

# destination

## U.S. Virgin Islands Advertising Rates 2020

### The Magazine

Now in its 20th year, Destination US Virgin Islands, 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 US Virgin Islands 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 and attractions, real estate and business.

The 2020 edition, to be published in December 2019, 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 of passengers 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 New York (JFK), 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 due to the personalised one-to-one hand distribution of the magazines to passengers as they board their direct American Airlines and United Airlines flights from JFK, Miami and Newark to St. Thomas. Distribution will be done partially by hand or will be available on magazine racks for flights from Charlotte and Philadelphia.

### Island Distribution

An additional 35,000 magazines will be distributed on island through visitor information centers, at selected hotel lobbies and in other high traffic areas.

### Admirals Club® Lounge Distribution

In 2020, Destination US Virgin Islands will be available in selected American Airlines Admirals Club® lounges in Charlotte, JFK, Miami and Philadelphia.

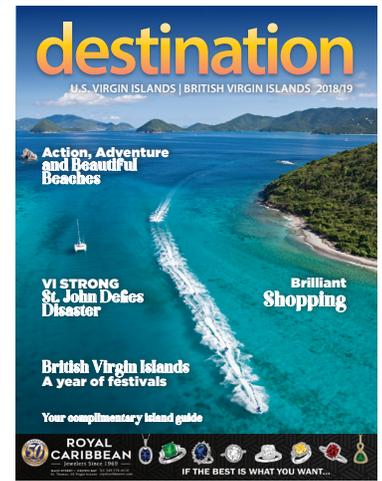
The membership profile of these clubs reveals well travelled, affluent, decision makers in the prime of their lives. Many are leaders of industry, including business owners, company CEOs, senior management and international celebrities. A recent survey showed that approximately 40% of members' annual 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	470,000

### Airline Distribution Schedules

Dep City	Frequency	Flying Time	Plane Type	Pass Cap
<b>American Airlines</b>				
New York (JFK)	Daily*	4 hrs	757	168
Miami (MIA)	Daily	2 hrs 40 mins	738	180
Miami (MIA)	Daily	2 hrs 40 mins	738	180
Miami (MIA)	Daily	2 hrs 40 mins	738	180
Miami (MIA)	Daily*	2 hrs 40 mins	752	180
Charlotte (CLT)	Daily	3 hrs 30 mins	752	168
Charlotte (CLT)	Sat only*	3 hrs 30 mins	752	168
Charlotte (CLT)	Sat only*	3 hrs 30 mins	319	128
Philadelphia (PHL)	Daily excl. Tue/Wed/Fri*	4 hrs	752	168
Philadelphia (PHL)	Sat only*	4 hrs	752	168
<b>United Airlines</b>				
Newark (EWR)	Daily*	4 hrs 10 mins	737	118
Newark (EWR)	Sat only*	4 hrs 10 mins	737	118

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



### Magazine Rates (in US Dollars)

Advertisement Size	Cost
DPS	33,400
Full Page	19,250
2/3 Page	15,250
1/2 Page	11,700
1/3 Page	8,000
1/4 Page	5,800
1/6 Page	4,100

Covers and Premium Positions	Cost
Inside Front Cover	24,900
Opposite Inside Front Cover	24,900
DPS before Table of Contents	41,750
RHP before Table of Contents	24,150
LHP before Table of Contents	23,500
1/3 Page on Table of Contents	9,200
Opposite Table of Contents	24,500
Opposite Section Openers	23,100
Opposite Inside Back Cover	23,100
Inside Back Cover	24,300
Back Cover	30,800

Website and Social Media options are only available to magazine advertisers

### Website and Social Media

**Sponsored Blog Post** A custom written 500+ word article with high resolution photos and a link to your website. Includes social media promotion. Priced from \$500 a post

**Social Media Promotion** Spread the word about your product or service to our followers on **Facebook** @ DestinationMagazines, **Instagram** @ destinationmags and/or **Twitter** @ destinationmags. Priced from \$100 a post

**Banner Ad space** Have your advert appear on our homepage. Starting at \$500 for the year commencing on December 15th 2019 and ending on December 14th 2020

**Giveaways** Offer our readers the chance to try your product or service. Includes data capture and social media promotion. Priced from \$250 Please see website and social media guidelines on following page. For further details please contact **Hannah Barnard** on **Hannah@destination-magazines.com**

Editor: Andrea Milam ☎ 340 690 2420 ✉ andreamilam1@gmail.com  
 Director of Sales & General Manager: John (Ian) Shaw ☎ 602 904 5154 ✉ ian.shaw@destination-magazines.com  
 For information on website advertising please contact Hannah Barnard on ✉ Hannah@destination-magazines.com

make destination your destination



Publisher: Ralston Holding Company Limited, PO Box 257,  
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 UK contact: ☎ +44 1747 833 611 ✉ info@destination-magazines.com  
 www.destination-magazines.com

American Airlines

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# 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: [andy@realworldad.co.uk](mailto:andy@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: [andy@realworldad.co.uk](mailto:andy@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. Text or logos used as images should be at least 400dpi.

**Fonts:** Use only Macintosh format Postscript fonts (not TrueType). Ensure that all fonts are converted to outline (paths) or embedded. Do not convert or supply text as an image.

**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 **1st SEPTEMBER 2019**

**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.

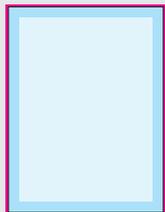
**Financial Matters** The client will be invoiced separately for any additional charges that are not included on the contract. These include, but are not limited to, art production costs and scanning costs. Cover positions are not available for discount. **Payment terms** are 50% of invoice value on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

## Website & social media guidelines

**Advertisers participating in sponsors posts, competitions and social media promotions** may need to provide copy and images if not stipulated in contract. Destination magazines reserve the right not to post any dynamic content deemed inappropriate and reserve the right to edit content and will contact the relevant advertiser, in order to make amendments.

**In order to participate with homepage banner ad spaces**, the advertiser will need to provide banner as either jpg, png or gif format (not animated), in the following dimensions: 400pixels wide x 250pixels high. These online advertisements will appear at random through a continuous java rotation on the main destination magazines homepage from Dec 15th 2019 to Dec 14th 2020. **If banner is not received in the above stated formats a/o dimensions, then banner will not be uploaded onto the destination magazines website.**

## Advertisement Size & Orientation Checklist

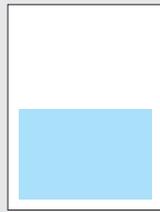


### Full Page (with bleed)

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

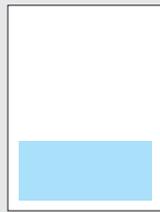
**Bleed size:**  
W: 213mm/8.39"  
H: 280mm/11.03"

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



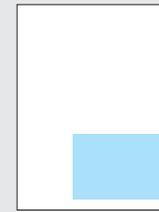
### 1/2 Page Horizontal

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



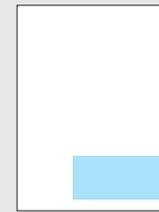
### 1/3 Page Horizontal

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



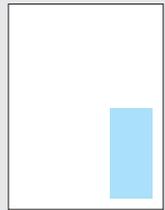
### 1/4 Page Horizontal

W: 116.5mm/4.58"  
H: 86.25mm/3.39"



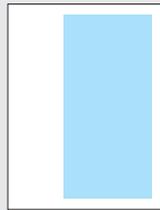
### 1/6 Page Horizontal

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



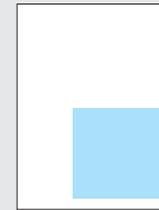
### 1/6 Page Vertical

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



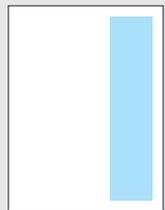
### 2/3 Page Column Vertical

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



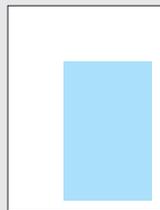
### 1/3 Page Square

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



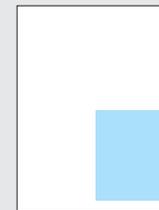
### 1/3 Page Column Vertical

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.**