

PRINT ADVERTISING

Good Taste has been providing restaurants and bars 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.

The high quality, glossy magazine showcases restaurants and bars and has consistently resulted in increased business for our advertisers. The format of the magazine has evolved over the years to accommodate the whole range of diners from the epicurean to the those looking for inexpensive eateries.

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



PRICING

Double page Feature: CI\$6950 (equivalent of CI\$579 p/m)

Single page Feature: CI\$3935 (equivalent of CI\$328 p/m)

Half page Feature: CI\$2360 (equivalent of CI\$197 p/m)

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.

DIGITAL ADVERTISING

Tailored advertising to meet your needs

The Cayman Good Taste website, the app (which was launched in January 2023), and our loyal social media followers (19,000+) offer a very powerful platform of native, digital and social advertising to meet your advertising needs. Cost effective packages can be crafted to support both long term marketing requirements and short-term promotional needs.

RESTAURANT & BAR DIGITAL ADVERTISING PACKAGES

ENTRY PACKAGE

CI\$190 per month (based on an annual contract). For restaurants which want to be showcased on the app and on multiple pages on the Good Taste website and benefit from our social media coverage related to seasonal roundups. The Entry package supports 1 menu, 1 unique active event and up to 3 unique active promotions.

STANDARD PACKAGE

CI\$245 per month (based on an annual contract). For restaurants which want to be showcased and ranked highly on multiple pages online and on the app and benefit from a higher level of social media support related to announcements. Includes up to 3 menus, 3 unique active events and up to 3 unique active promotions.

ADVANCED PACKAGE

CI\$299 per month (based on an annual contract). For restaurants which want premium placement and ranking, with additional homepage features and support for video. Provides social media support related to announcements, unlimited menus, up to 6 unique active events and up to 6 unique active promotions.

Restaurant Profile Packages	Entry	Standard	Advanced
Contact details + description	✓	✓	✓
Photos	3	5	Unlimited
Video	-	-	✓
Weblink	✓	✓	✓
Email link	✓	✓	✓
Reservations link	✓	✓	✓
Active filters (Cuisine, Good Fors, Price, etc)	✓	✓	✓
Standard Feature on homepage	-	✓	-
Premium Feature on homepage	-	-	✓
Premium Feature on restaurants page	-	-	✓
Max # menus	1	3	Unlimited
Max # of unique active promotions	3	3	6
<i>Advanced packages will be placed before Standard packages which will be placed before Entry packages.</i>			
Free Advertorial on CaymanGoodTaste.com			
Profile included in Delivery + Takeouts pages	✓	✓	✓
Profile included on Seasonal roundups (ie Christmas, Easter, Thanksgiving, etc)	✓	✓	✓
Free Event Listings			
Max # of unique active Events on the Cayman Good Taste website and on the app	1	3	6
Max # of unique active Events on the Explore Cayman website and app	1	3	6
Max # of unique active Events on the What's On Cayman app	1	3	6
Video on Events	-	-	✓

ADDITIONAL DIGITAL EXTRAS

Digital extras can be used to promote something new or unique about your business, promotion or event, to create long-term awareness or for a short-term marketing boost. We also offer bundles depending on your budget and frequency to give you the flexibility needed for your business.

BEST OF PAGES

Features on CaymanGoodTaste.com for: Brunch, Bars, Wine Lists, Healthy Eating, Waterfront Dining, Breakfast, etc.

FEATURED PROMOTIONS

Use our popular promotion page on Good Taste and the Cayman Good Taste app to get the word out about your promotion.

WEB BANNERS

Use our targeted digital reach on Good Taste, Explore Cayman, Cayman Resident and Cayman Parent to reach your audience.

DIGITAL MARKETING

Use our Social media platforms (with over 50,000 followers) and/or use Google ads or remarketing campaigns to promote your business.

FEATURED EVENTS

Use Cayman's most popular calendars on Good Taste, Explore Cayman and the What's On Cayman app to promote your event.

NEWSLETTERS

Access our email subscriber base of over 18,000 authenticated emails across our platforms.



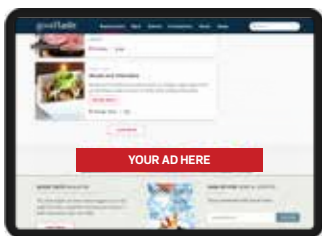
RESTAURANT & BAR DIGITAL ADVERTISING PACKAGES

	12+ month contract	9+ month contract	6+ month contract	3+ month contract	1+ month contract
PROFILES	CI\$ per month				
Entry Profile package	190	235	260	325	n/a
Standard Profile package	245	295	325	395	n/a
Advanced Profile package	299	350	385	465	n/a
NATIVE ADVERTISING	CI\$ per month				
Best of Pages	65	75	85	105	n/a

As each business is different, so each business should have a customised advertising package. We look forward to discussing the best approach for your business.

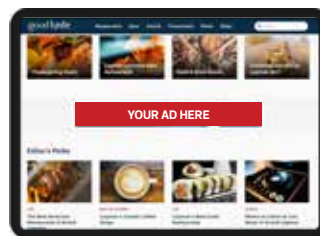
DIGITAL ADVERTISING

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.



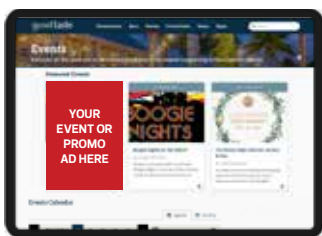
Standard Banners

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.



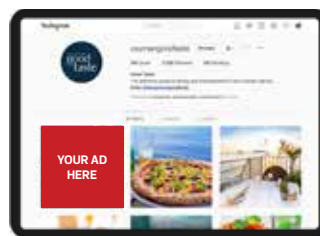
Premium Banners

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