

caribbean bride

The ultimate guide to destination weddings in paradise



MEDIA KIT 2014



ABOUT US

Caribbean Bride is a destination wedding media company comprised of Caribbean Bride magazine, Bride Villa event production, and Caribbeanbride.com. From tips on choosing the right dress to finding the perfect venue, our platforms offer the latest information for planning a

weddings or honeymoon in the Caribbean and Mexico. Our audience includes couples actively planning destination weddings and honeymoons, wedding professionals and travel enthusiasts. We are the ultimate guide on romance travel to the Caribbean and Mexico.



“The world’s largest financial crisis really fuelled the trend of destination weddings as more brides opt for simplicity, choosing to wed away from home in a more casual setting,”

Says renowned wedding industry expert, Rebecca Grinnals of Engaging Concepts.

The average cost of a destination wedding is \$23,800.

The average number of attendees at a destination wedding is 48 guests.

The Caribbean continues to be the hottest trend in destination weddings from North America and Europe.

Destination wedding couples are tech savvy and using social media sites like

Twitter and Facebook to gain information and keep everyone up-to-date, especially those unable to attend.

98% of wedding couples go on a honeymoon.

Most destination wedding couples return to the location of their wedding at some point in the future on vacation.



LETTER FROM THE PUBLISHER

Dear Advertiser,

Thank you for your interest in Caribbean Bride. We are happy to be the source for all things related to romance travel to the Caribbean and now Mexico! Through extensive distribution channels, Caribbean Bride is available to brides-to-be throughout the Caribbean, in the United States, Canada, United Kingdom, and as far across Europe as Russia. Your message will be displayed by the largest booksellers in the world, the biggest online app store, as well as on the table at a local salon. Simply put, Caribbean Bride delivers the highest level of wedding and honeymoon related content on multiple media platforms.

We are thrilled to present to you the distinct advantages of advertising with us. Caribbean Bride is committed to editorial excellence by delivering compelling, engaging content in each issue of our magazine and online. Informative articles, charming wedding profiles and alluring photography and design are the basis of our readership success. Advertisers benefit from this success through the community of qualified brides who read Caribbean Bride and make informed decisions.

We look forward to helping you promote your brand to a global audience.

Sunny Regards,

Dave Cox
Publisher, Caribbean Bride



Caribbean Bride magazine is published twice a year (January & July) and is distributed for sale and complimentary in:

Antigua	St. Kitts & Nevis
Barbados	St. Lucia
Canada	St. Vincent & the Grenadines
Cayman Islands	Trinidad & Tobago
Curacao	North America
Dominica	London
Grenada	Italy
Jamaica	
Mexico	

It can be found at various locations and events including:

- Bridal/travel shows regionally and internationally
- Caribbean Tourism Organization (CTO) member offices and events

- Leading travel agents and wedding consultants
- News stands/book stores
- Resorts, spas and villas in the Caribbean
- Our advertisers
- Barnes & Noble bookstores in the US
- Indigo and Chapters bookstores in Canada
- Unna Luxury Properties in Barbados
- Eden Hotels and Resorts (Nova Scotia, Prince Edward Island, Barbados)
- Print Run: 5,000 copies
- The magazine is also downloaded 275 times per month to readers around the world



EDITORIAL CALENDAR

ISSUE 7- JULY 2014

The First Dance
The Bridal Party (contributors)
Save the Date (calendar of events)
Wedding Planning Workbook
Caribbean Kitchen (restaurant feature)
I am a CB
Ask Preston
Recently Wed
I Thee Wed
Destination Fashion
10 Things
Last Dance
Marketplace
CB bar

Features:

Eco Luxury in Riviera Nayarit
Destination Focus: Cayman Islands
Health and Fitness with Ms. Yendi Phillipps
Combining Finances

ISSUE 8- JANUARY 2015

The First Dance
The Bridal Party (contributors)
Save the Date (calendar of events)
Wedding Planning Workbook
Caribbean Kitchen (restaurant feature)
I am a CB
Ask Preston
Recently Wed
I Thee Wed
Destination Fashion
10 Things
Last Dance
Marketplace
CB bar

Features:

Destination Focus: Curacao
How to Plan the Wedding of your Dreams
Embrace the luxury of Nayara Springs in
Costa Rica
I love Cake!



CARIBBEAN BRIDE MAGAZINE GOES DIGITAL

A digital version of our magazine is now available for download in the Apple app store. This offers global electronic distribution to an audience seeking information about destination weddings and honeymoons in the Caribbean and Mexico. This delivery platform allows us to also add other forms of media to the editorial and ads as well. Hyperlinks and

rich media (audio & video) can be included to enhance your message's presentation. Caribbean Bride's digital edition is not just an electronic version of the print issue but a total multimedia experience.

More than 100 million apps are downloaded from the Apple app store each month!



OUR WEDDING EVENTS

Bride Villa is an exclusive affair for those seeking the best of the Caribbean for their dream weddings. Bride Villa is an evening of cocktails, fashion and great live music at lavish venues in the Caribbean. The event also presents the opportunity for preferred vendors to meet and promote their businesses to a group of individuals actively looking for key wedding and support services. The events include an educational component to assist with training local vendors and developing the overall wedding product of the islands. Seminars by leading international wedding experts, such as Preston Bailey, have

assisted with this. We have produced successful events in different islands across the Caribbean in association with tourism boards and major wedding brands.

Love in the Caribbean is our signature shows we do in North America and Europe. It seeks to educate travel agents and wedding planners about the possibilities that exist in the region. It also promotes the Caribbean and Mexico to couples looking for romance travel options.

For a list of our upcoming events please visit: www.caribbeanbride.com/cbevents

REAL WEDDINGS



REAL WEDDINGS / FEBRUARY 3, 2014

CAMERON & RYAN, PUERTO RICO

BY CERMAG

San Juan, February 27, 2010 The Background...
Both Cameron and Ryan attended universities
in Florida. Ryan, a St. Petersburg native,
attended the University of Florida...



Click here to
BUY IT NOW

RECENT POSTS

- 1 Will You Marry Me?
- 2 Mount Hartman Bay in Grenada
- 3 Ask Preston: Issue #3
- 4 Ask Preston: Issue #4
- 5 The Perfect Flowers

ADVERTISEMENT

Paste your code here...

Our site is easy to navigate and fun to use and is loaded with all the information couples need to plan their Caribbean weddings or honeymoons.

www.caribbeanbride.com

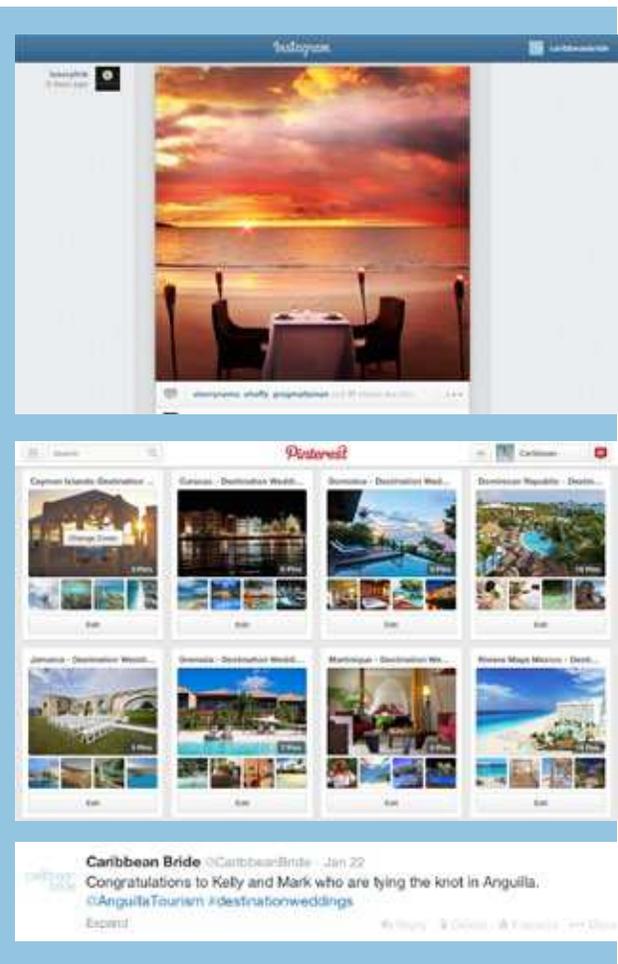
- Caribbeanbride.com has 30,000 unique visitors per month
 - 205,000 page views per month
 - 70% of traffic is from North America
 - 20% is from Western Europe

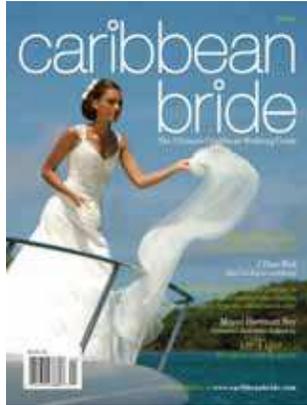
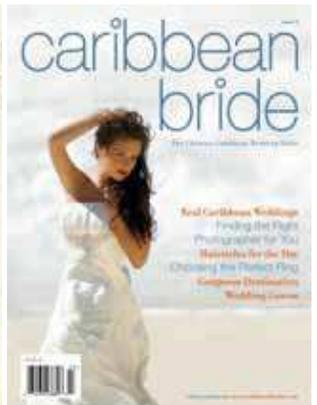
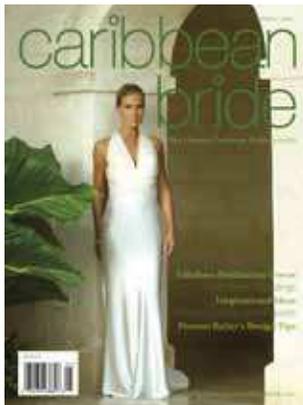
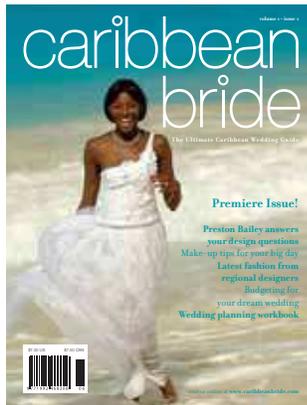
MULTI-PLATFORM MARKETING

We reach our target audience through various channels. Along with our magazine and website, we actively engage in social media and viral marketing. Through our presence on Twitter, Facebook, Pinterest and Instagram we connect to thousands of couples looking for the latest trends, tips and behind-the-scenes coverage of what

we do at Caribbean Bride. In our monthly email newsletter we keep our readers informed about upcoming wedding related events within the region and promotions by our vendors.

5000+ followers on Facebook
4500+ followers on Twitter





ADVERTISING RATES

Caribbean Bride Magazine (per issue)

Spread	\$4,250
Full	\$2,500
Half	\$1,500
Marketplace	\$500

* A SIX MONTH VENDOR LISTING ON CARIBBEANBRIDE.COM IS INCLUDED WITH A SPREAD, FULL OR HALF PAGE AD

- In the Caribbean Marketplace section a listing is a 70 word (or less) description of your product or service accompanied by address and contact information
- There is a 10% surcharge for special placement of an ad in the magazine. Placement is generally at the discretion of the publisher

* ALL PRICES QUOTED ARE IN USD

Ad submission deadline:

January Issue:	November 30
July Issue:	May 31

Caribbeanbride.com

	6 month	1 year
Premiums Listing*	\$200	\$300
Featured Vendor	\$200	\$600
Featured Banner (category pages)	\$200	\$900
Premium Banner (homepage and sliders)	\$200	\$1,300
Monthly Newsletter	\$500 (per month)	

* A SIX MONTH VENDOR LISTING IS INCLUDED WITH A SPREAD, FULL OR HALF PAGE AD IN CARIBBEAN BRIDE MAGAZINE.

CB Events

Sponsorship opportunities are available and quoted on request.

Full Page (Bleed) Ad
8.25in x 11in
(add 0.25in bleed)

Full Page Ad
7.75in x 10.5in

Half Page Ad
7.75in x 5.125in



SPECIFICATIONS

Magazine

- Trimsize: 8.25" x 11"
- Text Area: 7.75" x 10.5"
- With Bleed: 8.75" x 11.5"

All of the above sizes are (width x height)

Artwork Requirements:

- Artwork must be supplied at the correct size as specified above
- Electronic files supplied on CD or DVD are preferable
- A High Resolution colour proof of the advertisement MUST be supplied with the artwork
- Files must be supplied as PDF or EPS

documents. Please ensure that all fonts used in the document are outlined

- Full Page (Bleed) Ads must include a bleed of 0.25" on all sides with crop marks
- All colours in all file formats MUST be converted to CMYK
- Please do not specify or include any colours as Pantone or RGB
- Any pictures included in any of the above formats MUST be of at least 300DPI
- Please ensure all placed images are linked

Online Banners

Featured	300 x 250p
Premium	300 x 600p



CONTACT US

3 Navy Wharf Court,
Suite 209
Toronto, ON
M5V 3V1
Canada

GENERAL INQUIRIES

info@caribbeanbride.com
advertising@caribbeanbride.com

PR INQUIRIES

Tashida Cox
tashida@caribbeanbride.com