

Key to Cayman magazine 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.

Contact us

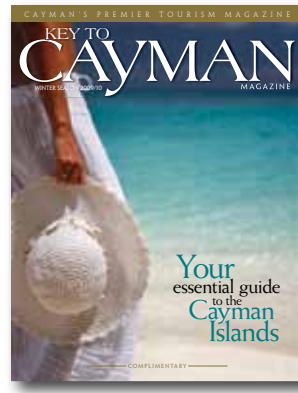
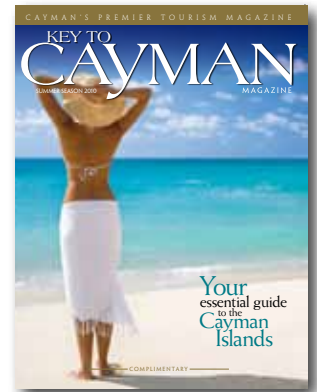
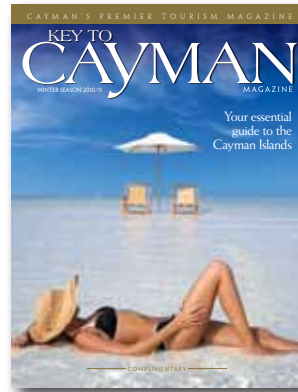
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Recent covers



KEY TO
CAYMAN
MAGAZINE

www.keytocayman.com

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Price guide

Type (full colour)	One issue	Two issues
Discount		15%
Back cover	\$6,500	\$5,525
Inside back cover	\$4,700	\$3,995
Inside front cover	\$4,700	\$3,995
Pages 1-5	\$4,500	\$3,825
Full page	\$4,200	\$3,570
Half page	\$2,400	\$2,040
Third page	\$1,950	\$1,657.50
Sixth (h)	\$1,225	\$1,041.25
Sixth (v)*	\$1,225	\$1,041.25

* Only available in Real Estate and Accommodation

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

Multiple discounts available

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

Production schedule

Deadlines 2011			
Issue	Sales	Artwork	Publication
Summer	18 March	25 March	20 May
Winter	7 October	21 October	16 December

Examples of ad layouts



Key to Cayman magazine international rate sheet



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 (flattened 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

