



- \* **ZiNG Caribbean** has a readership of more than one million people per year.
- \* **ZiNG Caribbean** is free in every seat pocket on every LIAT flight.
- \* **ZiNG Caribbean** offers a 'captive' audience, while passengers are in the air.
- \* With copies on the planes for a three-month duration, your **ZiNG Caribbean** advert enjoys sustained exposure.
- \* Passengers are encouraged to take a copy of **ZiNG Caribbean** with them, thus extending the secondary readership.
- \* In addition to placement on the plane, **ZiNG Caribbean** has an extensive distribution network across the Caribbean Islands, with 2000 copies on Barbados alone.
- \* **ZiNG Caribbean** is also available in a digital format at [www.zingmag.net](http://www.zingmag.net), providing advertisers with direct links to their email and website addresses, as well as an extended exposure to a global audience.
- \* **ZiNG Caribbean** is free to advertisers and agencies, locally and internationally.
- \* **ZiNG Caribbean** is distributed free at major international travel/tourism trade shows throughout the year.
- \* Subscriptions to **ZiNG Caribbean** are available internationally.
- \* Advertising in **ZiNG Caribbean** magazine creates an association with one of the

Caribbean's most recognised brands, and puts you at the forefront of the regional 'shop window'.

- \* With LIAT putting **ZiNG Caribbean** centre-field, it allows the magazine to reach a broad demographic, including business people, travellers and locals alike. This gives **ZiNG Caribbean** a unique advantage across the region.
- \* **ZiNG Caribbean** works hard to ensure your advert attracts maximum possible exposure – for example, incorporating an advertising index and providing an online presence.
- \* **ZiNG Caribbean** is always interesting and informative content reflects how important our readers are, and aims to foster our relationship with them. This can only help you, the advertiser.

To discuss your advertising requirements, contact:

[advertising@zingmag.net](mailto:advertising@zingmag.net)

**Lara Peperell**

\* tel: +44 (0)1844 278883 fax: +44 (0)1844 278893

\* email: [lara@zingmag.net](mailto:lara@zingmag.net)

Advertising in **ZiNG** is generated by Gecko Publishing Ltd, United Kingdom



# ADVERTISING

## ADVERTISING RATES

### DISPLAY ADVERTISING

Outside Back Cover	USD 6,595.00	BDS 13,190.00
Inside Front Cover	USD 6,595.00	BDS 13,190.00
Inside Back Cover	USD 5,495.00	BDS 10,990.00
Double Page	USD 6,950.00	BDS 13,900.00
Full Page	USD 4,395.00	BDS 8,790.00
Two Thirds Vertical Page	USD 3,750.00	BDS 7,500.00
Half Horizontal Page	USD 2,855.00	BDS 5,710.00
Third Vertical Page	USD 2,085.00	BDS 4,170.00
Marketplace / Special Places Listing (one issue)	USD 875.00	BDS 1,750.00
Marketplace / Special Places Listing (four issues)	USD 450.00 (per issue)	BDS 900.00

ALL RATES ARE PER INSERT.  
**10% DISCOUNT**  
OFFERED FOR A SERIES OF FOUR INSERTIONS (ONE YEAR)

### SPONSORED EDITORIAL

Space can be used to run promotional advertorial campaigns. These will be laid out in the typical ZiNG 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 7,250.00	BDS 14,500.00
Single Page	USD 4,750.00	BDS 9,500.00

### SPECIALS

Bound inserts	USD 5,675.00	BDS 11,350.00 (Plus cost of printing, if required – please request a quote)
6-page fold-out (internal, on 100gsm min)	USD 8,750.00	BDS 17,500.00
Single fold-out cover	USD 9,750.00	BDS 19,500.00
Double fold-out cover	USD 10,900.00	BDS 21,800.00
Scented pages (page with scented flap)	USD 14,500.00	BDS 29,000.00

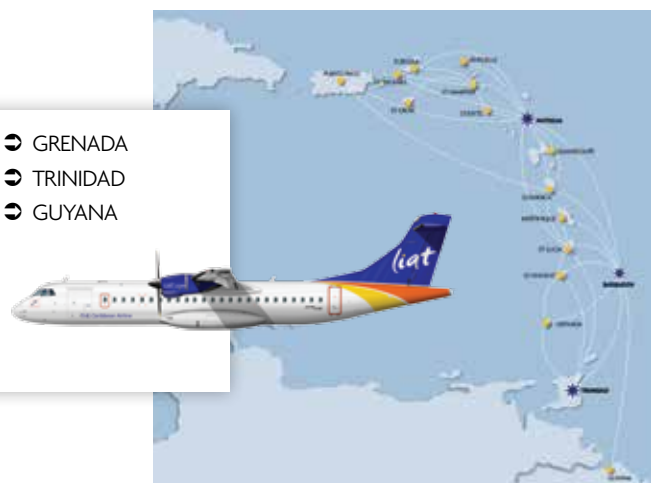
### NOTES

Special positions	Add 10% loading fee
Multiple ads	Rate will be based on the total space booked
VAT	VAT is applicable in Barbados

YOUR AD WILL BE READ BY AT LEAST **ONE MILLION** PEOPLE A YEAR!

## DESTINATIONS

- PUERTO RICO
- TORTOLA
- ST THOMAS
- ST CROIX
- ANGUILLA
- ST MAARTEN
- ST KITTS
- ANTIGUA
- GUADELOUPE
- DOMINICA
- MARTINIQUE
- ST LUCIA
- ST VINCENT
- BARBADOS
- GRENADA
- TRINIDAD
- GUYANA



## SCHEDULES

### ZiNG CARIBBEAN IS PUBLISHED QUARTERLY

<b>ISSUE</b>	<b>APRIL - JUNE 2015</b>
ON PLANE	<b>APRIL 1</b>
BOOKING DEADLINE	<b>FEBRUARY 1</b>
MATERIAL DEADLINE	<b>FEBRUARY 8</b>
<b>ISSUE</b>	<b>JULY - SEPTEMBER 2015</b>
ON PLANE	<b>JULY 1</b>
BOOKING DEADLINE	<b>MAY 1</b>
MATERIAL DEADLINE	<b>MAY 8</b>
<b>ISSUE</b>	<b>OCTOBER - DECEMBER 2015</b>
ON PLANE	<b>OCTOBER 1</b>
BOOKING DEADLINE	<b>AUGUST 1</b>
MATERIAL DEADLINE	<b>AUGUST 8</b>
<b>ISSUE</b>	<b>JANUARY - MARCH 2016</b>
ON PLANE	<b>JANUARY 1 2015</b>
BOOKING DEADLINE	<b>NOVEMBER 1</b>
MATERIAL DEADLINE	<b>NOVEMBER 8</b>

## EDITORIAL POLICY

We regard editorial and advertising issues as separate; advertising is not accepted on the basis that we will provide editorial coverage and no commitments can be given in this regard. However, you are welcome to supply editorial material for our consideration. These contributions should be submitted two months prior to publication date, and directed to the publisher, on [zest@zingmag.net](mailto:zest@zingmag.net). On receipt, our editors will consider the suggestions and revert accordingly. We do endeavour to support our advertisers in any way possible, and it is very helpful for us to have a better understanding of your business.

## THE STRENGTH OF MAGAZINE ADVERTISING

In the 'Absorbing Media' survey by the Periodical Publishers Association (UK), consumers rated magazines higher than any other media in responding to the following statements:

- \* **Advertising in this medium is helpful to guide buying** (magazines 35%)
- \* **This medium has advertising that I find relevant** (magazines 34%)
- \* **I'm more likely to pay attention to an ad in...** (magazines 30%)
- \* **The advertising helps me decide between two similar products** (magazines 28%)
- \* **I sometimes buy as a direct result of the advertising in...** (magazines 29%)

## ZiNG ONLINE

Each edition of **ZiNG Caribbean** will be available online as a digital flip book. Your advert will appear as per the printed magazine, with the addition of links to your email and website addresses, so that you can be contacted directly from our website. so, not only will your advert reach our readers on the plane, but it will be seen across the world via our website.

Visit [www.zingmag.net](http://www.zingmag.net) and click on **eMagazine** to view every issue of **ZiNG Caribbean**.



### WEB BANNERS

Separate website advertising is also available. We offer side banners, which display on our home page and several more of our most popular pages.

### BANNER RATES

**114 pixels wide x 140 pixels high:**

For 3 months USD 400.00

For one year USD 1,300.00

**114 pixels wide x 280 pixels high**

For 3 months USD 500.00

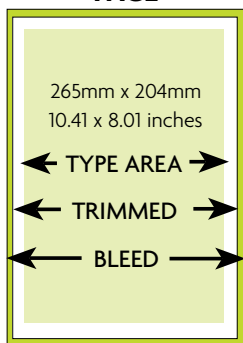
For one year USD 1,600.00

# ADVERTISING SIZES

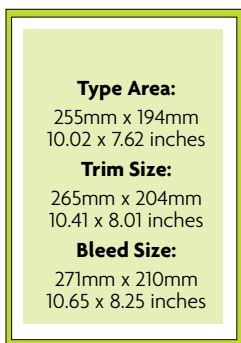
**Note:** Dimensions are shown as height x width.

Advert sizes are based on our grid structure and are not open to alteration.

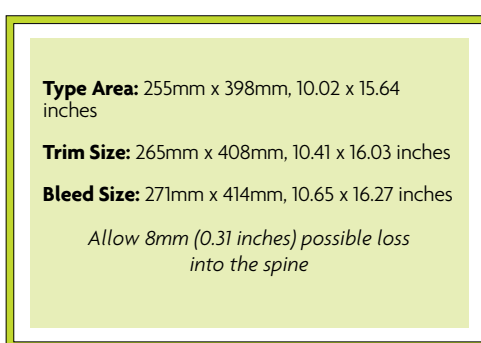
## STANDARD PAGE



## FULL PAGE



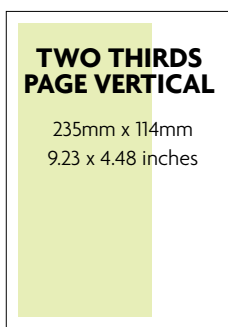
## DOUBLE PAGE



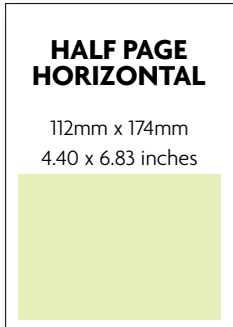
## ABOUT BLEED

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 3mm beyond the normal trim size of the page. This is to allow for a 3mm 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.**

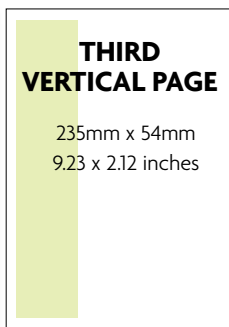
## TWO THIRDS PAGE VERTICAL



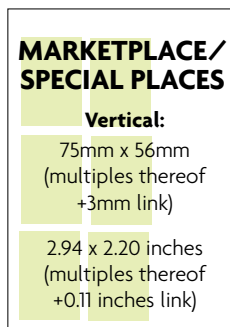
## HALF PAGE HORIZONTAL



## THIRD VERTICAL PAGE



## MARKETPLACE/SPECIAL PLACES



## ABOUT LIVE MATTER

'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.

# TERMS & CONDITIONS

1 All advertisements in ZING Caribbean are accepted under the following terms and conditions. No variation is permitted unless approved in writing by LIAT (1974) Ltd, the Publisher or Managing Director of appointed agents acting on behalf of the Publisher or Airline.

2 Cancellation of confirmed bookings is required in writing before the booking deadline of the relevant issue. If the advertiser insists on cancellation after the booking deadline, the advertiser will be liable to pay one hundred (100) percent of the contracted advertising rate.

3 Cancellation or postponement of any portion of an advertising contract nullifies all earned rate and/or frequency discounts for the entire contract. In such cases, the advertiser or the advertising agency will become liable for the difference between the contracted rate and the published rate card rate on all of the past insertions. Frequency discount applies to those advertisements that have been booked to appear within a 12-month period.

4 All advertisements are accepted and published by the Publisher on the representation of the advertiser and the advertising agency that both are authorised to publish the entire contents and subject matter of the advertisement. The advertiser and the advertising agency shall be held solely responsible for the contents of the advertisements and the Publisher and its appointed agents cannot be held liable for any claims if material is not supplied to the specifications laid out in this ratecard.

5 In consideration of publication of an advertisement, the advertiser and the advertising agency will indemnify and hold harmless LIAT (1974) Ltd, the Publisher, the magazine, their officers, agents and employees against losses and expenses (including legal fees) and losses resulting from the publication of the contents in the advertisement, including, and without limitation to, claims or suits for libel, violation of right of privacy, defamation, trademark or copyright infringement, misappropriation or plagiarism.

6 Execution of an order is subject to the Publisher's approval of copy, including display, text and illustration. The Publisher reserves the right to reject any advertisement for any reason at any time.

7 The Publisher maintains control on the placement of advertisements and reserves the right to deny special positioning and refund any surcharge fees paid for special positioning.

8 The Publisher reserves the right to change advertising rates on a 60-day notice.

9 If the advertiser or the advertising agency fails to submit material on time, the Publisher reserves the right to repeat a previous advertisement of the correct size/technical specification or run a house ad or blank page. In any case the advertiser or the advertising agency will be liable to pay one hundred (100) percent of the contracted advertising rate.

10 The Publisher reserves the right to add the word "advertisement" at the top or anywhere within any page that, in the Publisher's sole judgement, too closely resembles the editorial pages of the publication.

11 If the Publisher is asked to compile advertising material for an advertiser or its agency, the Publisher reserves the right to raise a charge for doing so and will do so prior to proceeding with the work. The Publisher will endeavour to seek the final approval of the advertiser or the advertiser's agent before going to print, but reserves the right to proceed with publication of said material if the advertiser or its agent has not responded with authorisation before the print submission deadline.

12 If the Publisher has compiled material for an advertiser, the Publisher or its appointed agents assume no responsibility for any inaccuracies or misrepresentation thus caused as outlined in point 5 above.

13 The advertiser and the advertising agency are jointly and severally liable for payment of all invoices for advertising placed. The advertiser and the advertising agency agree not to make promotional or merchandising reference to LIAT (1974) Ltd without written permission of the Publisher.

14 Payment is due 30 days from the date of invoice. All payments should be made in the currency as stated on the invoice. All rates are quoted as payments due, free of all withholding taxes and duties unless specified. The Publisher and appointed agents reserve the right to ask for prepayment from any advertiser or its advertising agency.

15 If charges, due to the Publisher or appointed agency from the advertiser's agency for advertisements which have been placed correctly as per this rate card, are not paid in full, the Publisher or appointed agency reserves the right to collect said charges from the advertiser, and the advertiser's agency shall execute all assignments. In addition, the Publisher may hold the advertiser and its agency jointly and severally liable for all sums due to the Publisher or appointed agent, even if the advertiser has previously paid the agency.

16 A 1.5% per month service charge (18% per annum) will be added to all invoices 30 days or more past due. Where necessary, any legal or collection fee incurred in will also be added to charges due. Failure to settle an account in full within 180 days will result in any future booked adverts being cancelled until payment is received. Any legal action deemed necessary will be pursued in the country of operation of the advertiser.

17 The Publisher assumes no responsibility for any errors or omissions in any advertiser index, or in any advertising typeset by the Publisher. The Publisher is not liable for any failure to publish or circulate all or any part of any issue because of circumstances beyond its control. The liability for any error or omission or delay for which it may be legally held responsible, shall not exceed the cost of the space paid for and occupied by such individual advertisement.