

LIVING

BARBADOS



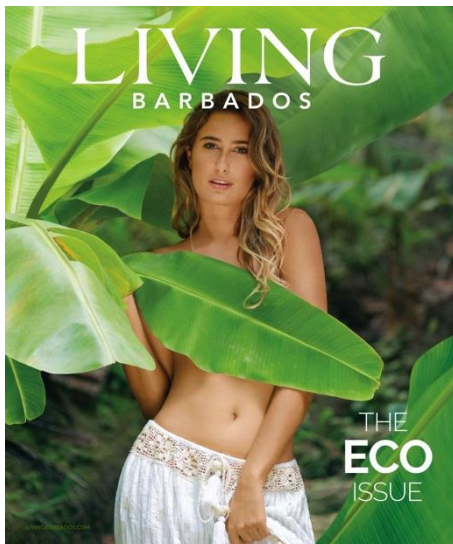
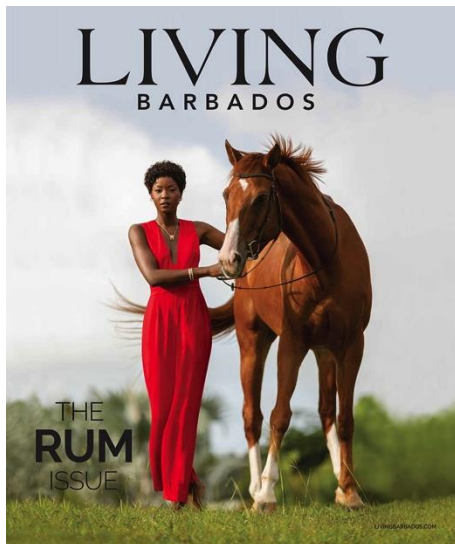
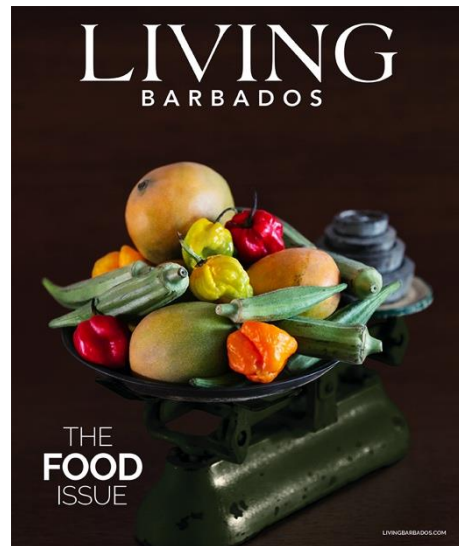
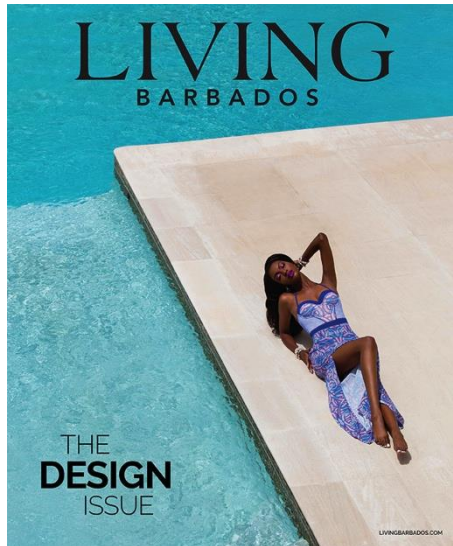
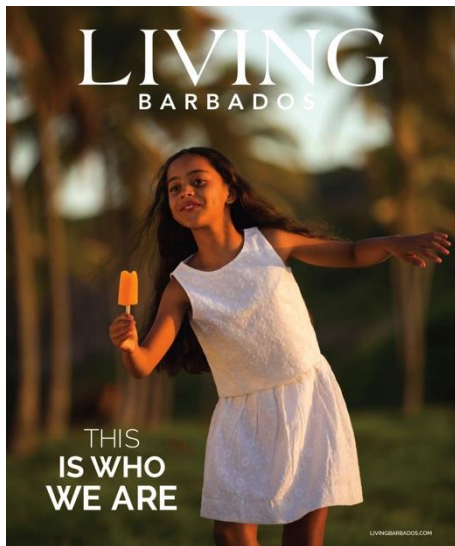
2027 AD RATES

A Celebration *of* Island Life

LIVING

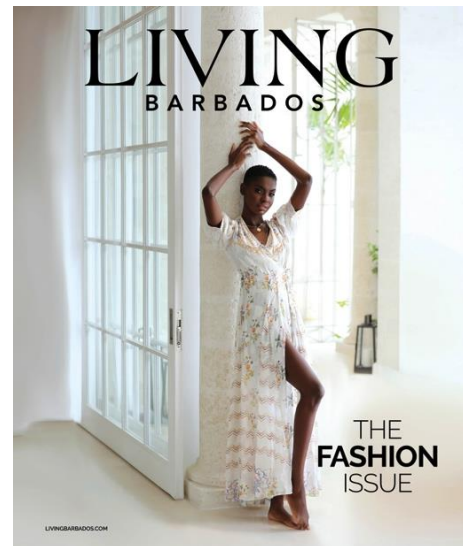
BARBADOS

Welcome to Living Barbados! We showcase and celebrate the beauty, lifestyle, food and spectacular properties of Barbados in our bi-annual print magazine, current events website, and consumer events. Our aim is promote our island through stunning visuals and engaging content.



IN THIS KIT:

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DISTRIBUTION

Our broad distribution provides you with access to locals, travellers, the Caribbean diaspora, and potential investors, even before they reach our shores.

In addition to wide distribution in Barbados, Living Barbados is distributed throughout the Caribbean: in Trinidad, Saint Lucia, St. Kitts and Cayman Islands. Outside of the region we are available at BTMI offices in Toronto, New York, and London as well as at leading travel agents, private membership clubs and salons.

Globally we are distributed **FREE** in:

Cafés

Spas

Polo Clubs

Luxury Villas

Boutiques

Restaurants

Corporate Offices

Hotels

Golf Clubs

Airport VIP Lounges

Realtor Offices

Private Clubs

Yacht Clubs

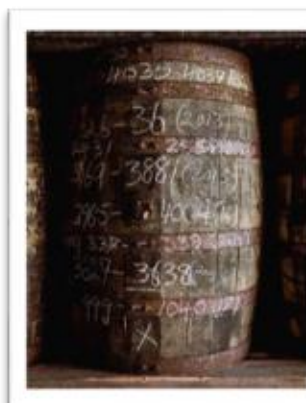
Salons

Tourism Offices

International Travel Agents

Travel Shows

Private Aviation Centers





OUR AUDIENCE

For over ten years, Living Barbados has built a strong readership amongst affluent, aspirational and influential Barbadians, both locally and in the diaspora. We also have a strong audience among tourists in Barbados, potential travellers to the region and Caribbean nationals. Our readers are sophisticated consumers looking for the best brands, experiences, products, and services to complement their lifestyle. They turn to Living Barbados as a trusted source to guide their purchase decisions.

58% Female
42% Male
25-64 Yrs. Old

Fashion forward, tech-savvy, travel enthusiasts, environmentally conscious & proud Bajans around the world.



EDITORIAL CALENDAR

Issue 10 – The Luxury Issue

January 2027

Features

Padel is Here

The Rise in Luxury Real Estate

The Value of Sustainable Fishing To Our Island

Unique Experiences That Offer True Luxury

In Every Issue

Travel Diary: Escape to a new destination

Villa Reviews: Three architectural and home design articles

Chef's Table: The story of an influential chef in Barbados

What's Hot: Editor's picks of items and fashion from our favourite brands

Artist Review: Focus on a trending local artist

Event Calendar: Our seasonal list of events not to be missed on island

Drinks: A cocktail recipe from a leading mixologist

Fashion: Hottest looks for women, men and kids

Friends of Barbados: A profile of regular visitors to the island

Out and About: A peek at some of the chic events and private parties around the island

Catching Up With: Meet an interesting Bajan or friend to the island

The Word: A Bajan saying explained



MAGAZINE AD RATES

PRINT ADS

Double Page Spread: **\$2,900 USD**
SPREAD TRIM SPECS: 20 in x 12 in
BLEED: 20.25 in x 12.25 in

Full Page Ad: **\$1,550 USD**
TRIM: 10 in x 12 in
BLEED: 10.25 in x 12.25

Half Page Ad: **\$875 USD**
1/2 PAGE HORIZONTAL 9.5 in x 5.625 in (All fractional ads do not bleed)
1/2 PAGE VERTICAL 4.625 in x 11.5 in (All fractional ads do not bleed)

Premium Ad Placements

Inside Cover Full Page: **\$2,600 USD**
Back Cover Full Page: **\$3,000 USD**

BOOKING DISCOUNT

10% off if you book for two issues at once.

SPONSORED EDITORIAL ARTICLES

Custom editorial designed by Living Barbados to appear like a regular article:
\$1,550 USD per page

- * Client to provide images – final image approval by Living Barbados
- * Client works with Living Barbados to plan and outline the article. Client given final review of article text and layout

Artwork Specifications

All images should be 300 dpi and converted to CMYK with the SWOP2006_Coated3V2.icc colour profile.

Artwork should be sent by email or WeTransfer to info@livingbarbados.com.

Publisher cannot be responsible for colour matching without a SWOP proof or for shifts in colour from RGB or Spot to CMYK colour conversions.

Artwork Deadline

September 31st

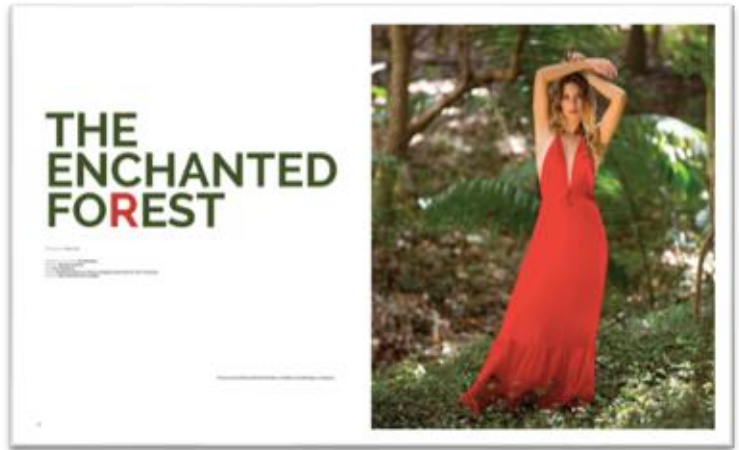
Payment

Deposit of 50% is required at booking and the balance due on magazine launch.

PAID EDITORIAL PLACEMENTS

FASHION SECTION

Full 10 page buyout: **\$2500 USD**
Outfit in the spread: **\$250 USD**
Accessory in the spread: **\$150 USD**
Outfit on cover: **\$500 USD**
Accessories on cover: **\$500 USD**
Fashion shoot venue: **\$250 USD**



VILLA ARTICLES (six pages)
Featured Villa: **\$2,000 USD**

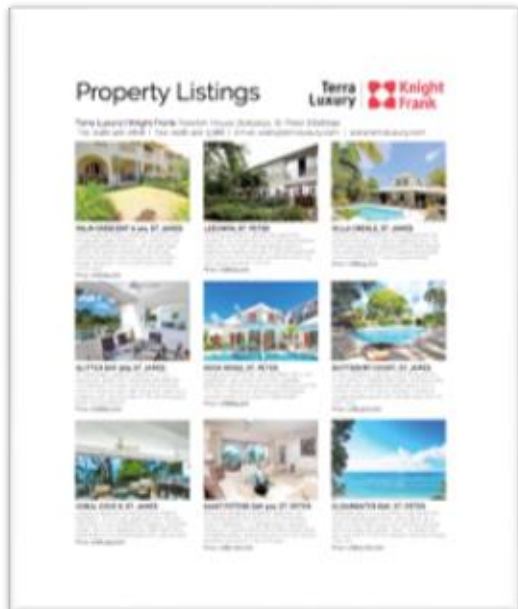


RESTAURANT PROFILES

Chef's Table: **\$1,550 USD**
Cocktail Feature: **\$1,550 USD**



REAL ESTATE LISTINGS



PROPERTY LISTINGS

Nine properties with description and company logo.

\$1,550 USD

Content Specifications

- title (format: "Property Name, Parish", max 30 characters)
- images (300dpi 3:2 size)
- brief description (40 words)
- price In USD

SPONSORED EVENTS



Living Barbados Celebrations are events where businesses can promote themselves to our large and diverse audience. We bring together select consumers from our vast database to interact with your brand in an upscale and relaxed environment.

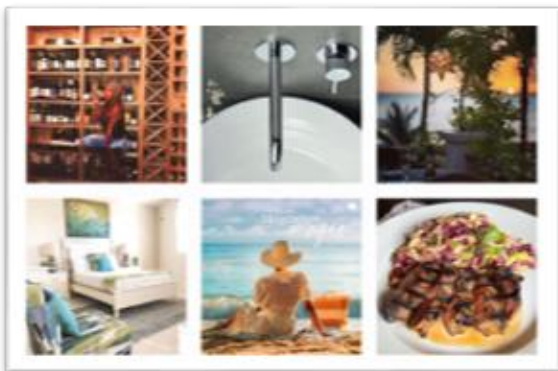
Living Barbados Celebrations are events with live music, food and entertainment that showcase the essence of island living and key elements of your brand. We create an environment that helps you to promote your products and services and generate lasting conversations and relationships. Some of our international cocktail events will be hosted at The Clio in Toronto, the Norwood in New York and at the Groucho Club in London. Please enquire about upcoming events to explore sponsorship opportunities.

DIGITAL

In addition to our print magazine, our digital edition and website attract a broader audience of visitors before they arrive on island, as well as locals and visitors looking to access information between issues. We also offer additional bonus video content for articles in the magazine, up-to-date information on issues and events, original articles, advertorials and native/sponsored content.



LIVINGBARBADOS.COM
Through display ads and sponsored articles, advertisers can reach the Living Barbados audience near and far online. Ask us about geo-targeting your campaign.



SOCIAL MEDIA

Leverage our growing audience on Instagram, Facebook, Pinterest and Youtube with sponsored posts.



DIGITAL EDITIONS

Readers can view our current and past print issues on our website livingbarbados.com and at www.issuu.com/livingbarbados

DIGITAL AD RATES

WEBSITE DISPLAY ADS

Premium Placements: 300x600, 300x300: **\$150 USD (per month)**

Sponsored Articles – published and promoted on social channels: **\$250 USD**

E-MAIL DATABASE MARKETING

Monthly Newsletter Promotion- event, article, or product promotion: **\$100 USD**

Sent first week of each month

Dedicated Sponsored E-blast: **\$125 USD**

(Scheduled based on advertiser preference)

SUBSCRIBERS: 23,000+ and growing

AVG OPEN RATE: 19%

SALES & CONTESTS

Monthly Contest: **\$200 USD**

Promoted in Monthly Newsletter, Social Media and on *Sales & Contests* section of the website

ADDITIONAL SERVICES

Graphic design e-blast promo images: **\$50 USD**

Copywriting for sponsored articles: **\$100 USD (per article)**

Artwork Specifications

Save banner, website, social and newsletter ads in RGB colour mode as 72 dpi JPEG

Artwork Deadline

Artwork required three business days before campaign start date

Payment

100% is required at booking

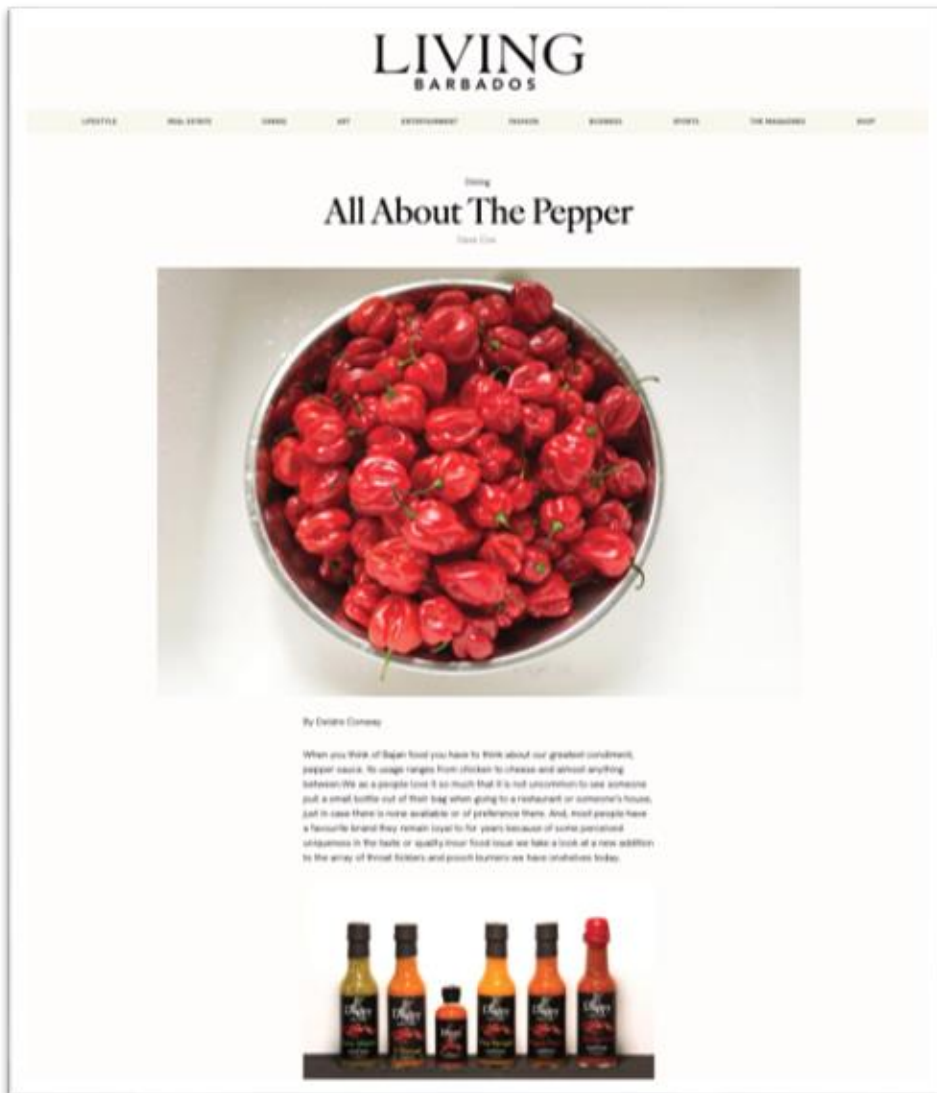
DISPLAY ADS



Premium placement in the right sidebar of the entire site:
300x600px and 300x300px spots,

Each month limited to 3 spots.

SPONSORED ARTICLES



LIVING
BARBADOS

LIFESTYLE | REAL ESTATE | TRAVEL | ART | ENTERTAINMENT | FASHION | BUSINESS | SPORTS | THE MARRIAGES | SHOP

Living
All About The Pepper
Elaine Conway

By Elaine Conway

When you think of Bajan food you have to think about our greatest condiment, pepper sauce. Its usage ranges from chicken to cheese and almost anything. Barbadians like us a people love it so much that it is not uncommon to see someone put a small bottle out of their bag when going to a restaurant or someone's house. But in case there is none available or of preference there. And, most people have a favourite brand they remain loyal to for years because of some personal uniqueness in the taste or quality. In our food issue we take a look at a new addition to the array of Bajan hot sauce and provide you with some information.

Minimum 2 images
- 72 dpi
- 1200x800 featured image
- Additional images minimum 1200 px wide

The advertiser provides the text and images to be published (subject to publisher approval).

If you would like an article written, there is an additional charge for copywriting and photography.

Articles are never deleted and advertisers can link to their website, products and services from within the article.

Requirements

300-700 word text article

Minimum 2 images

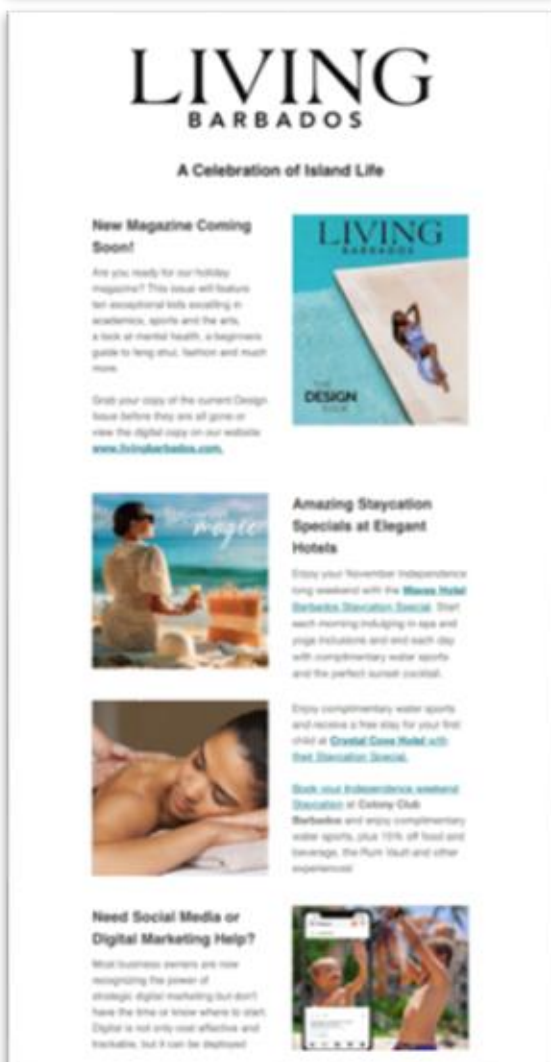
- *72 dpi*
- *1200x800 featured image*
- *Additional images minimum 1200 px wide*

E-BLASTS



DEDICATED SPONSORED E-BLAST

We send your text and images directly to our database in an email exclusive to your brand. Please discuss your preferred scheduling as a limited number of these are sent per month to keep our open rates and click through rates high.



MONTHLY NEWSLETTER PROMOTION

We feature your product, event, contest, service or other content in our monthly newsletter sent to our readers. Please contact us to schedule your spot 5 business days before the end of the month.

SOCIAL & INFLUENCERS

SOCIAL MEDIA POSTS

Facebook or Instagram Post: 1080 x 1080 or 1080 x 1350: **\$25 USD (per post)**

Facebook or Instagram Story: 1080 x 1920: **\$25 USD (per post)**

*Pack of 10 Social Posts/Stories across FB/Instagram: **\$200 USD – expires in 6 months***

INFLUENCER CAMPAIGNS *NEW*

Influencer campaign to promote product or experience: **From \$500 USD**

Ongoing campaigns with multiple influencers: **From \$1,250 USD**

AMBASSADOR PROGRAMS *NEW*

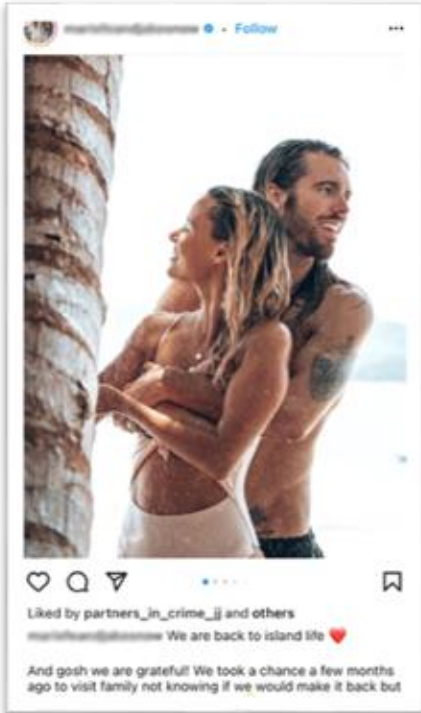
Ongoing participation and promotion of brand events, services and products.

Contact us for more information and pricing.

**** ADDITIONAL SERVICES**

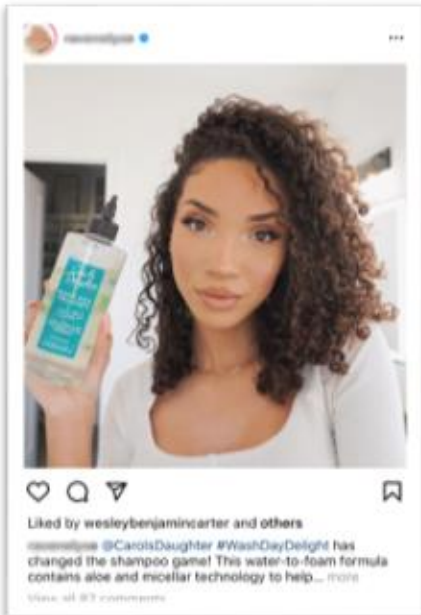
Ask about our Social Media Management & Growth services through Digital Coconut Inc starting from \$500 USD per month.

INFLUENCERS



LIVING BARBADOS INFLUENCERS NETWORK
We have compiled a list of vetted influencers with highly engaged audiences in a number of niches.

- Travel & Tourism
- Health & Beauty
- Wellness
- Food & Wine
- Family & Kids
- Sports
- Real Estate
- Community Involvement



CAMPAIGN MANAGEMENT
We assist you with your influencers from beginning to end.

Strategy:

- Campaign goals
- Choosing influencers
- Content plan/shot list
- Hashtags

Management:

- Contracts & releases
- Content approvals
- Paid boosts
- Influencer payments

Measurement:

- Campaign reporting

Contact us for a quote.

ADDED BENEFITS



We have launched our online classifieds community the **Agogo Market!** Visit www.agogo.market to easily Buy, Sell, Promote Services, Donate, Volunteer and Find a Job in one place. Connect online and transact in person. Users can:

- Easy to search and find items
- Transact in private
- Rate sellers
- Access to LIVE help
- Help build our community

FREE FOR OUR ADVERTISERS:

As the **Agogo Market** is free to use we encourage Living Barbados advertisers to try out the website and take full advantage and create more awareness for your business:

- Post services you offer to customers
- Post any real estate for sale, or for rent
- Post any job openings you have available
- Post any volunteer positions open for your community events or charities



www.agogo.market

ADDED BENEFITS



Our sister publication **Caribbean Bride** Magazine is the leading destination wedding and honeymoon publication. Caribbean Bride is a destination wedding media company comprised of Caribbean Bride Magazine, Bride Villa consumer show, Lucky Thirteen and Love in the Caribbean event productions, and **CaribbeanBride.com**. From tips on choosing the right dress to finding the perfect venue, our platforms offer the latest information for planning a destination weddings or honeymoon in the Caribbean and Mexico.

Its audience includes couples actively planning destination weddings and honeymoons, wedding professionals, professionals in the wedding industry who work with romance travel, and travel enthusiasts. Destination weddings now account for one in five of all marriages and is a multi-billion dollar industry that has proven to be recession proof. Caribbean Bride is the authority on this niche industry as the ultimate guide on romance travel to the Caribbean and Mexico.

As a Living Barbados Magazine advertiser you are eligible to **receive 25% off advertising in Caribbean Bride Magazine.**



CONTACT US

Caribbean

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M5V 3V1

Advertising, Events & Partnerships

Dave Cox
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Distribution/General Enquiries

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A Celebration of Island Life