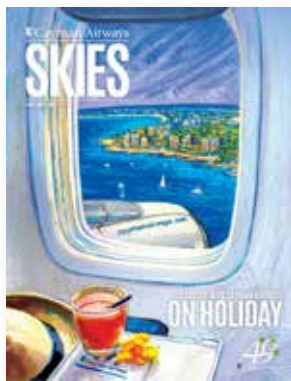


Celebrate the 50th Anniversary of Cayman Airways

 Cayman Airways

SKIES

2018



CREATED FOR TODAY'S DISCERNING TRAVELLER,

Cayman Airways Skies puts your marketing communication in front of onboard passengers, making this the perfect medium in which to advertise.



Let your message take flight and reach passengers in the air!

Cayman Airways Skies is your perfect ally to reach and have an impact on frequent passengers. Serving travellers throughout the Caribbean and several major cities in the United States, the bimonthly magazine is the smartest place to invest your advertising dollars. The publication's redesigned format mirrors the interest of savvy consumers with the spending power to buy what they want, when they want.

This stunning publication offers residents and visitors appealing destination stories and lifestyle articles designed to make the most of their trips. Featuring spectacular design and photography, *Cayman Airways Skies* is the ideal tool to draw readers to your establishment.

DESTINATIONS:

- Miami, Florida
- Tampa, Florida
- New York, New York
- Kingston, Jamaica
- Montego Bay, Jamaica
- Havana, Cuba
- La Ceiba, Honduras
- Roatan, Honduras
- Cayman Brac, Cayman Islands
- Little Cayman, Cayman Islands
- Chicago, Illinois (seasonal)
- Dallas, Texas (seasonal)

EDITORIAL OVERVIEW:

Cayman Airways Skies magazine is a bi-monthly in-flight publication for Cayman Airways passengers travelling throughout the Caribbean and the United States. Our objective is to entertain and inform passengers with local content and lifestyle feature stories.

In every issue of *Cayman Airways Skies*, readers enjoy articles about the latest in technology, music, DVDs, books, shopping trends, fitness and events, as well as spotlights on local Caymanians and the latest from the Sister Islands.

The features in the magazine cover everything from sightseeing and sports to travel in gateway destinations, celebrity interviews, business-related topics, real estate and cuisine.

SPECIAL THEMED ISSUES:

- Cuisine (January/February)
- Luxury (March/April)
- Weddings (May/June)
- Anniversary/Nature (July/August)
- Health & Wellness (September/October)
- Celebrations (November/December)



DEMOGRAPHIC PROFILE

- **Miami:** Roughly 50/50 between Caymanians and North Americans.
- **Tampa:** Mostly North Americans, many with Caymanian roots or connections to the island.
- **New York / Chicago:** Mostly North American leisure travellers and “snowbird” part-time residents.
- **Kingston:** Nearly all are Jamaicans who have work permits for the Cayman Islands. Some are leisure travellers.
- **Montego Bay:** Mostly leisure travellers from Cayman, with a small amount of Jamaicans.
- **Havana:** Predominantly Cuban-Americans, with a smaller number of Caymanians and expats residing in Cayman.
- **Honduras:** Mostly Caymanians and leisure travellers



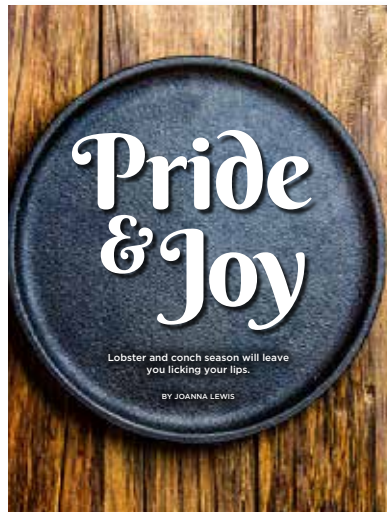


DIGITAL MAGAZINE

We're offering more added value for our advertisers with a digital version of *Cayman Airways Skies*. The high-quality look and feel of the printed magazines is preserved online, too. The digital magazine is user-friendly, mobile and tablet optimised, environmentally friendly and will allow advertisers to reach a global audience. Interactive features include zoom for large text display, clickable web links to advertiser sites, quick search, index and quick links to ads and content, as well as a downloadable/printable PDF of the publication.

BANNER/DIGITAL ADS

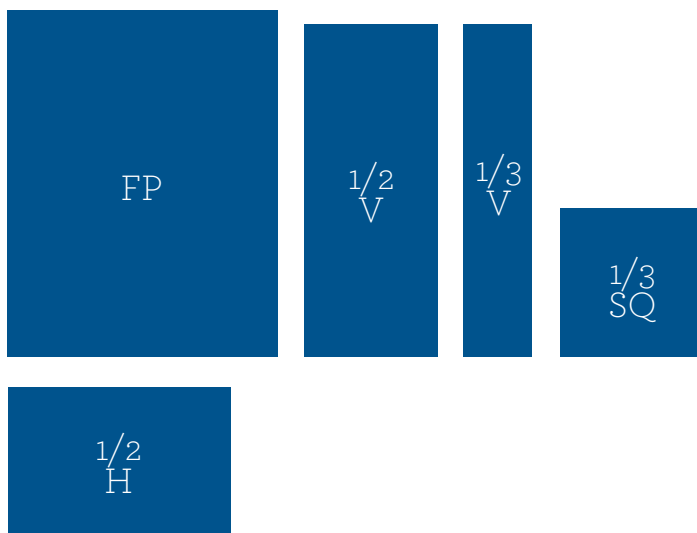
- Invest in an online banner for only \$1,188 annually. That's only \$99 per month, which will let you reach more prospects before your competition does!
- Inquire about online advertorials that include interviews, image news releases or custom-designed interactive versions of your catalogues (e-zines) linked from our sites.



MECHANICAL SPECIFICATIONS

Ad Size	Width	Height
Full Page (Trim)	8 3/8 x	10 7/8
Full Page (Bleed)	8 5/8 x	11 1/8
1/2 Page Vertical	3 1/2 x	9 7/8
1/2 Page Horizontal	7 1/4 x	4 3/4
1/3 Page Vertical	2 1/4 x	9 7/8
1/3 Page Square	4 3/4 x	4 3/4

Back Cover ad placement – Add an extra 1" bleed to all four sides.



INSERTS

Special rates apply for preprinted inserts, insert cards, gatefolds and special units. Availability and prices will be provided upon request. Inserts count toward frequency.

CLOSING DATES

Issue of:	Space close:	Materials due by:
Jan/Feb 2018	Nov 1, 2017	Nov 8, 2017
Mar/Apr 2018	Jan 1, 2018	Jan 8, 2018
May/June 2018	Mar 1, 2018	Mar 8, 2018
Jul/Aug 2018	May 1, 2018	May 8, 2018
Sep/Oct 2018	July 2, 2018	July 6, 2018
Nov/Dec 2018	Sept 3, 2018	Sept 9, 2018

AD MATERIAL REQUIREMENTS*

1. Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator and Adobe InDesign. Include all postscript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300

dpi at 100%) in CMYK. If files are not provided as CMYK, we will be forced to convert the colour and we cannot guarantee an exact match of colour on press. PDF/X-1a files are preferred.

2. A colour proof must accompany ad for all formats; otherwise, HCP Media will not accept liability for files that do not print correctly.*
3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
4. Double-page spreads: Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Live matter in facing page subject cannot be closer than 1/8" to gutter.

* If a high-quality colour proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a colour control bar) is not provided, then we cannot guarantee colour. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for colour matching.

INQUIRIES & SPACE RESERVATIONS

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AD MATERIALS SHOULD BE SENT TO

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 E-mail: dagudelo@hcpmedia.com

PAYMENTS

Checks should be made payable to:
 HCP Media
 3511 NW 91 Avenue, Miami, FL 33172

Payments via wire transfer and credit card are available.
 For more information, contact your local sales representative.



Scan this QR code with your smartphone to see the digital edition of *Cayman Airways Skies* in a flash at caymanairwayskies.customtravelmags.com

HCPmedia
 WHAT'S YOUR STORY?