



ADVERTISE WITH US

M E D I A



I Caribbean
Insight

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TABLE OF **CONTENTS**

WELCOME

1

OUR PROPOSAL

2

OUR TARGET

3

READERSHIP

4

UNIQUE STYLE

5

READER EXPECTATIONS

6

WEBSITE ADS

7

GROW WITH US

8

SOCIAL MEDIA

9

CONTACT US

10

WELCOME

Caribbean Insight is a dynamic media magazine, founded in March 2014. The magazine features news and insightful articles covering a varied mosaic of topics relevant to Caribbean life. Caribbean Insight ensures your reading is comprehensive as well as stimulating.

Insightful articles on the current socio-economic and geo-political topics are published weekly. Industry-specific content sections are also designed to highlight the relevant issues, current businesses and service providers in that sector



OUR PROPOSAL

It's time to take advantage of the unifying and powerful elements of Social Media and online marketing. Digital advertising is both measurable and more cost effective than traditional advertising. Caribbean Insight is uniquely poised to endorse and promote brands, specifically those attached to the tourism industry directly on our platform. Your business can benefit from increased visibility that can be targeted to specific audiences.

Businesses that can benefit from placing an ad with us:

- Travel and Tourism
- Food
- Events and Entertainment
- Fashion and Arts
- Realtors
- Health Care
- Home Care
- Technology and Education
- Automotive
- Sports and Fitness



OUR TARGET

Our readership target consists of key decision makers in the Caribbean region, and with a focus on the West Indian diaspora in the UK, Europe, North America and the ubiquitous Chinese and Japanese markets.

As we expand, there will be an additional focus on the Latin American region, specifically Chile, Brazil, Costa Rica as well as Panama.

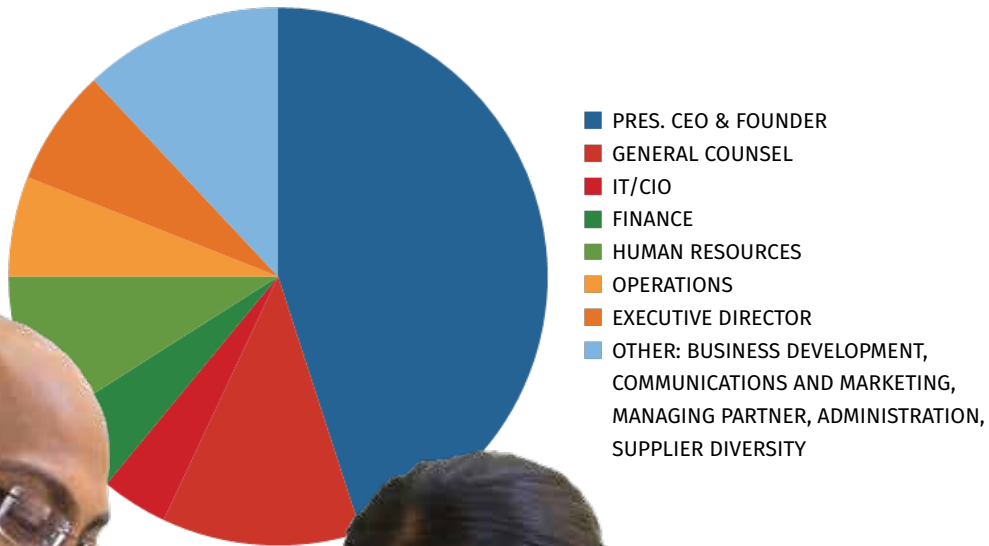
On our website at mycaribbeaninsight.com, we publish articles which enlighten, educate and tastefully entertain, using texts, podcasts and videos appropriately.

We insist on no clutter, or sensationalism, ensuring that our publication retains the attention of the right demographic.

READERSHIP

Caribbean Insight is delivered straight to the desktops and mobiles of decision makers. This includes CEOs, CFOs, HR specialists, heads of global operations information officers, consultants, investors, heads of, sports executives, sales and marketing leads, executive directors, and more.

These individuals have both effective demand and discerning taste.



UNIQUE **STYLE**

Caribbean Insight is designed to provide a robust reading experience with cohesive content to inform and engage Caribbean nationals. Reviews and recommendations are also provided to those non-nationals with interest in partaking in Caribbean travel, real estate or business opportunities.

More than this, we are committed to improving the Caribbean experience by providing a platform for honest dialogue and feedback. Conversations started in forums such as this are pivotal in the continuous growth and evolution of the Caribbean people. We welcome the comments and opinions of our readership towards this end

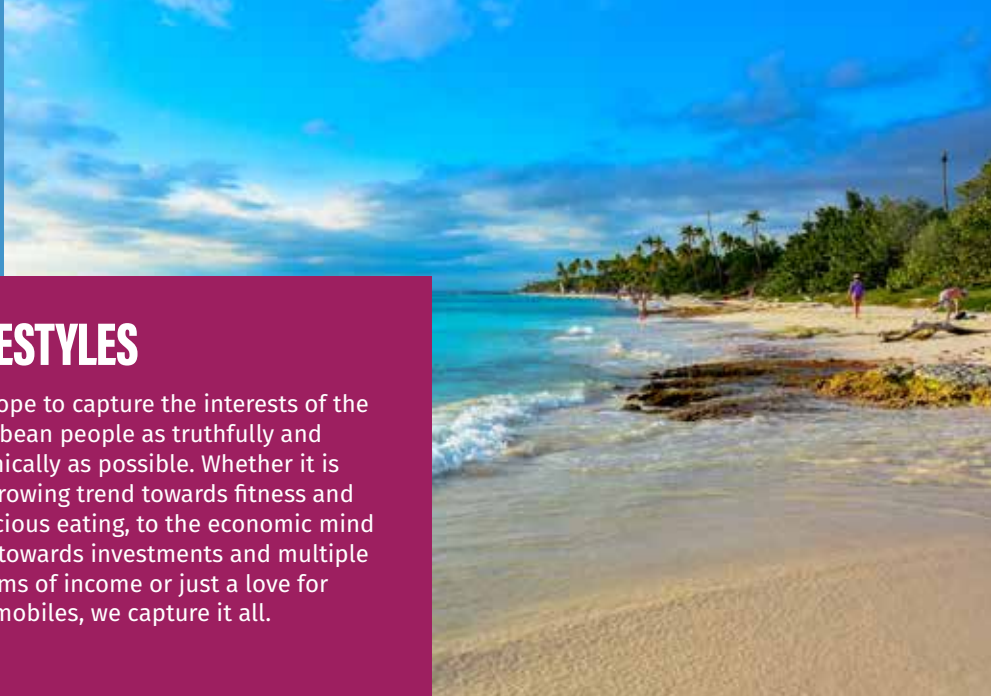


READER EXPECTATIONS

Here's what our audience has come to expect from our magazine.

CARIBBEAN VISTAS

We feature vistas ranging from serene white sandy beaches to lesser known waterfalls hidden along forested trails.



LIFESTYLES

We hope to capture the interests of the Caribbean people as truthfully and organically as possible. Whether it is the growing trend towards fitness and conscious eating, to the economic mind shift towards investments and multiple streams of income or just a love for automobiles, we capture it all.

FESTIVALS

Every nation enjoys their times of festivity, which always serve to unite the people and reserve cultural tradition. Caribbean Insight goes behind the scenes and captures the stories behind these festivals.



FOODIES' TREATS

The growing culinary curiosity shown by travelers has not been lost to the folks at Caribbean Insight. We explore the stories on the food prepared by experienced and creative chefs all around the Caribbean.



ECO-TOURS

The Caribbean is famous for its pristine trails, well populated with an incomparably wide variety of birds, delightful flora and fauna, as well as the occasional crawling reptile.

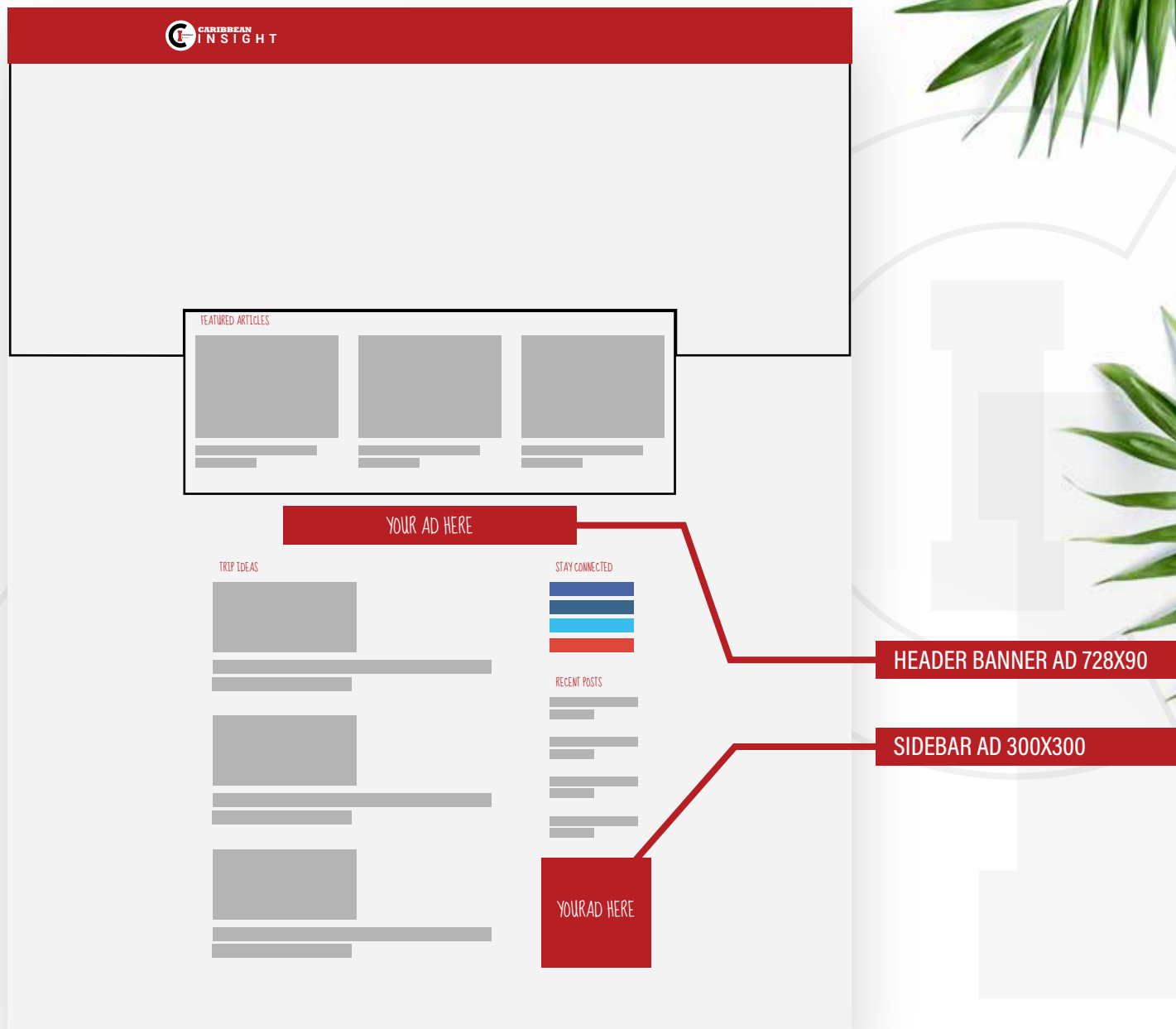
REVIEWS

Caribbean Insight will always present the treasured views of visitors to readers. We respect critical comments which are vital in the quest to offer the ultimate customer experience.



WEBSITE ADS

WEBSITE



GROW YOUR BUSINESS

Get local and regional exposure by placing an advert on Caribbean Insight Magazine's website. Express your creativity in a banner or sidebar ad, display options that guarantee visibility on our platform.

GROW YOUR AUDIENCE

A broader market reach increases your brand's ability to make profits by connecting with your target audience through advertising that utilises SEO optimisation and re-targeting tools. So come on board with CI and put your brand on the region's map today.

GROW WITH US



Total Likes on FB Page at the end of the 6 month period:

32,586

Total Reach **1,178,302**

(Approximately 1.18 Million)

Male Participation **52%** Female Participation **48%**

Website sessions/hits **16,729**

Top Age Groups Actively involved in our campaigns:

- 1) 25 - 34 years old
- 2) 18 - 24 years old
- 3) 35 - 44 years old
- 4) 45 - 54 years old

Top 3 countries visiting the website:

- 1) Trinidad and Tobago
- 2) Jamaica
- 3) United States

Top Cities:

- 1) Port-of-Spain
- 2) Couva
- 3) Chaguanas

SOCIAL MEDIA

Our current social media provides high access to other content. Our current following is:



Facebook

30,000+



Instagram

3,000+

Our social media platform represents an excellent opportunity to market your product and propel your brand.

Based on the content, we guarantee over 40,000 views when your product information is embedded in the associated feature.



CONTACT US

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