

# Cacique

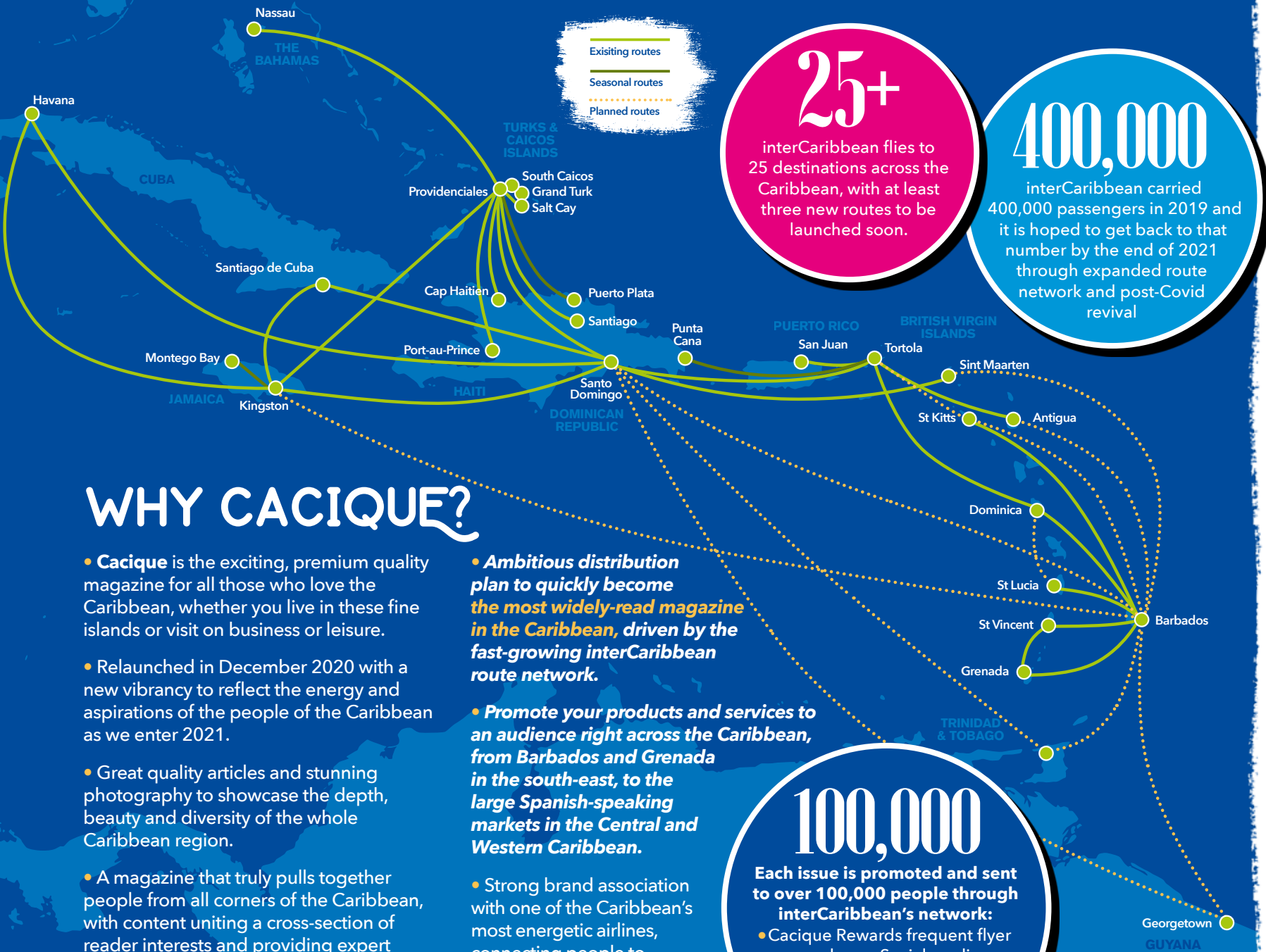
*Spirit of the Caribbean*

THE MAGAZINE FOR EVERYONE WHO LOVES THE CARIBBEAN, FROM YOUR FRIENDS AT INTERCARIBBEAN AIRWAYS



**MEDIA INFORMATION**  
*Refreshed! A new look & fresh energy for 2021*

**interCaribbean Airways**  
Connecting you and the Caribbean



**25+**  
interCaribbean flies to 25 destinations across the Caribbean, with at least three new routes to be launched soon.

**400,000**  
interCaribbean carried 400,000 passengers in 2019 and it is hoped to get back to that number by the end of 2021 through expanded route network and post-Covid revival

# WHY CACIQUE?

- **Cacique** is the exciting, premium quality magazine for all those who love the Caribbean, whether you live in these fine islands or visit on business or leisure.
- Relunched in December 2020 with a new vibrancy to reflect the energy and aspirations of the people of the Caribbean as we enter 2021.
- Great quality articles and stunning photography to showcase the depth, beauty and diversity of the whole Caribbean region.
- A magazine that truly pulls together people from all corners of the Caribbean, with content uniting a cross-section of reader interests and providing expert advice and support to help them live a full and positive life.
- **Ambitious distribution plan to quickly become the most widely-read magazine in the Caribbean, driven by the fast-growing interCaribbean route network.**
- **Promote your products and services to an audience right across the Caribbean, from Barbados and Grenada in the south-east, to the large Spanish-speaking markets in the Central and Western Caribbean.**
- Strong brand association with one of the Caribbean's most energetic airlines, connecting people to an increasing number of destinations across the region.

**100,000**  
Each issue is promoted and sent to over 100,000 people through interCaribbean's network:

- Cacique Rewards frequent flyer members
- Social media
- Customer newsletters
- All customer correspondence

## PRINT DISTRIBUTION

**Cacique** is provided free of charge to all interCaribbean customers before they board their flights and from interCaribbean offices throughout the region

Copies are distributed in select hotels in the Dominican Republic

Copies are distributed in hotels, restaurants, cafes, shops and businesses across Barbados

## DIGITAL DISTRIBUTION

**Cacique** is available to be read (worldwide) on all digital platforms from the following sites:

- [interCaribbean.com](http://interCaribbean.com)
- [caciquemagazine.com](http://caciquemagazine.com)
- [pocketmags.com](http://pocketmags.com)
- [zinio.com](http://zinio.com)

**Cacique** is available on all mobile devices through our dedicated App. Search your iOS / Kindle / Android App store for "**Cacique magazine**"

All adverts have embedded links and additional resources can be added, such as videos, image galleries and forms.

# ADVERTISING RATES

Your investment in growing your business

## DISPLAY ADVERTISING

Outside Back Cover	USD 5,000.00
Inside Front Cover	USD 5,000.00
Inside Back Cover	USD 4,500.00
Double page	USD 5,500.00
Full page	USD 3,500.00
Two thirds vertical	USD 3,000.00
Half horizontal page	USD 2,200.00
Third vertical page	USD 1,700.00
Marketplace / Special Places Listing (one issue)	USD 750.00
Marketplace / Special Places Listing (six issues)	USD 400.00 each

## NATIVE ADVERTISING

Space can be used to run promotional editorial campaigns. These will be laid out in the typical **Cacique** house style, by our in-house designers, with the words 'Sponsored promotion' in the tag at the top of the page. Core material will need to be supplied, and finished pages will be submitted for approval prior to publication.

Double page	USD 5,950.00
Single page	USD 3,950.00

## SPECIALS

Bound inserts	Prices on request
6-page fold-out (internal, min 100gsm)	USD 7,250.00
Single fold-out cover	USD 8,250.00
Double fold-out cover	USD 9,500.00

## NOTES

Special positions	Add 10% loading fee
Multiple ads	Rate will be based on the total space booked



## AUGMENTED REALITY

To make your advert responsive, we are able to embed video, photo galleries, live links and other interactivity into your advert. These can be accessed by tap/click on digital versions or by scanning your advert in the print magazine using the Layar app on your mobile device. Ask for more information

## INVOICING AND PAYMENT

All clients will be invoiced by Gecko Publishing Ltd. As Gecko Publishing is a UK-based company, no VAT will apply. All advertising bookings are subject to our full terms and conditions.

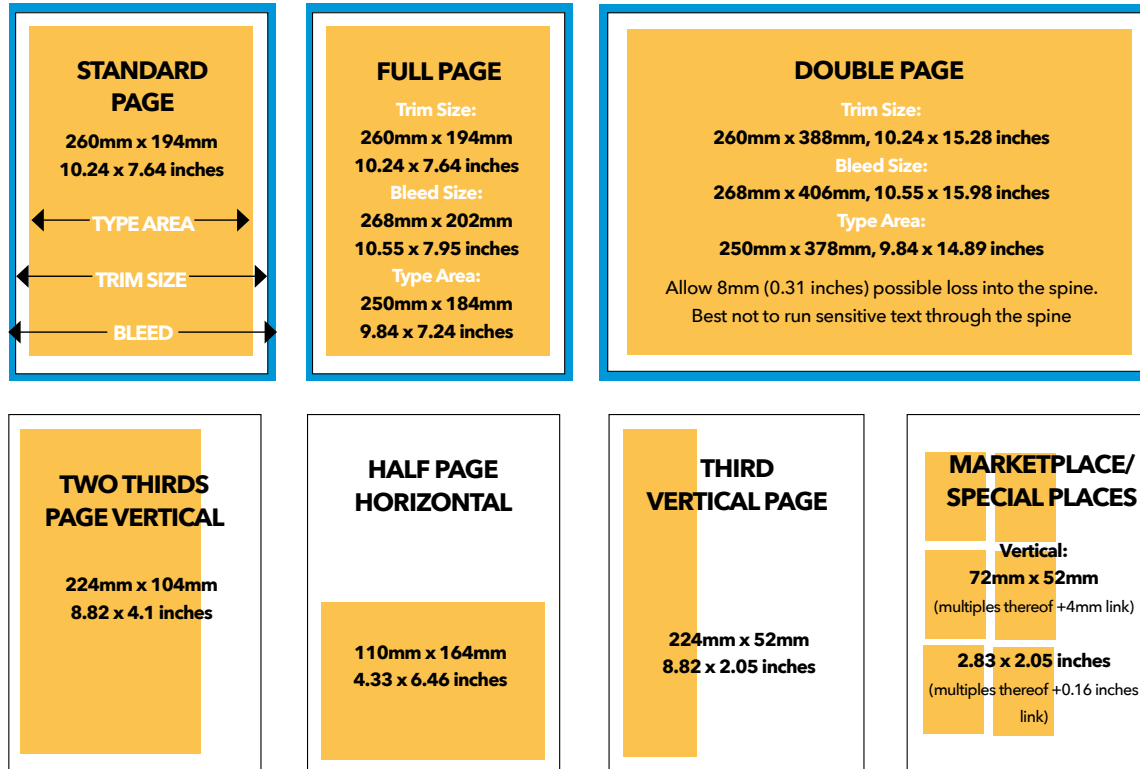
## PAGE POSITION

There is pressure on the placement of adverts in the front pages of the magazine. To ensure favourable / guaranteed page placement a special position levy (10%) is charged.



# TECHNICAL INFORMATION

## Advertising sizes and publishing schedules



## PUBLISHING SCHEDULE

<b>ISSUE</b>	<b>11</b>
DISTRIBUTED	MARCH 1, 2021
BOOKING DEADLINE	JANUARY 24
MATERIAL DEADLINE	JANUARY 29
<b>ISSUE</b>	<b>12</b>
ON PLANE	JUNE 1, 2021
BOOKING DEADLINE	APRIL 20
MATERIAL DEADLINE	APRIL 23
<b>ISSUE</b>	<b>13</b>
ON PLANE	SEPTEMBER 1, 2021
BOOKING DEADLINE	JULY 20
MATERIAL DEADLINE	JULY 23
<b>ISSUE</b>	<b>14</b>
ON PLANE	DECEMBER 1, 2021
BOOKING DEADLINE	OCTOBER 20
MATERIAL DEADLINE	OCTOBER 23

**ABOUT BLEED** When any item is required to run up to or over the side of the page, it is necessary to extend it by at least 4mm beyond the normal trim size of the page. This is to allow for a 4mm margin of error when the printers trim the final book, and will prevent any unprinted white paper showing around the edge of the page. Please be careful to ensure bleed is included on your final print-ready PDF.

**MATERIAL** Provide material as a print-ready high-resolution PDF, with bleed and crop-marks displayed. Embedded images must all be CMYK at 300dpi high resolution. Ideally text should be converted to Outlines.

**ABOUT TYPE AREA** 'Live matter' is any text or image that is necessary to be seen on the final advertisement. It is recommended that these items are placed at least 5mm in from the edge of the normal trim area (more on the sides going into the spine) to prevent them being trimmed out should the final book trim be slightly inaccurate.

NOTE: DIMENSIONS ARE SHOWN AS HEIGHT X WIDTH. ADVERT SIZES ARE BASED ON OUR GRID STRUCTURE AND ARE NOT OPEN TO ALTERATION.

# CONTACTS



CACIQUE IS PUBLISHED ON BEHALF OF  
INTERCARIBBEAN AIRWAYS BY GECKO PUBLISHING LTD  
[WWW.GECKOMAGS.COM](http://WWW.GECKOMAGS.COM)

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