

# reallife

CARIBBEAN LUXURY LIFESTYLE, PROPERTY AND DESIGN MAGAZINE

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# media pack





## Our vision

Our passion is luxury.  
It is what we do best.

REAL LIFE is one of the region's leading luxury-focused magazines, which exclusively features fine properties and cutting-edge design. We bring the latest in international design trends to the Caribbean and proudly showcase finger-on-the-pulse Caribbean styles for the overseas market.

Our must-read magazine connects people with a shared passion for design, making us an informative publication and recognised source book for all ideas pertaining to Caribbean properties and lifestyles. High-quality prose, vibrant imagery and design-with-flair are the cornerstones of our Showcase Properties and editorials centring on unique aspects of architecture, interior design and décor.

# about real life

Launched in 2005, REAL LIFE is a quarterly magazine designed and published in the Cayman Islands by mc<sup>2</sup> Ltd. Living and working in the heart of the Caribbean, we know first hand the nuances and vagaries of the regional market. With a growing reputation for superior editorial and production values, we actively seek out creative avenues to connect advertisers directly to our readers. Our passion for bringing all that is on the cutting-edge of luxury lifestyle and design has earned us the trust and loyalty of a committed readership of an estimated 75,000 per issue. Each issue features stunning Showcase Properties, in-depth interviews with top industry professionals, informative design articles, the latest in industry news and extensive real estate listings, including editorial features on unique high-end properties to hit the market. Our discerning and influential readers tell us that they view REAL LIFE as 'essential reading' – so you can rest easy knowing that your advertising is being delivered directly where it matters.

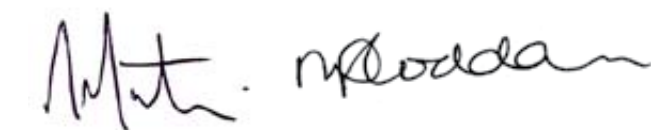
Expanding distribution annually from the Cayman Islands to include the Turks and Caicos Islands and The Bahamas, we are proud to be considered an established voice in the region. In January 2010, REAL LIFE became pan-Caribbean, as well as distributed to parts of the USA, Canada and the UK; making it the only exclusively targeted magazine of its kind, and giving us unique positioning in the market to facilitate greater directed exposure for our advertisers.

We know that any marketing campaign needs to use both traditional and online tools to connect with the consumer. In our magazine and on our complementary website we offer venues for our upwardly mobile readers to explore the most exclusive properties in the region, with the price of homes featured averaging over US\$2 million. REAL LIFE includes access to a real estate listings site for the whole Caribbean, keeps our readers abreast of emerging trends and on top of the very latest in industry news.

Our multifaceted REAL LIFE team hails from across the globe, bringing to the table a diversity of experience in design, publishing, marketing, television, journalism and photography. We know that first impressions last. That is why our magazine captures the look and feel of quality every time: from front cover to centre spread; print to production – REAL LIFE delivers.

We are current. We are innovative. We are the fresh face of publishing in the Caribbean.

With warm regards,



Neil Martin

Melanie Roddam

Publishers

# why magazines work

We know that in a world of increased multi-tasking, magazines – as a medium – get closest to the consumer.

According to Magazine Publishers of America (MPA), magazines emerge as the leading medium with 5.5 times more advertising influence than other forms of media delivery.



Our targeted editorials offer content that is relevant, allowing for deeper reader engagement not experienced in other media forms such as newspapers, television or radio. By transporting readers into our world of luxury lifestyles and design, reading takes place in a highly receptive frame of mind with advertising presented as integral to the content and function of the publication.

Research shows that when consumers read magazines they are much less likely to use other media or participate in non-media activities, giving them more opportunity to engage with the advertising or the editorial content (BIGresearch, December 2008).



Our research indicates that magazine advertising is cost-effective, offering the lowest levels of advertising avoidance, while generating strong purchase intent.

The cost per impact (CPI) for brand familiarity with magazines is less than half that of TV and online (Marketing Evolution report comparing 38 separate studies).



Magazines are an active medium with reader control, driving consumers to visit websites and generating the fission needed to give your brand or product prominence.

Over 56% of readers took action on magazine ads or had a favourable opinion of the advertiser because of the magazine advertising – according to the latest research from Affinity's VISTA Print Effectiveness Rating System.

Magazine advertising drives online searches more than any other medium (MPA 2007 Matchmaker study).

Complemented by our website, free e-blasts and tempting reader-subscription offers, we guarantee that REAL LIFE will work for you.



# our readers who they are and what makes them tick

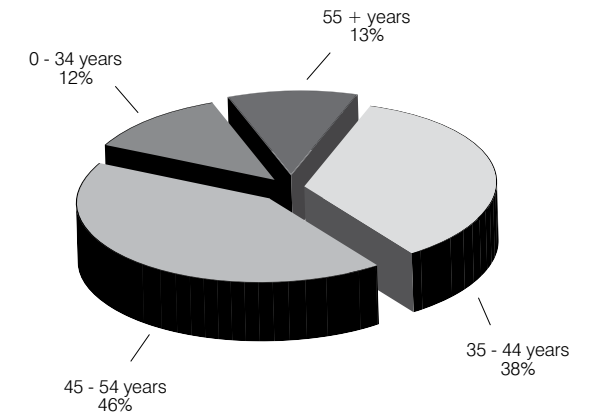
Our readers are sophisticated professionals with high disposable incomes who follow the latest trends in design and keep on the cutting-edge of all that is new in the property world. They are seasoned travellers- taking trips on average five or more times per year, and they trust us to bring them the best in each and every issue.

## Gender

Female..... 67%  
Male..... 33%

## Age

0 – 34 years..... 12%  
35 – 44 years..... 38%  
45 – 54 years..... 46%  
55 +..... 13%



## Education

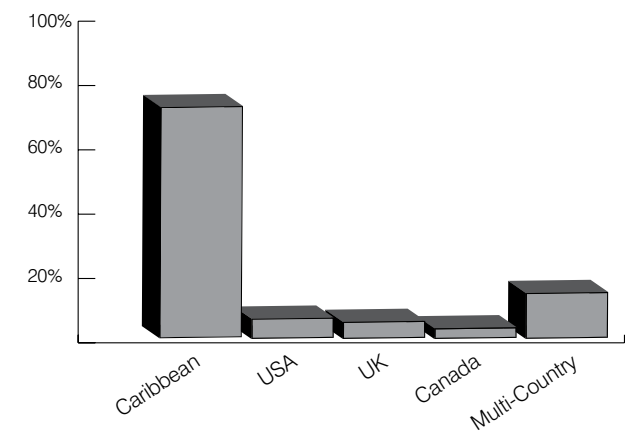
Post Graduate educated..... 82%

## Occupations

For the most part, our readers are prosperous industry professionals involved in financial services, the legal industry, architecture and design, marketing and media, real estate and development.

## Location

Reside full time in the Caribbean ..... 72%  
Reside full time in the USA..... 6%  
Reside full time in the UK..... 5%  
Reside full time in Canada..... 3%  
Divide time between Caribbean and a secondary residence in the USA, UK or Canada..... 14%



## Household Income

Over US\$150,000 per annum..... 76%

## Real Estate

Own second, third or fourth homes..... 26%

# editorial content

Our magazine provides a distinct and intriguing glimpse into the exotic world of Caribbean luxury living, innovative interior design and architecture with a penchant for the unusual. Emphasis is placed on stunning photography and insightful design layouts, with accompanying articles and editorials giving you a unique regional perspective.

## Real Design

Our exclusive Showcase Properties are homes or developments of distinction, selected specifically for their architectural uniqueness and original design features. Here, we give you a much-coveted insight into the evolution of some of the most upscale addresses in the Caribbean. Professional photography and authoritative prose give you a rare glimpse behind the scenes of each property, revealing the inspiration and execution of the design process.



## Real People

In-depth interviews and up-close-and-personal profiles introduce you to the movers and shakers in the worlds of interior design, architecture, development and landscaping; the creative masterminds charged with taking the Caribbean vernacular into the new millennium. Featuring contributors with shared ties to the Caribbean, we get the inside scoop on what makes these industry professionals tick.



## Real Lifestyles

Here we highlight a wealth of trend-setting Must-Haves – unique design products and lifestyle items that no home should be without. We offer you the low-down on architectural and interior decorating trends with a unique design flavour.



## Real Reports

Industry News provides finger-on-the-pulse information about new ventures in the Caribbean world, while our Real Report gives you access to savvy expert opinion from those in the know on a range of issues and topics relevant to doing business in the region.

## Real Estate

This section brings you comprehensive, up-to-date listings of prime Caribbean real estate for sale or rent from a selection of leading luxury real estate companies and professionals. Solicited Feature Property articles, written by our professional writers, feature stunning imagery and layout, offering realtors and sellers an opportunity to share their most exclusive properties.

# editorial calendar

a sample of what will appear in our pages

# distribution

REAL LIFE places you in the right hands

## Winter (January, February & March)

BVI and Bahamas  
Showcase Properties  
Must-Haves  
Architect Profile  
Design product reviews  
Pools  
Real Report

## Spring (April, May & June)

Anguilla and St. Lucia  
Showcase Properties  
Must-Haves  
Interior Designer Profile  
Design Product Reviews  
Architecture Series  
Real Report

## Summer (July, August & September)

Eco-friendly Showcase Properties  
Must-Haves  
Developer Profile  
Design product reviews  
Architecture Series  
Real Report

## Fall (October, November & December)

Turks and Caicos and Cayman Islands  
Showcase Properties  
Must-Haves  
Interior Designer Profile  
Design product reviews  
Architecture Series  
Real Report

We know that the Caribbean market is spread far and wide, that is why at REAL LIFE we carefully target our audience through strategic circulation methods. By providing focused and effective advertising opportunities we guarantee to reach the customers you want for your business. Our enquiries show that each issue is kept as a research tool for at least six months after publication.

You will find our magazine in five-star hotels, business class lounges, private planes and high-end spas throughout the Caribbean. We hand-deliver to select leading industry experts, key decision-makers, business owners, senior executives and to the most affluent addresses across the region and overseas including FTSE 100 and Fortune 500 CEOs.

We are distributed to the Caribbean countries of:

Antigua	Bermuda	Jamaica	St Vincent & The Grenadines
Aruba	British Virgin Islands	Puerto Rico	Trinidad & Tobago
Bahamas	Cayman Islands	St Kitts & Nevis	Turks & Caicos Islands
Barbados	Dominican Republic	St Lucia	US Virgin Islands

## Digital Media

Publications are available to view in full on our website at [www.reallifecaribbean.com](http://www.reallifecaribbean.com) and to our regular subscribers.

Information about our innovative subscription packages can be found on our website.

## Circulation and Readership

Circulation is guaranteed at 25,000 copies per issue (quarterly), reaching more than 75,000 readers.

\* The editorial calendar and publication dates are subject to change without notice.



# website [www.reallifecaribbean.com](http://www.reallifecaribbean.com)

We go where our clients go. Harnessing the full potential of online media, our easily-navigable website is updated regularly and runs complementary to our highly respected print publication, doubling your exposure and keeping our readers up-to-date via e-blasts delivered directly to their Inbox. Promoted in both print and online, you can take advantage of new audiences and online partnerships to maximise your investment.

With top quality content, we dominate the search engines (Google, Yahoo & MSN Live) with our articles, further optimising your marketing efforts. What is more, past issues, including feature editorials and our comprehensive photo gallery, are available, thereby extending the readership and longevity of each issue exponentially.

Exclusive advertisements available in a variety of sizes offer additional brand exposure. Our research indicates that our readers spend over 4.4 minutes on our site. If you advertise with us, you are awarded immediate inclusion in our comprehensive REAL LIFE directory.



## Web Advertising Rates

### Banner Ads

Site Page/Section	Size	Cost (\$) per/month*	# of spaces available/page
Home Page	Large (145px (w) x 190px (h))	\$100	20
	Banner (480px(w) x 100px(h))	\$150	4
Rest of the site (Pricing for 1 space in 1 section. Sections: editorial, news, advertising, current issue & contact us)	Large (145px (w) x 190px (h))	\$50	20
	Banner (480px(w) x 100px(h))	\$100	4

For combinations of ad sizes and numbers please contact the sales team for bespoke pricing.

### Directory Listing

Site Page/Section	Content	Cost (\$) Annually*
Directory Page	Basic Name/Tel/Web link	\$50 (free for advertisers for the duration advertising in the magazine)
	Premier Name/Tel/Web link/Logo Description/Map	\$100 \$50 (for Advertisers)

\* all pricing in US\$

# testimonials what our advertisers are saying

As a source for real estate coverage of luxury properties throughout the Caribbean, REAL LIFE provides a high-end periodical with which HG Christie has found a natural synergy. As an established provider of distinctive Bahamian properties and an exclusive affiliate of Christie's Great Estates, this is the Caribbean publication to be in.  
**John WC Christie, Director / VP, HG Christie Ltd.**

Whether looking to invest or to enjoy the Caribbean lifestyle, REAL LIFE offers a great source of information to our discerning international clientele. Excellent editorial content, top-class photography and vast distribution were key factors for us to choose REAL LIFE to promote our brand.  
**Maria Jose Puente, International Business Manager, ADRIANA HOYOS**

REAL LIFE magazine is one of the few publications that truly represents luxury living in the Caribbean. We enjoy working with the magazine as they have a long-range plan and well thought-out content for each edition. It is a pleasure to work with such a professional team of writers, photographers and editors.  
**Lisa Soley, Project Director, The Residences at The Ritz-Carlton Grand Cayman**

As the most established developer in the Turks and Caicos Islands, we believe that REAL LIFE is the premier real estate magazine in the region. The glossy feel and interesting, well-researched editorial exudes the image of sophistication and luxury that we require from our advertising avenues.  
**Paul Slattery, Development Manager, HAB Investments**

We have advertised in REAL LIFE magazine for a number of years and we believe that the publication is well read by our target market of real estate owners, investors and developers. It is edited and published to the highest standards and we have always found the staff to be both professional and responsive to our marketing requirements. We are pleased to be associated with REAL LIFE magazine and look forward to continuing our mutually beneficial relationship with them.  
**Simon Taylor, Director, BCQS International**

At Odyssey Aviation in The Bahamas we believe in giving our clientele the very best. REAL LIFE has a similar mindset, they find out what people 'really want' and present it to them in the best possible way; one of the many reasons why we choose to display the magazine in our lobby, pilot lounge and place it on our jets.  
**Ruth Thackray, Marketing and Customer Development, Odyssey Aviation**

REAL LIFE produce one of the finest Caribbean luxury lifestyle magazines. Their commitment to quality is reflected in their content and professional manner. We have always been happy to advertise in REAL LIFE and feel they are one of the leaders in style and class.  
**Stan Hartling, CEO, The Hartling Group**

When we decided to relocate from Belgium to the Caribbean two years ago, we contacted realtors in the region. An agent in Grand Cayman sent us a copy of REAL LIFE. Impressed by the professionalism of the magazine, and a home which was featured within, we immediately booked tickets and five days later we owned our own piece of paradise in North Side! We eagerly anticipate each new issue of REAL LIFE and continue to use it as design inspiration for our home.  
**Ellen Maes, REAL LIFE Reader**



# advertising rates and sizes

## for rates please contact the REAL LIFE Sales & Marketing Team

For Anguilla, Antigua, Aruba, Barbados, British Virgin Islands, Jamaica, St Barts, St. Martin/St. Maarten, St Lucia, St Vincent & Grenadines, St Kitts & Nevis, Trinidad & Tobago, and the US Virgin Islands, please contact **Kimberley** ([kimberley@reallife.ky](mailto:kimberley@reallife.ky))

For Bahamas, Bermuda, Dominican Republic, Puerto Rico, Turks and Caicos and Florida, please contact **Aubrey** ([aubrey@reallife.ky](mailto:aubrey@reallife.ky))

For Cayman Islands, USA, Canada and the UK, please contact **Claire** ([claire@reallife.ky](mailto:claire@reallife.ky))

We will be happy to prepare a pricing proposal for you.

## artwork deadlines and distribution for 2010

issue	editorial deadlines	artwork deadline	distribution
Winter	25th November '09	27 November '09	January '10
Spring	16th February '10	19th February '10	April '10
Summer	19th May '10	28th May '10	July '10
Fall	18th August '10	20th August '10	October '10

with bleed

double page  
17.25"(w) x 11.25"(h)



full page  
8.75"(w) x 11.25"(h)



trim size

double page  
17"(w) x 11"(h)



full page  
8.5"(w) x 11"(h)



placed

double page  
15"(w) x 10"(h)



full page  
7.5"(w) x 10"(h)



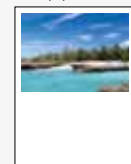
credits page  
(vertical)  
5"(w) x 10"(h)



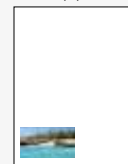
half page  
(vertical)  
3.625"(w) x 10"(h)



half page  
(horizontal)  
7.5"(w) x 4.875"(h)



eighth page  
(horizontal)  
3.625"(w) x 2.375"(h)



**Bleed:** that part of an image that extends beyond the Trim Marks on a page.

**Trim Marks:** marks incorporated in a printed sheet to indicate where paper stock is to be trimmed or cut to required size.

# feature property advertorial

## What is included

☞ **Centre-stage:** Spreads focus solely on your property, bringing it to life for our readers\*

☞ **Unique:** Only one Feature Property per island in the real estate section in each issue

☞ **Informatively written:** Descriptive editorial written by our in-house writer which is accompanied by a visually appealing design lay-out to highlight your property

☞ **Stunning:** Editorial is complemented by professionally taken images\*\*

☞ **Flexible:** You decide how many pages you want to purchase- available as 2/4/6/8 page lay-outs

☞ **Front Cover:** An eye-catching descriptive by-line is placed on the front cover as well as on the contents page and real estate cover

☞ **Web coverage:** Your Feature Property (image and copy) is placed on the home page of the REAL LIFE website ([www.reallifecaribbean.com](http://www.reallifecaribbean.com)) for the magazine's 3 month circulation. It can also later be accessed in our database

☞ **E-marketing:** Your Feature Property is highlighted as a signature on all REAL LIFE and mc<sup>2</sup> Ltd. emails sent out from our offices

☞ **Hard Copies:** Complimentary magazines delivered to you for your personal distribution

\* Client gets final approval over copy

\*\* If images are not supplied this is a separate and additional cost



# tech specs

how to create and send artwork

## Formatting Your Ad Material

All files must be submitted digitally.

### Option 1: As a hi-res PDF

Include registration marks (offset 6pt).  
Include a minimum of 0.125" bleed all round (where required).  
Make sure all your fonts are loaded and hi-res images linked before creating the PDF.  
Make sure all images are CMYK and a minimum of 300dpi @100%.

### Option 2: As a hi-res EPS

All fonts must be outlined or embedded.  
Images must be CMYK and a minimum of 300dpi @100%.  
Include a minimum of 0.125" bleed all round (where required).

REAL LIFE will not be held responsible for any inaccuracies in the material supplied.



## How to send us your material

### Option 1: Via FTP (preferred option)

**Step 1:** We will supply you with a username, password and the ftp server name.

**Step 2:** Use FTP software to upload your files to our FTP server.

FTP software:  
For Mac OS X use Transmit or Fetch which can be downloaded from:  
[http://www.apple.com/downloads/macosx/internet\\_utilities/transmit.html](http://www.apple.com/downloads/macosx/internet_utilities/transmit.html)  
For PC: <http://www.smartftp.com>

### Option 2: E-mail

If your file is less than 8MB you can email it to: [production@reallife.ky](mailto:production@reallife.ky)



# contact us

## Sales Director

Claire Harris  
345.916.7325  
[claire@reallife.ky](mailto:claire@reallife.ky)

## Editor

Kyle Fulton  
345.943.7325  
[kyle@reallife.ky](mailto:kyle@reallife.ky)

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[www.reallifecaribbean.com](http://www.reallifecaribbean.com)





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