

Key to Cayman magazine international rate sheet



Overview

Key to Cayman is the most established tourist magazine in the Cayman Islands. With over a decade of market leadership, Key to Cayman is the official publication of the Cayman Islands Tourism Association. Both residents and visitors use Key to Cayman as an essential guide to the islands, from shopping and dining to family fun and diving.

Features	Benefits
Published bi-annually	Key to Cayman has a lifespan of six months with a potential readership of 360,000 covering all of the market.
Informative	Key to Cayman has informative content covering every aspect of the Cayman Islands from the top tourist spots to the hidden gems.
Distribution	Distributed not only throughout the Cayman Islands but also the world. Over 65,000 printed copies are available at hotels and condos, Owen Roberts International, restaurants, bars, shopping centres, tourist attractions, car rental companies and Cayman Free Press offices.
Reliability	Acknowledged and wildly acclaimed as the leading publication in its field.

Recent cover



Contact us

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KEY TO
CAYMAN
MAGAZINE

www.keytocayman.com

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Price guide

Type (full colour)	One issue	Two issues
Back cover	7,644	6,497.40 (non discountable)
Inside back cover	5,527.20	4,698.12 (non discountable)
Inside front cover	5,527.20	4,698.12 (non discountable)
Pages 1-5	5,292	4,498.20
Full page	4,939.20	4,198.32
Half page	2,822.40	2,399.04
Third page	2,293.20	1,949.22
Sixth (h)	1,440.60	1,224.51
Sixth (v)*	1,440.60	1,224.51

* Only available in Real Estate and Accommodation

Multiple discounts available

Pages	1st issue	2nd consecutive issue
2	5%	20%
4	10%	25%
8	20%	30%

All prices in C\$. Registered agencies artwork supplied disc less 15%.

Production schedule

Issue	Deadlines		
	Sales	Artwork	Publication
Summer Season 2010	5 Mar 10	19 Mar 10	21 May 10
Winter Season 2010/11	1 Oct 10	15 Oct 10	17 Dec 10

Examples of ad layouts



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Technical specifications

Trim/finish size: 8.375w" x 10.75h"

Agency-supplied files: We accept both Mac and PC platforms. Art must be submitted CMYK @ 300dpi (photos). Artwork submitted is presumed to be print-ready, so please accompany all art with a colour proof.

Build files: We accept industry standard programs such as Adobe products, and some desktop publishing files. Please contact CFP production via your sales rep if you have any questions about these or other programs.

Acceptable file formats: Illustrator EPS (with text converted to paths and linked files embedded), TIF (f attened at 300dpi), or PDF (with all fonts and graphics embedded). An Adobe Acrobat Distiller setting is available upon request or through our website at www.caycompass.com

Cayman Free Press reserves the right to levy charges for production work.
*For further details regarding artwork please see the **CFP Industry Standard Technical Specifications** on www.caycompass.com*

Please note: All rates are based on supplied digital files (see "Acceptable file formats" above). Cayman Free Press reserves the right to charge for design, layout, typesetting, photography, etc. Advertising material created for Key to Cayman remains the property of CaymanFreePress and any requests for duplicate copies for use in any publication not associated with CaymanFreePress will be subject to charge

Ad sizes

