

caribbean bride

Media Kit 2018



About Us

Caribbean Bride is a destination wedding media company comprised of Caribbean Bride Magazine, Bride Villa, Lucky Thirteen and Love in the Caribbean event productions, and Caribbeanbride.com. From tips on choosing the right dress to finding the perfect venue, our platforms offer the latest information for planning a destination weddings or honeymoon in the Caribbean and Mexico.

Our audience includes couples actively planning destination weddings and honeymoons, wedding professionals, professionals in the wedding industry who work with romance travel, and travel enthusiasts. Destination weddings now account for one in five of all marriages and is a multi-billion dollar industry that has proven to be recession proof. We are the authority on this niche industry as the ultimate guide on romance travel to the Caribbean and Mexico.

caribbean
bride

Bride
villa

Lucky
THIRTEEN

Love in
the
Caribbean

Our Audience



87% Female readers

84% Looking for honeymoon ideas

42% Have been to the Caribbean or Mexico before

77% Have already decided on a destination wedding

94% Looking for wedding day inspiration

70% Researching options for their wedding attire

98% Use the internet for inspiration, news and travel deals

86% Between the ages of 21-45

72% Will marry within the next year

Distribution



Caribbean Bride Magazine is published in January and distributed for sale and complimentary in:

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

It can be found at various locations and events including:

- 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
- Bridal/travel shows internationally and regionally

Print Run: 20,000 copies

Our Events

We produce successful events around the world focused on wedding vendor training, consumer education and networking for industry professionals. Here is a look at our three signature productions.

Bride Villa

This event brings together regional vendors to learn ways of improving their product from leading international wedding professionals. We also set up a showcase where these vendors can meet local consumers.

Lucky13

Thirteen luxury wedding planners take part in a exclusive lunch at a unique property. It is a networking event where industry players get to share ideas to common problems and it is hosted by a celebrity luxury wedding expert.

Love in the Caribbean

Produced in three cities (Toronto, New York and London) this brings together destination wedding planners, travel agents and journalist with select destinations and properties.



Magazine Editorial Calendar 2018



CB Pledge
The First Dance
Our Bridal Party
Recently Wed
I am a Caribbean Bride
Save The Date
Wedding Planning Workbook
Featured Weddings
Ask Preston Bailey
Honeymoon Tales
Bridal Fashion Look Book
Groom's Guide To Fashion
Our Signature Cocktails
Marketplace
The Last Dance

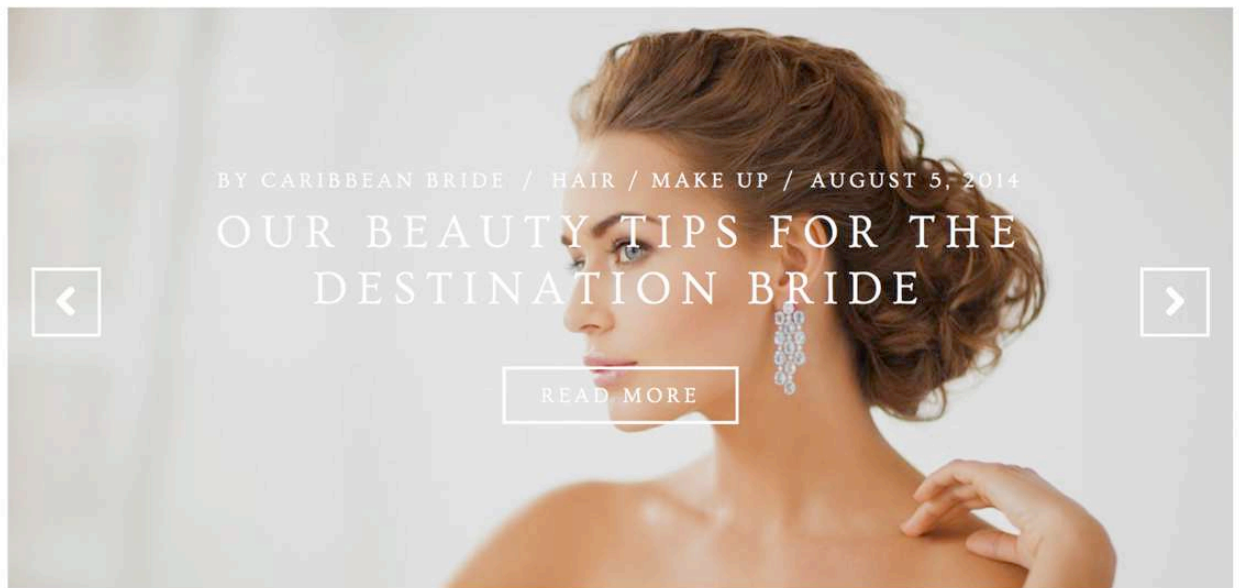
Features:

Mexican Chic at Unico 2087
Discovering the Natural Beauty of Nevis



The ultimate guide to destination weddings in paradise

DESTINATIONS / MAGAZINE / REAL WEDDINGS / PLANNING / HONEYMOON / EVENTS / CB TV / VENDORS



Our site is easy to navigate, fun to use and is loaded with all the information couples need to plan a Caribbean wedding or honeymoon.

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
- 7,000+ followers on Twitter
- 4,500+ followers on Facebook
- 2,000+ followers on Instagram



GET INSPIRED



CAYMAN ISLANDS / DECEMBER 9, 2016

JO ANNE BROWN HELPS TO PROMOTE DESTINATION WEDDINGS TO THE CAYMAN ISLANDS

BY CARIBBEAN BRIDE

It has been announced that Jo Anne V. Brown will be speaking and representing the Cayman Islands in Phuket, Thailand in May 2017 at...

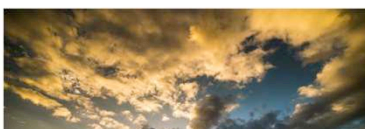


ST. VINCENT AND THE GRENADINES / DECEMBER 7, 2016

GET TWO COMPLIMENTARY NIGHTS AT PETIT ST. VINCENT

BY CARIBBEAN BRIDE

Petit St. Vincent, the 115-acre privately owned island resort in the southern Caribbean's Grenadine island chain, is offering guests two complimentary nights when they book a...



CELEBRATE YOUR UNFORGETTABLE DAY AT OUR TROPICAL PARADISE.

START PLANNING

EL CONQUISTADOR RESORT
A WALDORF ASTORIA RESORT

W WEDDING

- | | |
|---|----------------------|
| • 300 x 600 premium banner run of site | \$250 per six months |
| • 300 x 250 featured banner run of site | \$200 per six months |
| • 728 x 90 leaderboard banner | \$150 per six months |
| • 1145 x 200 large homepage billboard banner | \$175 per six months |
| • Sponsored article | \$250 |
| • Sponsored homepage/category slider (This includes social media promotions) | \$175 per week |
| • Newsletter | \$125 per month |
| • Featured vendor listing | \$120 per year |

Caribbean Bride @CaribbeanBride - Nov 18

We are excited to see the new SeaFire Resort by @Kimpton open in @Cayman_Islands ow.ly/afKv306jmRV #destinationwedding

Kimpton's SeaFire Resort opens in Grand Cayman - Caribbean Bride
Kimpton Hotels & Restaurants makes waves today as it opens the doors to its first Caribbean property Kimpton Seafire Resort + Spa along the...

caribbeanbride.com

Featured

Chezelle Dezines

Company Name: Chezelle Dezines

Website Address: <http://www.chezelledezines.com/>

E-mail Address: info@chezelledezines.com

Phone Number: 787.919.0532

Short Description (Preview):
Chezelle Dezines is a leading wedding planning, floral design and coordination company in Puerto Rico.

Rates



Multi-platform Marketing Package

Participation at one *Love in the Caribbean* event (Toronto, New York, London)
 Large 1145 x 200 homepage billboard banner for one month on www.caribbeanbride.com
 Two sponsored articles on our website
 12 Social media mentions (Facebook, Twitter, Instagram)
 Full page ad in Caribbean Bride Magazine
 Flyer insertion in magazine at participating wedding shows
 E-blast to our list of travel professionals and destination wedding planners

Investment: \$4,000 USD

Print Ads

| | |
|----------------|-------------|
| Full Page | \$3,000 USD |
| Half page | \$2,000 |
| Vendor Listing | \$300 |

Artwork Submission Deadline

May 15th for July Issue

Love in the Caribbean (Toronto, New York, London)

Vendor station at an event (limited spaces available)

Investment: \$1,000 USD



Magazine

Trim size: 8.25" x 11"

Text area: 7.75" x 10.5"

With bleed: 8.75" x 11.5"

Please ensure that all fonts used in the ad 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
- Files must be supplied as PDF or EPS for print ads

Online Banners

Leader board 728 x 90px

Billboard 1145 x 200px

Featured 300 x 250px

Premium 300 x 600px

Requirements

Maximum banner size is 150k

All of the above sizes are width X height



Contact Us:

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