recommended by the vast majority of hospitality professionals in Cayman, providing the icing on the cake with regard to our distribution strategy.

The **definitive** guide to exploring Cayman

## 7 Reasons to Advertise

### BEST RETURN ON INVESTMENT

Telephone tracking, advertiser renewals and testimonials show that advertising in **EXPLORE** really works and provides a fantastic return on investment.

### MAXIMUM REACH

With the largest, fully audited, increased print-run (80,000 copies per edition) you can be assured to reach more stay-over visitors.

### BEST DIGITAL PLATFORM

The **EXPLORE** website, iPhone app, iPad app and social media presence offer readers the best digital resource before and during their stay.

### UNPARALLELED DISTRIBUTION

**EXPLORE** has the most dedicated magazine racks, is available at over 350 locations including the Airport, rental car agencies, grocery stores and shopping plazas and has the best condo and hotel distribution.

### REFERENCE GUIDE FORMAT

Readers are exposed to your business multiple times because the **EXPLORE** print and digital products are reference guides that are referred to again and again.

### MORE VALUE

**EXPLORE** offers the best value for money when factoring the return on investment and the combined print and digital exposure.

### EXCEPTIONAL QUALITY

The **EXPLORE** print and digital products are produced to the same high standard as Acorn Publishing's other extremely popular products.

## WHY CHOOSE EXPLORE CAYMAN?

- 1 More Reach. More Value. More Results!
- 2 Cayman's most popular visitor magazine
- 3 The best way to reach stay over visitors

*"I now get at least 5-10 bookings a week with anywhere from 3-10 people per booking. This is definitely the most effective advertising I have ever done in Cayman."*

— Tours Cayman – Shane Ebanks, Owner

*"The most requested and popular magazine at the airport booth is EXPLORE. It's got everything in it that people need to enjoy their vacation in Cayman"*

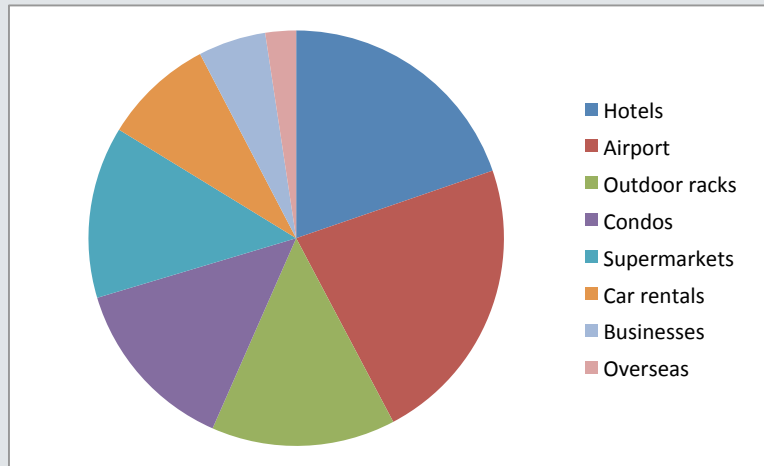
**Owen Roberts Airport – Donna Hurlstone, Booth Manager**

*"We hand out the EXPLORE magazine to everyone renting cars from us as it's a great guide about Cayman, it's compact and has all the information our customers need."*

**Alamo/National – Matt Bodden, Manager**

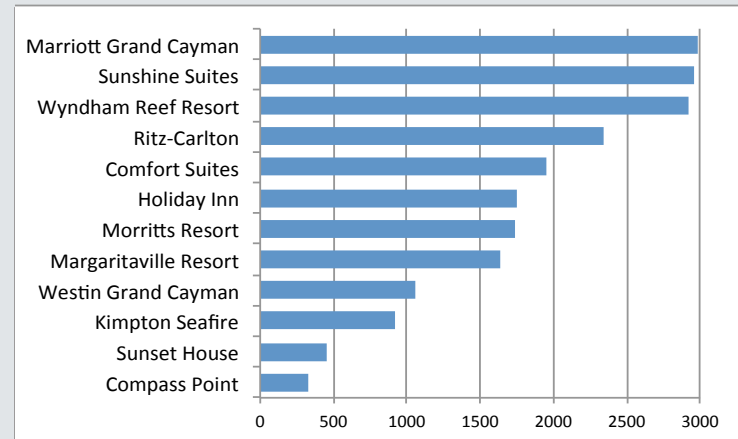
### Total Island Coverage

Explore Cayman distribution ensures that visitors and residents are given copies or can pick up a copy at over 350 locations around the island



### Distribution to the Hotel Sector is Unmatched

Distribution to the hotel sector is a blend of magazines being handed out to guests as they arrive, in room placement and availability at concierges



Data compiled: Feb 2018

*"EXPLORE Cayman is my bible and we hand it out to all our guests as they arrive as it helps them get the most out of their stay."*

**Sunshine Suites – Siobhan Docherty, Head Concierge**

*"EXPLORE is a perfectly sized guide that we use at various consumer travel shows in the US to promote the Cayman Islands. Keep up the good work!"*

**DOT, New York Office – Michael Foley**

# EXPLORE cayman

*"We include EXPLORE in our welcome packs as it's the perfect size for carrying around and it has everything you need for your stay. I love it, especially the maps!"*

— **Beachcomber – Danielle Cococcia, Reservations Manager** —

The distribution of **EXPLORE** is unparalleled. The handy 'digest size' of the guide means that both stay-over visitors and residents can easily pop the magazine in a bag and use it as a reference guide. The aim is to get **EXPLORE** into the hands of visitors within 24 hours of their arrival and to achieve this strategy we:

- Restock the airport information booth weekly
- Have dedicated magazine racks in every car rental agency
- Have over 75 dedicated **EXPLORE** racks around the Island
- Distribute **EXPLORE** to all of Cayman's hotels, condos and resorts
- Have **EXPLORE** placed in more guest rooms (together with Good Taste) than any other publication
- Have over 350 distribution points including supermarkets, restaurants, shopping plazas and business to mention a few

*"Our guests love the new EXPLORE. Combined with Good Taste you guys are really doing great things."*

— **London House – Dominique, General Manager** —

*Good Taste and EXPLORE are our signature magazines and the only ones we hand out to guests on arrival."*

— **The Islands Club Condos – Robert Bodden, General Manager** —

## Dedicated **EXPLORE** racks

### EXPLORE Rack Locations (partial list)

#### George Town

- Airport Post Office
- AL Thompson's
- Cayman Islands Museum
- First Caribbean
- Foster's (Airport)
- Full of Beans
- Hurley's
- Kirk Home Centre
- Private Jet Arrivals Lounge
- Scotiabank

#### Eastern Districts

- Foster's (Savannah)
- Foster's (East End)
- Kaibo
- Pedro St. James
- Queen Elizabeth II Botanic Park
- Morritt's Resort
- Wyndham Reef Resort

#### Car Rental Agencies

- Andy's Rent-A-Car
- Avis Cico
- Budget Rent-A-Car
- Discount Car Rental
- Economy Car Rental
- Firefly
- Hertz
- Marshall's Rent-A-Car
- Payless
- Thrifty/Dollar Rent-A-Car

Off Island distribution includes all of the Cayman Islands Tourist offices

#### Seven Mile Beach

- Al La Kebab, Marquee Plaza
- Andy's Rent-A-Car
- Big Daddy's, below XQ's
- Butterfield, Governors Square
- Café del Sol, Marquee Plaza
- Camana Bay
- Captain Marvin's, Cayman Falls Centre
- Cayman Islands Tourist Association
- Cayman National Bank, Buckingham Square
- Chamber of Commerce, Governors Square
- Comfort Suites
- Cost-U-Less, Governors Square
- Gino's, Caribbean Plaza
- Fidel Murphy's, Queens Court Plaza
- Foster's, The Strand Shopping Centre
- Holiday Inn
- Icoa, Seven Mile Shops
- Kirk Freeport, The Strand Plaza
- KY Imaging, West Shore Centre
- Lauren's, Buckingham Square
- The Marriott
- Margaritaville Beach Resort
- Ragazzi, Buckingham Square
- Saltwater Grill, Galleria Plaza
- Smoothie King, Galleria Plaza
- Subway, West Shore Centre
- Sunshine Suites
- The Westin
- West Shore Centre Post Office
- Yoshi Sushi, Cayman Falls Centre

#### West Bay

- Cayman National Bank, Centennial Towers
- Foster's Supermarket

The **EXPLORE** magazine has significantly improved its popularity with hospitality professionals and is now being handed out as part of a welcome pack to guests or placed in guest rooms more than ever.

This chart shows how **EXPLORE** (and Good Taste) have significantly extended their lead over the last three years with respect to 'in-room' and 'welcome pack' distribution in stay-over guest accommodation when compared to other magazines available in Cayman.

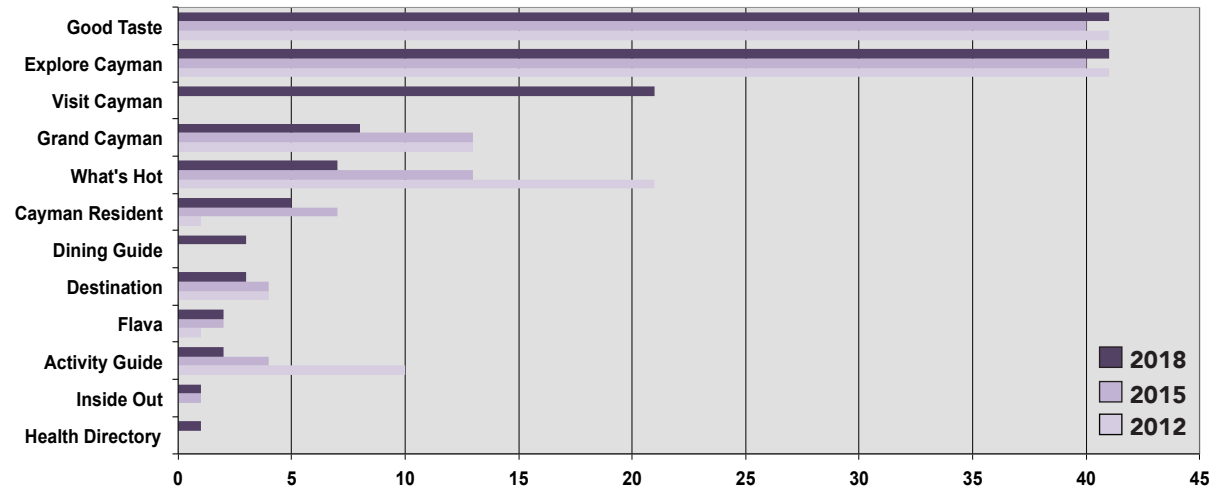
The concierges of all of Cayman's finest hotels all say that **EXPLORE** and Good Taste are the most requested and most popular of all the magazines available.

**EXPLORE** is handed out in a welcome pack or can be found in the rooms of the following properties.

- Anchorage \*
- Aqua Bay \*
- Beachcomber \*
- Caribbean Club \*
- Cayman Reef \*
- Cayman Villas
- Cobalt Coast \*
- Coco Plum
- Colonial Club \*
- Compass Point Dive Resort \*
- Coral Sands \*
- Coralstone \*
- Crescent Point \*
- Exclusive Resorts \*
- Grandview
- Grapetree
- Great House \*
- Harbour Heights
- Heritage Club \*
- Lacovia \*
- Laguna Del Mar \*
- London House \*
- Margaritaville Resort \*
- Meridian \*
- Morritts Resort \*
- Pinnacle \*
- Plantana \*
- Regal Beach \*
- Renaissance \*
- Seven Mile Beach Resort \*
- Shangri-La Bed & Breakfast
- Silver Sands \*
- South Bay Beach Club \*
- Sunshine Suites \*
- Tamarind Bay
- The Islands Club \*
- The Retreat (at Rum Point) \*
- Turtle Nest \*
- Villas Of The Galleon \*
- WaterColours \*
- Wyndham Reef Resort

\* Placed in Guest Rooms

### Number of Properties with Magazines in 'Welcome Pack' or Guest Rooms



'Welcome Pack' means magazines are handed to guests on arrival. The information above is correct as of Feb 2019 and was compiled as a result of a survey of 52 properties in Grand Cayman by Acorn Publishing.

**"Explore is our most popular magazine and we give it to our guests in our welcome pack when they arrive."**

**Wyndham Reef Resort – Jake Morgan, Head Concierge**

**"Advertising in Explore is by far the best way to reach stay-over visitors. I know it works as I see customers walking in the door holding the magazine and the website and app are really easy to use which also helps to drive traffic to the store."**

**Cathy Church Photo Centre – Jenn Mark, Operations Manager**

The **EXPLORE** guide can be found in the concierges and front desks of hotels, condos and resorts in Cayman.

### EXPLORE is ideal for the following businesses:

#### Activities

Land based tours, tourist attractions, walking trips, museums, golf, games/activities for the kids, horseback riding, etc.

#### Accommodation

Condos, hotels, boutique properties, Bed & Breakfast, etc.

#### Water Sports

Boat tours, fishing, eco-tours, watersports, dive operators.

#### Shopping

Jewellery companies, cigars, souvenirs, wine and spirits, Cayman produced goods, antiques, duty free outlets, clothing stores.

#### Health & Spa

Spas, health treatments, beauty treatments, medical services, hair braiding, fitness and wellbeing.

#### Art, Entertainment & Restaurants

Art galleries, live music and shows, nightclubs, restaurants and bars and other forms of entertainment in Cayman.

#### Real Estate

Real estate agents, developments, resorts and properties

#### Services

Car rentals, concierge services, scooter rentals, catering, wedding services, etc.

*"EXPLORE is the most informative guide for visitors to Cayman and we recommend it as an essential guide to everyone coming to Cayman."*

— Comfort Suites - Tom Mason, General Manager

#### Publication Information

Publication Date: November 2020  
 Print Run: 80,000 copies (independently audited)  
 Estimated Readership: 320,000  
 Space Deadline: 17<sup>th</sup> July 2020  
 Frequency: Annual  
 Payment Schedule: 50% on signing, 50% on publication  
 Cancellations: No cancellations after the Space Deadline

#### 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 program will not be accepted. All artwork should be at least 300dpi and converted to CMYK.

*Artwork design can be provided at the discounted rate of CI\$65 per hour for advertisers only.*

**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.

Advertising Positions	CI\$ Year	CI\$ Month
Front Flap (opposite map)	8450	704
Back Cover	9100	759
Back Flap (opposite map)	7640	637
Pages 2 to 7	6560	547
Opposite Prime Content pages	6150	513
Prime Page	5950	496
Standard Page	5070	423
Prime Half Page	3300	275
Half Page	2900	242

Feature Positions (formatted)	CI\$ Year	CI\$ Month
Double Feature Page	6750	563
Single Feature Page	3950	329

Web/app Advertising (Price CI\$ Per Month)	contract	contract
Standard Web/App Package	144	125
Premium Web/App Package	240	208
See separate web/app pricing for all web/app advertising options		





# EXPLORE Digital

*"Explore is the single most useful guide for our guests and we make sure that everyone gets a copy on arrival. We like that everything is meticulously researched and it includes such a variety of information"*

**Cayman Villas – Juliet Cumber, Owner**

Explore Cayman is the 'go-to' digital resource for visitors and residents looking to get the most out of their time in Cayman. [Explorecayman.com](http://Explorecayman.com) boasts over 20,000 website visits per month, while the app is the #1 app on the Apple app store for relevant search phrases like 'cayman', 'cayman islands' and 'cayman maps'. Meanwhile the **Explore Cayman** Facebook page has a loyal following with over 22,500 likes.

The aim is to provide visitors with the ability to quickly book tours and make reservations as well as to learn about Cayman and find out about promotions, events and free activities. The app is designed to work off-line to eliminate roaming charges; it also features Cayman's best offline map and provides real-time flight and weather information.

With a programme of on-going development, there is no doubt that the **Explore Cayman** website and app will continue to be the most content rich and technically sophisticated digital platform in Cayman for promoting products and services to the stay-over market.

*"Explore is my tourist bible, I have a panic attack when I run out!"*

**Regal Beach – Trisha Cain, Manager**

*"You don't need any other magazine if you have Explore. It's amazing!"*

**The Meridian – Lee McLauchlan, General Manager**

*"Congratulations once again on a wonderful website!"*

**Cayman Islands Department of Tourism  
Rosa Harris, Director of Tourism**

Digital Advertising Packages (CI\$ per month) Includes: <a href="http://www.explore cayman.com">www.explore cayman.com</a> , iPad & iPhone	6 month	12 month
Standard Web/App Package	144	125
Premium Web/App Package	240	208
<ul style="list-style-type: none"> <li>• Packages include one business profile, one promotion and one activity (if appropriate)</li> <li>• The Premium package includes the same as the Standard package, but is positioned above all the Standard profiles</li> </ul>		

Additional Digital Profiles (CI\$ per month)	6 month contract	12 month contract
Standard Business Profile	103	90
Standard Promotion Profile	86	75
Standard Activity Profile	57	50
Premium Business Profile	171	149
Premium Promotion Profile	142	124
Premium Activity Profile	95	83

Promotions (CI\$ per month)	1 month contract	6 month contract	12 month contract
Platinum Promotion (Top promotion position)	395	345	300
Side Banner (223 pixels x 187 pixels)	265	230	200
Silver Promotion (In top ten promo positions)	195	172	150
Standard Promotion (No special positioning)	95	86	75

Web Banner Advertising (CI\$ per month)	1 month contract	6 month contract	12 month contract
Main Banner (656 pixels x 100 pixels)	525	460	400
Side Banner (223 pixels x 187 pixels)	395	345	300