

# 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 a print run of 55,000 copies, 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 Media'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

*"EXPLORE Cayman is without a doubt the magazine we hand out the most. Our guests love it! If they ask us for the best guide to the Cayman Islands, we don't have to think twice!"*

**The Westin, Seven Mile Beach - Carol Bush, Concierge**

*"Many of our customers find us as a result of EXPLORE Cayman. We always ask where they hear about us. It's probably the most effective advertising we have!"*

**Balaclava Jewellers, Philip Cadien, Owner**

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 65 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 businesses 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**

*"EXPLORE Cayman is far and away the most requested guide at the airport booth. It flies off the shelves!"*

**Cayman Islands Dept. of Tourism, Melissa Hamilton**

*"Everything about EXPLORE Cayman is perfectly designed for our hotel guests. The recommendations list is on point. It's a formidable guide!"*

**Locale Hotel - Tyler Welton, Manager**

### EXPLORE Rack Locations (partial list)

#### George Town

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

#### Eastern Districts

- Foster's (Savannah)
- Foster's (East End)
- Pedro St. James
- 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

#### Seven Mile Beach

- Andy's Rent-A-Car
- Café del Sol, Marquee Plaza
- Captain Marvin's, Cayman Falls Centre
- Cayman National Bank, Buckingham Square

- Chamber of Commerce, Governors Square
- Gino's, Caribbean Plaza
- Foster's, Camana Bay
- Holiday Inn
- Icoa, Seven Mile Shops
- Kirk Freeport, The Strand Plaza
- KY Imaging, West Shore Centre
- Taco Cantina, Buckingham Square
- Margaritaville Beach Resort
- Ragazzi, Buckingham Square
- Saltwater Grill, Galleria Plaza
- Smoothie King, Galleria Plaza
- Starbucks, Camana Bay
- Subway, West Shore Centre
- Sunshine Suites
- West Shore Centre Post Office
- Yoshi Sushi, Cayman Falls Centre

#### West Bay

- Cayman National Bank, Centennial Towers
- Foster's West Bay

#### Condominiums

- Cayman Villas
- Grand Cayman Villas & Condos
- Villas of the Galleon
- Plantation Village
- Beachcomber
- The Meridian
- Plantana
- Cayman Reef
- Seven Mile Beach Resort
- Christopher Columbus

+ Many More!

### 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 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, JuanPablo Rodriguez, FOH Manager**

#### Publication Information

Publication Date: December 2023  
 Print Run: 55,000 copies  
 Estimated Readership: 275,000  
 Space Deadline: 21st July 2023  
 Frequency: Annual  
 Payment Schedule: 50% on signing, 50% on publication  
 Cancellations: No cancellations after the Space Deadline

Advertising Positions	CI\$ Year	CI\$ Month
Front Flap (opposite map)	9950	829
Back Cover	10975	915
Back Flap (opposite map)	9150	763
Pages 2 to 9	7950	663
Opposite Prime Content pages	7500	625
Prime Page	6950	579
Standard Page	5950	496
Prime Half Page	3950	329
Half Page	3500	292

Feature Positions (formatted)	CI\$ Year	CI\$ Month
Single Feature Page	3850	321
Double Feature Page	6950	579

#### Media Requirements

Acorn Media will use a standard format to layout Feature ads. For display ads, 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\$95 per hour for advertisers only.*

*“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** 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.

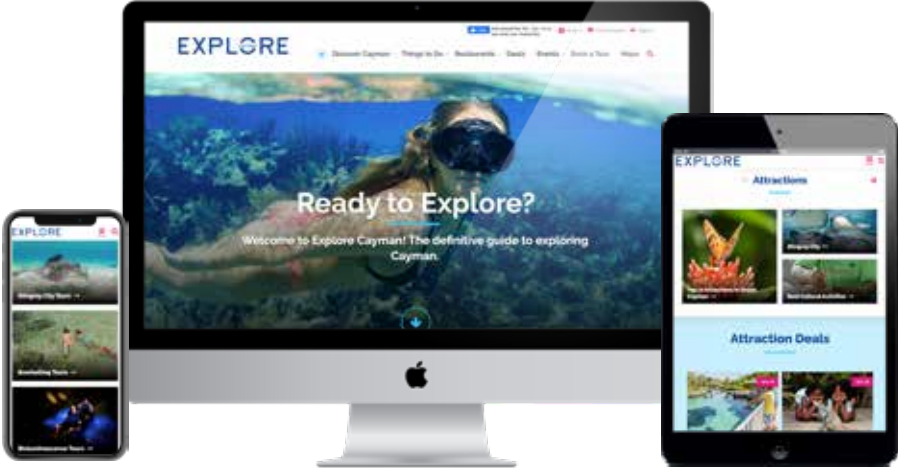
With a programme of on-going development, there is no doubt that the **Explore Cayman** website and app will continue to be the most content rich and technically sophisticated digital platform in Cayman for promoting products and services to the stay-over market.

*“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 (CIS\$ per month) Includes: www.explorecayman.com, iPad & iPhone	6 month contract	12 month contract
Standard Web/App Package	225	175
Premium Web/App Package	325	250
<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 (CIS\$ per month)	6 month contract	12 month contract
Standard Business Profile	160	125
Standard Promotion Profile	125	90
Standard Activity Profile	110	75
Premium Business Profile	235	185
Premium Promotion Profile	185	135
Premium Activity Profile	160	110