



MEDIA PACK



CAYMAN RESIDENT

The success of the *Cayman Resident* magazine, the eBook version and corresponding website can be attributed to the fact that they are the most comprehensive guides for living and working in the Cayman Islands. The glossy, 400+ page 'reference style' magazine is crammed full of vital information and has grown in its support from advertisers and increased its content every year for the last sixteen years. Meanwhile the website continues to grow at an astonishing rate, receiving on average over 30,000 unique visitors per month.

For advertisers, the *Cayman Resident* guide and website are structured so that your products and services are showcased within editorial content that is targeted at your readership. The guide has a proven record of helping clients acquire new customers and create brand awareness with existing residents in Cayman, as well as new residents before they even arrive on the Island.

TRUE PRINT & DIGITAL INTEGRATION FOR MAXIMUM EXPOSURE

PREMIUM 400+ PAGE PRINT MAGAZINE · DIGITAL EDITION EBOOK · HIGH TRAFFIC WEBSITE

SIX REASONS TO ADVERTISE

REAL BUSINESS BENEFITS

Ask to see the testimonials of other readers and customers to appreciate the effectiveness of the guide. Because advertising in the *Cayman Resident* really works, the number of businesses renewing their advertising has grown every year for sixteen years.

PRE-EMPTIVE MARKETING

The *Cayman Resident* is the most effective advertising medium for exposing potential customers to your brands as they arrive in Cayman (or even before they arrive), which means you are ahead of your competition when it comes to acquiring new customers.

TRUST

Associating your business with the *Cayman Resident*, which for sixteen years has developed a reputation for trust and independence, will increase your brand image and ultimately lead to more business.

TARGETED ADVERTISING

Your advert is displayed alongside information directly relating to your business, thus ensuring that potential customers are exposed to your products and services at exactly the right time. The *Cayman Resident* targets the profitable new and existing resident market using a focused distribution strategy.

MAXIMUM EXPOSURE

The 'reference guide' format means that the *Cayman Resident* has a long shelf life and therefore exposes readers to your services on a regular basis for a minimum of 12 months. Free print and web listings further ensure even more exposure for your business.

GREAT INTERNET PRESENCE

As a print advertiser you get a free online profile, preferential online ranking, and significantly discounted online banner advertising opportunities which will drive more online referrals and brand exposure.

"There is no doubt that we have got **more business referrals** from our advertising in the *Cayman Resident* than any other form of advertising."

**Linda Chapman-Keys, General Manager
Cayman Insurance Centre**

UNPARALLELED Distribution

"I recommend that everyone keeps a copy of the **Cayman Resident** close by, as it is the most comprehensive guide for living and working in the Cayman Islands."

Her Excellency Mrs. Helen Kilpatrick CB, Former Governor of the Cayman Islands

The **Cayman Resident** is distributed for free to over 350 locations in Cayman, ensuring that existing residents pick up a copy as soon as it is available, and we hand deliver the magazine to all managing directors and heads of human resources in every major business and government department in Cayman. Listed here are some of the organisations that have used the magazine internally or who send it out to new-hires, investors, permanent employees, temporary or contract workers, tourists, students and retirees.



DIGITAL EDITION

- Available for FREE
- Global Reach
- Compatible with Apple iPhone, iPad, Android and Mac
- Website & Email Links: Ads & In-Copy References

Accountancy Firms

Baker Tilly
BDO
Deloitte
Eisner Amper
EY
Grant Thornton
KPMG
PwC
Rawlinson & Hunter

Banks, Financial Institutions and Insurance Companies

AON Cayman
BAF Insurance Company
Barclays Private Bank
Bessemer Trust
Bodden & Bodden
British Caymanian Insurance
Butterfield Bank
Cayman First
Cayman Insurance Centre
Cayman National Bank
CIBC Trust
CITCO
Credit Suisse
Deutsche Bank
Fidelity Bank
Fidelity Insurance
FirstCaribbean Bank
ICWI
Intertrust

High Traffic Distribution Points

We distribute to supermarkets (Foster's Food Fair, Hurley's and Cost-U-Less), all major home centres (A.L. Thompson's and Kirk Home Centre), Post Offices (both Seven Mile Beach and Airport locations), Cafe Del Sol (Marquee Plaza), the Airport arrivals lounge and many more.

Island Heritage
Julius Baer Bank
Marsh Management Services
Merrill Lynch
Morval Bank & Trust
NCB Limited
Queensgate Bank
RBC Royal Bank
RSM Cayman Islands
Sagicor Life
Saxon
Scotiabank

Cayman Islands Government

CI Stock Exchange
Civil Aviation
Department of Commerce & Investment
Department of Education & Schools Inspectorate
Department of Immigration
Gov. Information Services
Health Services Authority
Human Resources Dept.
Monetary Authority
Royal Police Service (RCIP)
Shipping Registry
Tourism Offices: Cayman, New York, Canada, London

Cayman Islands Recruiters

Affinity Recruitment
Baraud
CML Offshore Recruitment
Personnel 2000
SteppingStones

Hotels

Cayman Villas

Comfort Suites
Kimpton Seafire
Margaritaville Resort
Marriott Beach Resort
Morritt's Resort
Residences at The Ritz-Carlton
Sunshine Suites
The Ritz-Carlton
The Westin Hotel
Turtle Nest Inn
Wyndham Reef Resort

Law Firms

Appleby
Bodden & Bodden Attorneys
Brooks & Brooks
Campbells
Collas Crill
Conyers Dill & Pearman
Forbes Hare
HSM Chambers
Loeb Smith
Maples and Calder
Mourant Ozannes
Nelson & Co.
Ogier
Ritch & Conolly
McGrath Tonner
Solomon Harris
Stuarts Walker Hersant Humphries
Travers Thorp Alberga
Turners
Walkers

Real Estate Companies

Azure Realty
Cayman Islands Properties
Cayman Luxury Property
Century 21
Coldwell Banker

Crighton Properties
Edgewater Development
Engel & Völkers
HG Realty
IRG
Prime Locations
Rainbow Realty
RE/MAX & individual agents
REM Services
Ritch Realty
Sotheby's /Sheena Conolly
Tessa Hydes Property Mgmt
West Indies Brokers
Williams² Real Estate

Schools and Universities

Admiral Farragut Academy
Cayman International School
Cayman Prep and High School
First Baptist School
ICCI
St. Ignatius Catholic School
St. Matthews Medical School
Triple C School
Truman Bodden Law School
UCCI

Others

Cayman Airways
Chamber of Commerce
HSA
CUC
Doctor's Hospital
Dart Realty
Digicel
DMS Organization
Kirk Freeport
Flow
Logic
Health City

The magazine can also be found at most doctors' clinics, furniture stores, car dealerships, architect firms, construction companies, coffee shops and beauty salons on the Island.

REFERENCE STYLE Content



Chapters

“We highly recommend the **Cayman Resident** to persons preparing to move here or to those who have come to call Cayman home”.

Angela Piercy
Head of Communications, Ministry for Financial Services, Cayman Islands Government

About Cayman

A history of the Cayman Islands, our customs, festivals, legal and political systems, geology, flora and fauna.

Cayman – A Global Financial Centre

An overview of the banking, fund management, captive insurance and trust industries, structured finance, currency and the stock exchange.

Investing in Cayman

Wealth management services in Cayman, saving and investing, tax considerations and investing in property considerations.

Working in Cayman

How to find a job in Cayman and the different jobs available, Cayman's recruitment companies, accounting and law firms.

Establishing a Business

How to set-up a business in Cayman, Trade & Business Licensing requirements, legal formalities and advice on fitting out your office.

Immigration, Passports & Domicile

An overview of work permits, permanent residency, passports, visas and domicile.

Retiring in Cayman

For those considering retiring, growing old and spending their final days in Cayman, this chapter covers the things you will need to think about.

Preparing to Move

Advice on what to bring and what not to bring; duty fees; shipping companies and cost of living tables for food, housewares, and medical care.

Finding a Home

Overview of Cayman's residential areas; renting guidelines; finding a place to live; buying a property; temporary accommodation.

Building a Home

An overview of building a home in Cayman. What to think about and who to contact to help.

Running Your Home

How to get domestic help; maintain your home, pool, garden; organise pest control and pay garbage fees.

Home Improvements

Advice on improving and updating your home from window treatments to kitchen remodeling.

Hurricane Preparedness

An overview of hurricane season, what to do and things to buy and store.

Settling In

Opening a bank account; telephone services and internet access; connecting utilities; insurance and pension guidelines, postal services.

Shopping

Shopping centres and where to find everything from children's clothing to housewares.

Living in Cayman

This chapter lists many services in Cayman including: Hair and beauty salons, drycleaners, florists, keycutters, notary public and more.

Transportation

Buying, leasing, renting or importing your car, rules of the road, licences, insurance and alternative forms of transportation.

Food & Drink

Where to find grocery stores; where to buy wine; the bar and restaurant scene; culinary events and outings that you can't miss.

Health & Wellness

An overview of Cayman's hospitals, health insurance, medical doctors, dentists, allied healthcare professionals, alternative therapy and pharmacies.

Pets

How to import a pet into Cayman, what you need to do, who you can contact to help you; pet stores, veterinarians, kennels, grooming, pet passports.

Being Green

Ways to live a greener lifestyle. How to take action to make Cayman more environmentally friendly.

Getting Married

The legal process and general information.

Having a Baby

OB/GYNs and paediatricians, costs of having a baby, maternity wards, where to find support groups, maternity and baby clothes.

Activities for Kids & Teens

How to entertain your kids, from playgrounds and parks to summer camps, play groups and sporting events.

Boating

Where to boat in Cayman; buying a boat; boat maintenance and repairs, marinas and boat trips.

Activities for Adults

Where to make friends and keep yourself entertained; cultural activities; exploring the Island and watersports.

Sports & Fitness

Where to work out and extensive information on different athletic activities and fitness events in the Cayman Islands.

Education

Information about public, private and international schools, colleges, universities; special needs, continuing and professional education.

Diving

Learning to dive and advanced diving courses. Dive operators, dive and snorkelling sites and wreck diving.

Community Life

Where to find a service club, social club, support group, voluntary organisation, special interest group and various religious services.

Travel

Where to go for a weekend break or a longer holiday and the travel agencies that can help.



Advertising Rates



"We include the guide as part of our marketing material as it is a quality publication full of relevant and interesting facts for those who call the Cayman Islands their home."

Sheena Conolly, General Manager and owner Sotheby's International Realty, Cayman

Publication Information

Publication Date	November 2019
Print Run	17,500 copies (independently audited)
Estimated Readership	80,000
Space Deadline	3rd June 2019
Frequency	Annual
Payment Schedule	50% on signing, 50% on publication
Cancellations	No cancellations after the space deadline
Finished Size	8.375" w x 10.875" h
Bleed Size	8.75" w x 11.25" h

Media Requirements

High quality PDF files are preferred. Other acceptable formats are TIFF or EPS, in which all fonts and images must be embedded. Ads created in Quark, Microsoft Word, Microsoft Publisher or any other word processing programme will not be accepted. All artwork should be at least 300dpi and converted to CMYK. Files should be supplied on CD or DVD, via an online transfer programme (such as wetransfer) or emailed if the file is less than 5mb.

Artwork design can be provided at the discounted rate of CI\$65 per hour for advertisers only. Web pricing is based on a 12 month contract.

Special Positions	CI\$ Year	CI\$ Month
Inside Front Cover	5950	496
Opposite Inside Front Cover	5950	496
Inside Back Cover	5740	478
Back Cover	8320	693
Pages 2 to 7	5580	465
Opposite Maps or TOC	5360	447
<i>Guaranteed positions carry a 15% surcharge.</i>		

Standard Positions	CI\$ Year	CI\$ Month
Full Page	4710	393
2/3 Page	3520	293
1/2 Page	2690	224
1/3 Page	1890	158
1/6 Page	1130	94
Business Listing (text only)	520	43

Please refer to the separate Web Media Pack for full details for advertising on www.caymannewresident.com. We offer very competitive pricing starting at just CI\$35 per month and have a proven record of delivering clients quality web referrals.

Print & Web Advertising

Significant discounts are available for combined print & digital advertising

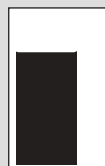
Print Audits: Acorn Publishing is the only media company in Cayman that has fully audited print runs. Print auditing is used to **independently** verify circulation and ensure an advertiser is achieving the reach they invested in.



Full Page Ad
8.375" w x 10.875" h
CI\$4,710



2/3 Page Vertical
4.77" w x 9.88" h
CI\$3,520



1/2 Page Square
4.77" w x 7.36" h
CI\$2,690



1/2 Page Horizontal
7.25" w x 4.84" h
CI\$2,690



1/3 Page Vertical
2.29" w x 9.88" h
CI\$1,890



1/3 Page Square
4.77" w x 4.84" h
CI\$1,890



1/6 Page Vertical
2.29" w x 4.84" h
CI\$1,130



1/6 Page Horizontal
4.77" w x 2.33" h
CI\$1,130