



2020 RATES AND SPECS

INSIDEOUT

Cayman's Home & Garden Magazine

Grow your sales with **INSIDEOUT**

With a focus on design and stylish living, this high-end publication provides inspiration and information to on-island professionals and individual do-it-yourself homeowners.

**15,000 COPIES PRINTED EACH ISSUE.
IT IS DISTRIBUTED THROUGH THE FOLLOWING
LOCATIONS TWICE PER YEAR:**

*Over 5,000 copies hand-delivered to upscale homes and
condominiums throughout Cayman (see map)*

10,000 copies distributed through magazine racks

Grocery stores • Home goods stores

High traffic retail centres

Residential condominium lobbies

Visitor accommodations (hotels and vacation rentals)

Banks • Retail stores • Art galleries

Real estate offices • Restaurants • Public utilities

Medical offices • Hospitals

Information kiosks (Airport, Chamber etc.)

Visitor attractions • Car rentals

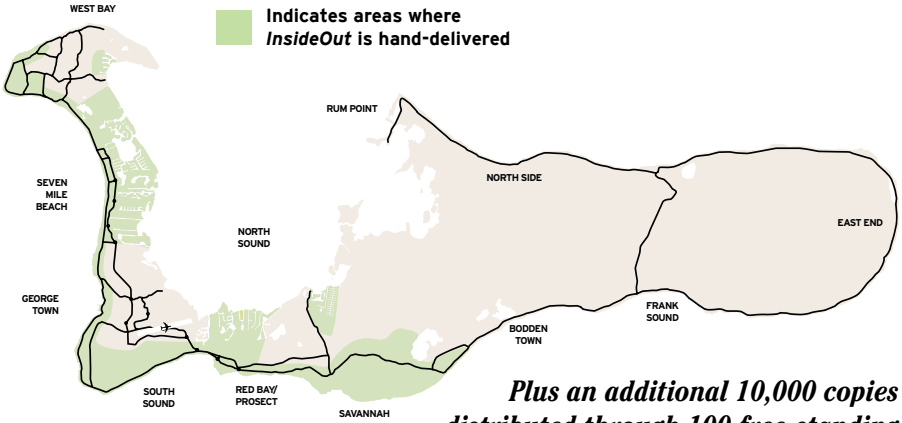
Book your space today

AD SPACE DEADLINES

Spring Issue, 6 March 2020

Autumn Issue, 11 September 2020

***Hand-delivered to more than
5,000 residential homes and condos***



*Plus an additional 10,000 copies
distributed through 100 free-standing
magazine racks throughout Grand Cayman*



Highlighting the best of:

Featured homes | Beautiful gardens | Island lifestyles
Fabulous art | Inspiration, accessories and more

DISPLAY ADVERTISING 2020 RATES (C\$)

AD SIZE	ONE-TIME (6 MONTHS COVERAGE)	TWO-TIMES (12 MONTHS COVERAGE)
Includes 10% discount		
Back Cover	\$5,500	\$9,900
Inside Back Cover	\$3,500	\$6,300
Inside Front Cover	\$4,500	\$8,100
Page 1	\$4,500	\$8,100
Double Page Spread	\$4,900	\$8,820
Full Page	\$2,800	\$5,040
Half Page	\$1,700	\$3,060
Quarter Page	\$900	\$1,620

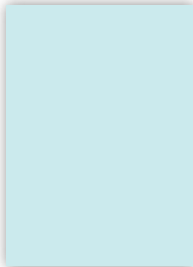
1 insertion

2 insertions

InsideOut is available in print, on the website and on Facebook.
Cross platform proposals are available on request

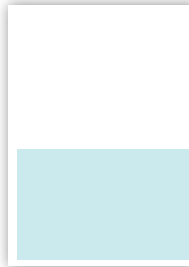
Additional 25% charge for premium pages 2 to 7

ARTWORK SPECIFICATIONS



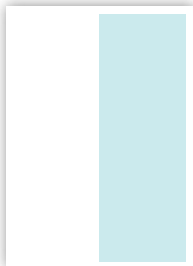
FULL PAGE

Full bleed:
8.75"w x 11.25"h
Trim size:
8.5"w x 11"h
Type safety area/
No bleed:
7.5"w x 10"h
Spread trim size:
17"w x 11"h



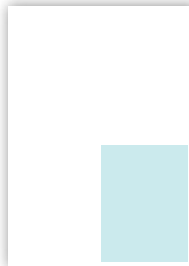
HALF PAGE (H)

Ad size:
7.5"w x 4.875"h
Type safety area:
7"w x 4.375"h



HALF PAGE (V)

Ad size:
3.625"w x 10"h
Type safety area:
3.125"w x 9.5"h



QUARTER PAGE

Ad size:
3.625"w x 4.875"h
Type safety area:
3.125"w x 4.375"h

Advertising rates as of November 2019. All rates are based on supplied camera ready artwork.
Compass Media design prices available upon request. Photography available for flat fee of \$250.

ADVERTORIAL 2020 RATES (C\$)

ADVERTORIAL

Luxury living at its finest



It is not uncommon to find a house that is both beautiful and functional. This house is a perfect example of a luxury home that is both beautiful and functional.

Highlights:

- Open concept living and dining area
- Hardwood floors throughout
- Granite countertops in kitchen
- Stainless steel appliances
- Master bedroom with walk-in closet
- Finished basement with family room
- Large deck with swimming pool
- Close to schools and shopping

REAL ESTATE 000 Street Name | 000.000 | info@website.ly | www.website.ly

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FULL PAGE ADVERTORIAL

DOUBLE PAGE SPREAD ADVERTORIAL

Your company can be featured either on a full page, or on a double page spread. Submit text and artwork that meets our specifications, or have us design the advertorial to your requirements, using the services of our professional writing and photography team.

Full page (submitted)
C\$2,800

Full page with writing services
C\$3,300

Full page with writing & photography services
C\$3,550

Double page spread (submitted)
C\$4,900

Double page spread with writing services
C\$5,500

Double page spread with writing & photography services
C\$5,900

ADVERTORIAL GUIDELINES:

FULL PAGE

- Headline – 3 to 5 words
- Deck/intro/pullout – maximum 20 words
- Body copy – 200-300 words
- Images – high res, maximum 4 images
- Contact information
 - company name
 - logo (optional)
 - telephone number
 - email address
 - website
 - social media icons

DOUBLE PAGE SPREAD

- Headline – 3 to 6 words
- Deck/intro/pullout – maximum 25 words
- Body copy – 600-700 words
- Images – high res, maximum 6 images
- Contact information
 - company name
 - logo (optional)
 - telephone number
 - email address
 - website
 - social media icons




Cayman's Home & Garden Magazine



compassmedia

To book your ad space contact

T: (345) 949-5111
E: sales@compassmedia.com

W: InsideOutCayman.com
 [InsideOutCayman](https://www.facebook.com/InsideOutCayman)

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