

MEDIA PACK



GOOD TASTE

THE DEFINITIVE GUIDE TO DINING & ENTERTAINMENT IN THE CAYMAN ISLANDS

Good Taste has been providing its clients with a proven, low cost advertising platform for over 13 years and successfully combines web, social and print media to keep readers informed about all things culinary in Cayman. Used by residents and visitors alike, the beautifully produced magazine boasts exceptional Island-wide distribution and a level of recommendation and endorsement by hospitality professionals that is unheard of. The magazine is also available in digital format as a free eBook on both Apple or Android devices and can be downloaded as a PDF.

In addition *Good Taste* has well researched culinary articles and interviews; powerful online searches; the Island's most comprehensive online reviews; and effective digital promotions that can instantaneously reach web visitors (who average over 23,000 per month) and over 15,500 Facebook followers. In a nutshell *Good Taste* is aimed at anyone who enjoys good food, good wine, good company and great style.

PRINT vs. DIGITAL NO MORE! TRUE PRINT & DIGITAL INTEGRATION FOR MAXIMUM EXPOSURE

HIGH QUALITY PRINT MAGAZINE · DIGITAL EDITION ON APPLE IBOOKS AND GOOGLE PLAY · HIGH TRAFFIC WEBSITE

6

REASONS TO ADVERTISE

MEASURABLE RESULTS

Good Taste is the only product in Cayman that for 13 years has used telephone tracking to prove the effectiveness of advertising. (See the Measured Results page!)

UNPARALLELED DISTRIBUTION

Good Taste is in more guest rooms or welcome packs than any other magazine (together with Explore) in Cayman. It's distributed to over 350 distribution points Island-wide and has a network of dedicated racks ensuring that magazines are always available. (Ask us for the details!)

LARGEST WEB AND SOCIAL MEDIA AUDIENCE

With an average of over 23,000 monthly web visits estimated for 2018 and over 15,500 Facebook 'Likes', the online version of *Good Taste* is easily the most read and influential culinary magazine in Cayman!

COMPETITIVELY PRICED

When comparing advertising to other high volume Cayman magazines, *Good Taste* offers great value, but when factoring in the additional online and social media exposure, the value for money is exceptional.

REFERENCE GUIDE

As *Good Taste* is a reference guide, your business will be referred to constantly during the year. *Good Taste* also maximises the visibility of your business by cross referencing you in multiple places in the magazine and online.

DOT WEBSITE PARTNER

Good Taste is linked to Cayman's Department of Tourism's website meaning that we will help connect your business directly to Cayman visitors. Over the last 11 years this has led to some very high quality web traffic.

"Everyone looks at Good Taste, tourists and residents. It is the restaurant guide for the Cayman Islands and is simply the best advertising we do!"

Andi Marcher,
Owner - Luca and Ragazzi

Dedicated GOOD TASTE RACKS

GOOD TASTE

"Good Taste is a quality magazine with reliable information, accurate menus and by listing prices it makes it a great guide which is why we hand it out to guests."

Debbie Meyers - General Manager, Sunset Cove

Good Taste quickly gets into the hands of residents as it is distributed to over 350 locations around the Island. In fact, you are just as likely to find *Good Taste* in the homes, offices and cars of residents as you are in the hands of tourists.

We aim is to get the magazine to visitors within 24 hours of their arrival. This is achieved as the magazine can be found at the airport, in car rental offices, supermarkets, shopping centres, businesses, restaurants, tourist offices in Cayman and overseas, and many other places.

The concierges of all of Cayman's finest hotels including The Ritz-Carlton, The Westin, The Marriott Beach Resort and The Kimpton Seafire Resort, all say that *Good Taste* is the most requested and most popular of all the magazines available.

"Good Taste print and digital has significantly contributed to our stay-over tourism business. Thank you for continually providing a great service"

Ariana Seales - Owner, Singh's Roti

"We use Good Taste and Explore Cayman religiously and exclusively as they are the most detailed and informative magazines on the Island and our guests love them."

Kelly Carr, Resort Manager - Exclusive Resorts

Good Taste Rack Locations (partial list)

George Town

- AL Thompson's
- Kirk Home Centre
- Foster Supermarket (Airport)
- Airport Post Office
- Scotiabank
- First Caribbean
- Hurleys
- Full of Beans
- Private Jet Arrivals Lounge

West Bay

- Centennial Towers
- Fosters Supermarket

Eastern Districts

- Fosters Supermarket (Savannah)
- Fosters Supermarket (East End)
- Morritts Resort
- Wyndham Reef Resort
- Kaibo

Car Rental Agencies

- Avis Cico
- Marshalls Rent a Car
- Andys Rent a Car (Airport)
- Andys Rent a Car (Seven Mile Beach)
- Hertz
- Thrifty Car Rental
- Dollar Rent a Car
- Economy Car Rentals
- Discount Car Rentals

- Budget Rent a Car

- Payless
- Firefly

Seven Mile Beach

- Governors Square inside Cost-u-Less
- Chamber of Commerce
- Governors Square by Butterfield
- Cayman Falls Centre by Yoshi Sushi
- Cayman Falls Centre by Captain Marvins
- Comfort Suites
- Caribbean Plaza by Ginos
- Strand Plaza inside Fosters Supermarket
- Strand Plaza by Kirk Freeport
- Galleria Plaza by Aqua
- Galleria Plaza by Smoothie King
- Buckingham Square by Cayman National
- Buckingham Square by Ragazzi
- Lauren's in Buckingham Square
- West Shore Centre by KY Imaging
- West Shore Centre Post Office
- West Shore Centre by Subway
- Marquee Plaza by Al La Kebab
- Marquee Plaza Café del Sol
- By Big Daddy's next to XQ's
- Camana Bay inside Café del Sol
- Holiday Inn Resort Grand Cayman
- Seven Mile Shops by Icoa
- Sunshine Suites
- Queens Court Plaza by Fidel Murphy's

Off Island distribution includes all of the Cayman Islands Tourist offices

Good Taste magazine continues to be the most recommended dining guide in Cayman, with 41 hotels and condos placing the magazine in guest rooms or handing out the guide when guests arrive.

As can be seen from the chart opposite, *Good Taste* and Explore Cayman have consistently dominated and maintained incredibly strong support from property owners and managers for over six years.

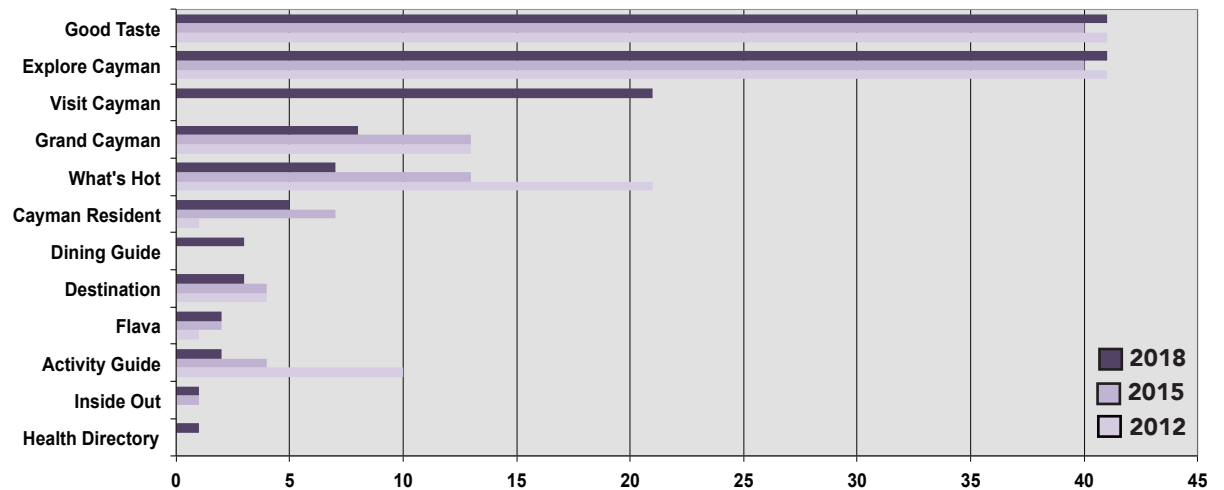
Additionally, the concierges of all of Cayman's finest hotels including the Ritz-Carlton, the Westin, the Marriott Beach Resort and the Kimpton Seafire Resort, all say that *Good Taste* and Explore Cayman are the most requested and most popular of all the magazines available.

Good Taste is handed out in a welcome pack or can be found in the rooms of the following properties.

- | | | |
|-----------------------------|------------------|------------------------------|
| Anchorage * | Grandview | Renaissance * |
| Aqua Bay * | Grapetree | Seven Mile Beach Resort * |
| Beachcomber * | Great House * | Shangri-La Bed & Breakfast |
| Caribbean Club * | Harbour Heights | Silver Sands * |
| Cayman Reef * | Heritage Club * | South Bay Beach Club * |
| Cobalt Coast * | Lacovia * | Sunset House * |
| Coco Plum | Laguna Del Mar * | Sunshine Suites * |
| Colonial Club * | London House * | Tamarind Bay |
| Compass Point Dive Resort * | Meridian * | The Islands Club * |
| Coral Sands * | Morritts * | The Retreat (at Rum Point) * |
| Coralstone * | Pinnacle * | Margaritaville Resort * |
| Crescent Point * | Plantana * | Turtle Nest * |
| Exclusive Resorts * | Regal Beach * | Villas of the Galleon * |

* Placed in Guest Rooms

Number of Properties with Magazines in 'Welcome Pack' or Guest Rooms



'Welcome Pack' means magazines are handed to guests on arrival. The information above is correct as of February 2018 and was compiled as a result of a survey of 52 properties in Grand Cayman by Acorn Publishing.

"Good Taste and Explore are our signature magazines and the only ones we hand out to guests on arrival".

Robert Bodden – General Manager, The Islands Club

"Good Taste and Explore are excellent because they save us time because they have everything in them and they have great maps. We place them in all our rental units."

Sandi Tristian – General Manager, Cayman Reef

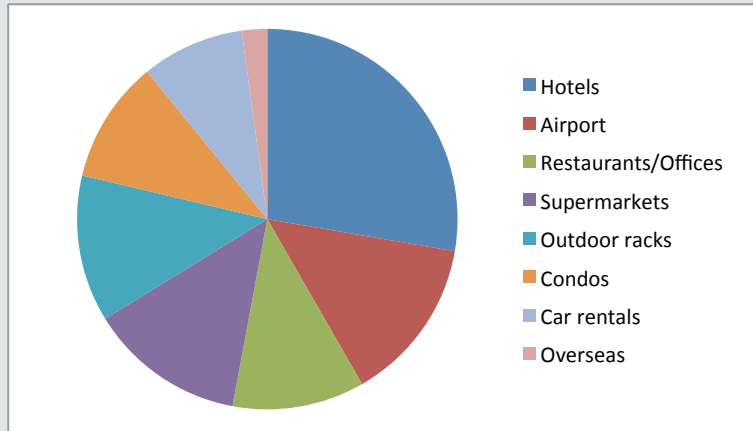
Good Taste can be found in the concierges and front desks of hotels, condos and resorts in Cayman.

UNPARALLELED ISLAND WIDE DISTRIBUTION

GOOD TASTE

Total Island Coverage

Good Taste distribution ensures that visitors and residents are given copies or can pick up a copy at over 350 locations around the Island



"Clients love Good Taste and say it's the best magazine available for dining options in Cayman. We hand out hundreds of magazines each month."

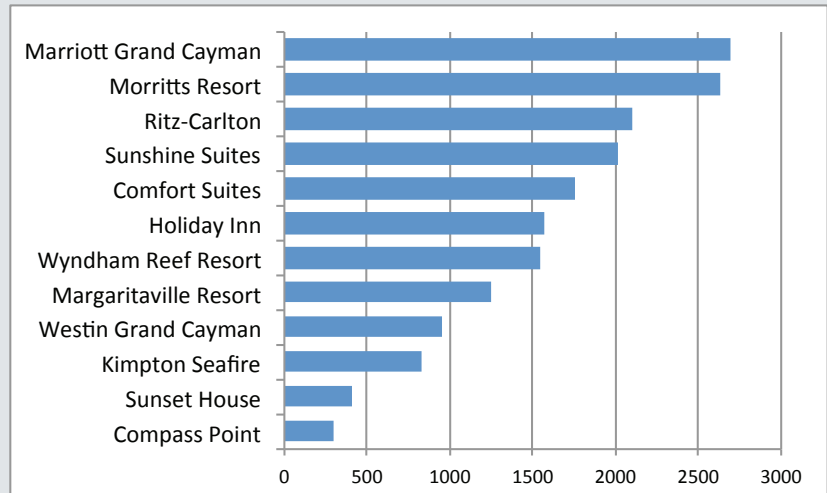
Davina Prachnau - Concierge, Marriott Beach Resort

"We always hand out Good Taste if guests are requesting information about restaurants."

Siobhan Docherty - Head Concierge, Sunshine Suites

Distribution to the Hotel Sector is Unmatched

Distribution to the hotel sector is a blend of magazines being handed out to guests as they arrive, in room placement and availability at concierges



"We only place Explore Cayman, Good Taste and The Resident magazines in the rooms at the Ritz-Carlton Residences because if you are looking for things to do, restaurants or need more in-depth information about Cayman, they are the best researched and most useful guides available."

James O'Brien - Director of Residences, Ritz-Carlton, Grand Cayman

"Good Taste is an amazing and informative guide and reference magazine that we hand out to all our guests when they check-in. It is like having your own personal 'dining guru' for all visitors and locals alike!"

Juliet Cumber - Owner, Cayman

Advertising Rates

"The Good Taste magazine is the most popular magazine for our guests"

Rose Kieulf, Concierge
The Westin



Publication Information	
Publication Date	December 2018
Print Run	65,000 copies
Frequency	Annual
Estimated Readership	300,000
Space Deadline	10 August 2018
Frequency	Annual
Payment Schedule	50% on signing, 50% on publication
Cancellations	No cancellations after the space deadline

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 program will not be accepted. All artwork should be at least 300dpi and converted to CMYK.

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.

Special Section Pricing Options

Event Planning Section		
Advertisers can promote their event planning services, venues, products, etc. We offer a Web only profile or a print and web package that combines a 1/4 page feature with a Web profile that is offered at a 30% discount off the list price.		
1/4 page Profile	CIS\$950	CIS\$79 (p/m)
Event Profile (web only)	CIS\$1200	CIS\$100 (p/m)
Event Package (web/print)	CIS\$1500	CIS\$125 (p/m)

Special Feature Section		
Features include Best Waterfront Dining, Best Brunch, Best Breakfast, Best Health Eating, and Best Wine Collections. Three sizes are offered: 1/4, 1/3 and 1/2 page features. Please enquire for additional pricing options.		
1/4 page Feature	CIS\$950	CIS\$79 (p/m)
Feature (web only)	CIS\$750	CIS\$63 (p/m)
Feature Package (web & print)	CIS\$1200	CIS\$100 (p/m)

Special Positions	Annual Price C1\$	(Equivalent Monthly Price C1\$)
Inside Front Cover	8,200	683
Opposite Inside Front Cover	8,200	683
Back Cover	10,200	850
Inside Back Cover	7,600	633
Opposite Inside Back Cover	6,900	575
Pages 2 to 7	5,600	467
Opposite Table of Contents	5,500	458
Opposite Maps	5,400	450
Prime Half Page	3,300	275
Prime Quarter Page	1,850	154

Standard Positions	Annual Price C1\$	(Equivalent Monthly Price C1\$)
Full Page 7.5"x10"	4,800	400
2/3 Page 4.9"x10"	3,700	308
Half Page 7.5"x4.9"	2,875	240
Quarter Page 3.37"x4.5"	1,600	133

Restaurant Profile Pricing	Package Price C1\$	(Equivalent Monthly Price C1\$)
Double Page Profile	6,720	560
Single Page Profile	3,980	332
Half Page Profile	2,490	208

Local Dining, Cafe and Bar Profile Pricing	Package Price C1\$	(Equivalent Monthly Price C1\$)
Single Page Profile	3,980	332
2/3 Page Profile	3,150	263
Half Page Profile	2,490	208
Third Page Profile	1,900	158
Quarter Page Profile	1,500	125