

destination

Aruba Advertising Rates 2017

The Magazine

Now in its 18th year, Destination Aruba, one of Ralston Holding's series of Caribbean location-specific magazines, has evolved to become the leading travel publication of its type within the region.

Destination Aruba is both a visitor's guide and lifestyle magazine featuring island events, the latest in local trends, celebrity chefs with their signature dishes, island personalities and much, much more. The magazine provides readers with a concise guide that highlights the best in shopping, dining out, activities, nightlife, and attractions, real estate and business.

The 2017 edition, to be published in December 2016, will continue to supply essential information for visitors as well as a comprehensive insight into island life.

Prime Readership

Your advertisement will reach a captive audience aged between 21 and 60 with an average age of 42, primarily in middle through upper socio-economic groups. Our magazines are made available to passengers of American Airlines and United Airlines on flights from Miami, Charlotte, Philadelphia and Newark. Our readership is made up of first time and returning visitors, seasonal residents and second home owners, families, professional business people and island residents all with substantial disposable income.

Distribution

The success of the Destination series is the personalized one-to-one hand distribution of the magazines to passengers as they board their direct American Airlines and United Airlines flights from Miami and Newark, for Charlotte and Philadelphia distribution will be done partially by hand or will be available on magazine racks for flights to Aruba.

The magazines are also available at Universal Aviation, the general aviation terminal which provides 24-hour ground support for private and business aircraft with Customs and Immigration on-site and customer service 7 days a week. Located on the south ramp, south side of Queen Beatrix International Airport, the yearly average number of flights from around the world is 4,600.

Airline Distribution Schedules

| Dep City | Frequency | Flying Time | Plane Type | Pass Cap |
|--------------------------|----------------------|---------------|------------|----------|
| American Airlines | | | | |
| Miami | Daily | 3 hrs | 738 | 160 |
| Miami | Daily | 3 hrs | 738 | 160 |
| Miami | Daily* | 1 hr 45 mins | E75 | 80 |
| Charlotte | Daily | 4 hrs | 320 | 150 |
| Charlotte | Sat/Sun only* | 4 hrs | 320 | 150 |
| Charlotte | Sat/Sun only* | 4 hrs | 320 | 150 |
| Philadelphia | Daily excl. Tue/Wed* | 4 hrs 30 mins | 320 | 150 |
| Philadelphia | Sat only* | 4 hrs 30 mins | 320 | 150 |
| United Airlines | | | | |
| Newark | Daily | 4 hrs 30 mins | 737 | 179 |
| Newark | Daily* | 4 hrs 30 mins | 737 | 179 |
| Newark | Sat only* | 4 hrs 30 mins | 737 | 179 |

*The above flights are seasonal
Flight schedules are correct at time of printing but are subject to change



Island Distribution

An additional 40,000 magazines are distributed on island through visitor information centers, at selected hotel lobbies and in other high traffic areas.

Admirals Club® Lounge Distribution

In 2017, Destination Aruba will be available in selected American Airlines Admirals Club® lounges in Charlotte, Miami, Philadelphia and JFK.

The membership profile of these clubs reveals well travelled, affluent, decision makers in the prime of their lives. Many are leaders of industry, including business owners, company CEOs, senior management and international celebrities. A recent survey showed that approximately 40% of members' annual income exceeded \$150,000 and 54% work in senior management for large companies with 500+ employees. Visibility for your business or product in these clubs represents an opportunity to reach an international, high income audience.

| | |
|---------------------------------|---------|
| Frequency | Annual |
| Annual Readership approximately | 565,000 |

Magazine Rates (in US Dollars)

| Advertisement Size | Cost | Covers and Premium Positions | Cost |
|--------------------|--------|-------------------------------|--------|
| Double Page Spread | 30,250 | Inside Front Cover | 22,500 |
| Full Page | 15,850 | Opposite Inside Front Cover | 22,500 |
| 2/3 Page | 11,850 | DPS before Table of Contents | 37,250 |
| 1/2 Page | 9,150 | RHP before Table of Contents | 20,750 |
| 1/3 Page | 6,200 | LHP before Table of Contents | 20,150 |
| 1/4 Page | 5,100 | 1/3 Page on Table of Contents | 8,200 |
| 1/6 Page | 3,500 | Opposite Table of Contents | 20,750 |
| | | Opposite Section Openers | 17,000 |
| | | Opposite Inside Back Cover | 17,800 |
| | | Inside Back Cover | 21,000 |
| | | Back Cover | 24,900 |

Website

Included is the added value opportunity for advertisers to take part in www.destination-magazines.com, now a dynamic content feed (blog post), whereby advertisers can provide copy in word format and images as jpg, png or in GIF format, which will help drive awareness of advertisers' businesses and promote brands. Readers also have access to all the Destination magazines, available on the website as e-magazines, offering further value for advertisers. Please note that if any dynamic content feed is not received in the above stated formats, it will not be uploaded onto www.destination-magazines.com. Destination magazines reserve the right not to post any dynamic content deemed inappropriate and reserve the right to edit content and will contact relevant advertiser, in order to make amendments. For further details please contact Tristan Ralston on tristan@destination-magazines.com

Publisher: Ralston Holding Company Limited, P O Box 257, Town Centre Building, Providenciales, Turks and Caicos Islands
UK contact Tel: +44 203 605 2586 Email: info@destination-magazines.com Website: www.destination-magazines.com
Local Agent: Octavio Hodge Tel/Fax: 297 583 6186 Cell: 297 593 1245/738 5000 Email: beamer@setarnet.aw

For further information on website advertising please contact Tristan Ralston
Email: tristan@destination-magazines.com

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UNITED

Magazine Guidelines – Important information

Computer Files

If you need any clarification or help with technical information, please contact Destination Publications creative agency at the following email address: mail@realworldad.co.uk

Advertisements should be supplied as a client approved, print ready (CMYK only), high resolution (300dpi) PDF file to the size of your advert (plus 0.12" / 3mm bleed on all edges for full page adverts). No other format is acceptable. Settings are available on request from: mail@realworldad.co.uk

Images: The resolution of all images in the artwork must be at least 300dpi (dots per inch) or higher, at the size they will be printed.

All images must be CMYK. Images should be cropped at frame edges

Fonts: Use only Macintosh format Postscript fonts (not TrueType).

Ensure that all fonts are converted to outline (paths) or embedded.

Colors: All colors must be CMYK. Other colors, such as RGB, are not suitable for printing. They can be converted to CMYK but this often results in a major color shift and the publisher will not be held responsible for changes in color values. If colors are important, you must supply a high-resolution digital proof of your advert with your artwork.

Deadlines

All material including adverts, advertorial copy and pictures **MUST** be supplied by **30 SEPTEMBER 2016**

Note: Advertisement approvals will be the responsibility of the client even if proofs supplied by the publisher are viewed and approved on iPhones and other hand-held devices. **The publisher will not be held responsible for any errors contained therein.**

Advertorials

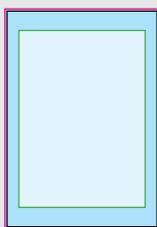
Each client can supply a short description of the business or service they provide for inclusion in the appropriate section of the magazine. This should be not less than 50 words and no more than 100 words and **must be written in the third person**. In addition the company name, local address, telephone number(s), fax number(s), email address, website address and normal hours of business should be included. Please be aware that the text may be edited, but keeping to these guidelines will help minimise these changes. The advertorial must be supplied with the advertisement material.

Supply of Images If images or photographs are to be supplied for inclusion in the magazine, please provide large hi-resolution digital images (minimum 300dpi). Any images not supplied at 300dpi will not be used in the magazine. All images must be supplied with captions and a notification of the photographer for credit purposes.

Publisher's Policies: The Publisher reserves the right to refuse or cancel any advertising. Final approval is at the sole discretion of the Publisher. Orders specifying positions, facing, editorial adjacencies, or other requirements may be accepted and inserted, but such restrictions are only granted with the permission of the Publisher. Every effort will be made to accommodate position requests but such requests are not guaranteed.

Financial Matters The client will be invoiced separately for any additional charges that are not included on the contract. These include, but are not limited to, art production costs. **Payment terms:** 50% of invoice value on signing contract and the balance on publication.

Advertisement Size & Orientation Checklist

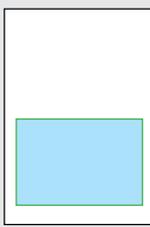


Full Page
(with bleed)

Trim size:
W: 207mm/8.15"
H: 274mm/10.79"

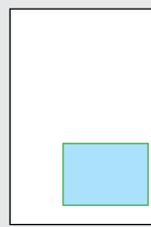
Bleed size:
W: 213mm/8.39"
H: 280mm/11.03"

Safe print area:
(artwork size)
W: 177mm/6.97"
H: 244mm/9.61"



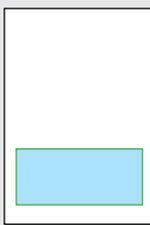
1/2 Page
Horizontal

W: 177mm/6.96"
H: 119.75mm/4.71"



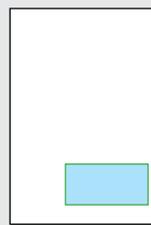
1/4 Page
Horizontal

W: 119.75mm/4.71"
H: 86.25mm/3.39"



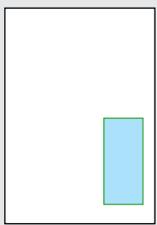
1/3 Page
Horizontal

W: 177mm/6.96"
H: 78.25mm/3.08"



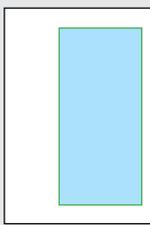
1/6 Page
Horizontal

W: 116.5mm/4.58"
H: 57.5mm/2.26"



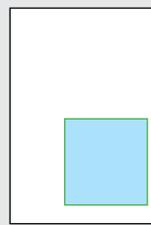
1/6 Page
Vertical

W: 56mm/2.20"
H: 119.75mm/4.71"



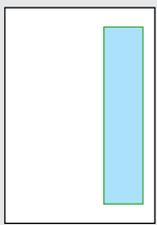
2/3 Page
Column Vertical

W: 116.5mm/4.58"
H: 244mm/9.60"



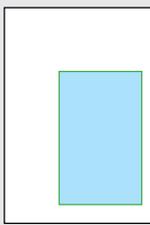
1/3 Page
Square

W: 116.5mm/4.58"
H: 119.75mm/4.71"



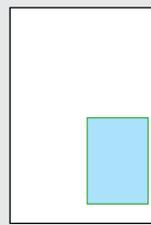
1/3 Page
Column Vertical

W: 56mm/2.20"
H: 244mm/9.60"



1/2 Page
Vertical

W: 116.5mm/4.58"
H: 184mm/7.24"



1/4 Page
Vertical

W: 86.25mm/3.39"
H: 119.75mm/4.71"

Please ensure that the magazine specifications are adhered to as failure to do so will incur production costs.