

TRUE anguilla

2019-20 MEDIA KIT

RELAX, RELATE, REJUVENATE



TRUE Anguilla is the essential free visitor guide to Anguilla.

Thousands of annual readers use our comprehensive and compelling information to inform their vacation choices and to plan their return trip. They eagerly anticipate each new issue.

TRUE Anguilla guarantees a high level of engagement through its convenient size, excellent content, beautiful photography and unique articles about the people and places tourists love.

TRUE Anguilla readers trust our expert recommendations and well researched information on how to get to the island, where to stay and everything else the island has to offer.

If you want to reach visitors to Anguilla – advertise with TRUE Anguilla.

“

I can attribute at least 3 commissions as a direct result of the article on my work that appeared in True Anguilla #6.

”

LYNNE BERNBAUM, *Artist*

“

We paid for our advertisement in True Anguilla with the first enquiry. The magazine has excellent distribution and readers trust the information it provides. The response we have had to our ad has matched our target audience so we will definitely advertise again.

”

FIONA CURTIS, *Counsel Ltd*

Advertise with us

TRUE ANGUILLA represents an excellent way to reach and engage the affluent, adventurous and loyal long term visitors that Anguilla attracts. Our editorial policy means that advertisers who sign up early not only get discounts but also get additional marketing exposure in articles and information pages.

Circulation & distribution

TRUE ANGUILLA is published annually to correspond with the start of Anguilla's tourism season.

Thousands of copies are distributed throughout the year. TRUE ANGUILLA is endorsed and referenced by concierges island wide and copies are placed in all major hotels, luxury villas and boutique accommodations.

WHERE YOU'LL FIND COPIES

ANGUILLA: Ports of entry, visiting cruise ships and yachts, incoming airlines, hotels, villas, guesthouses, apartments, restaurants, stores, attractions and events, Anguilla Tourist Board, Anguilla Chamber of Commerce, Government offices and local businesses.

INTERNATIONALLY: Regionally in St. Martin/ St Maarten and St Barths. Internationally – via the Anguilla Tourist Board offices for marketing activities in North America, Canada,

United Kingdom, Germany, France, Italy and Puerto Rico, and their travel partners in other markets. Also visiting Journalists, selected Travel Agents, Tour Operators, Private Jet Companies as well as Corporate/Incentive and Wedding and Event planners.

ONLINE: A digital version of the magazine can be downloaded from our website www.trueanguilla.com.

Advertisers also benefit from exposure on our **Facebook** page and **Instagram** feed.

Ad rates & specifications

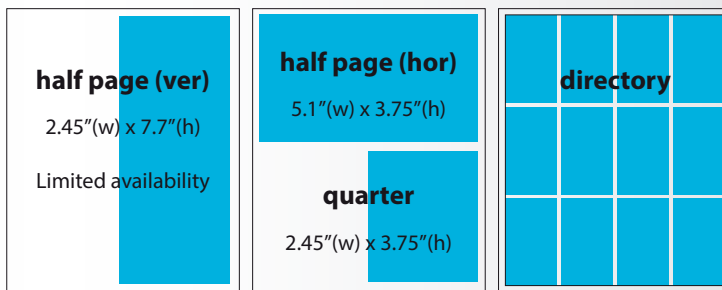
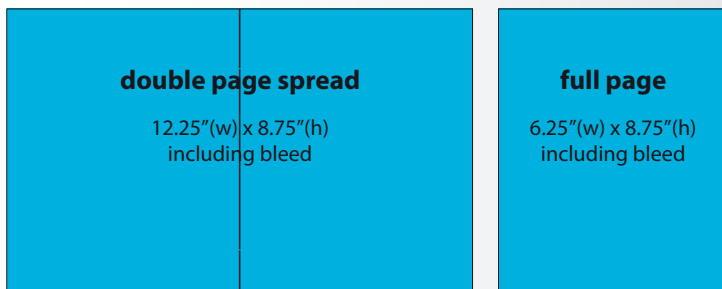
	Location	Price*
Special Pages	Outside Back Cover	\$5,400
	Inside Front Cover Spread	\$6,700
	Inside Back Cover	\$4,200
	Double Page Spread	\$6,000
Regular Pages	Full Page	\$3,600
	Half Page (horiz.)	\$1,800
	Half Page (vert.)	\$1,800
	Quarter page	\$900
	Directory listing	\$360

PRE-PAY (10%) & LOYALTY DISCOUNT (5%) ONLY on ads booked and PAID IN FULL by the end of August. Loyalty discount only applied for existing advertisers.

REGULAR SALES - 50% deposit and balance on delivery.

BILLING - Pre-payment is required for all advertising. FULL PAYMENT is required to take advantage of special discount offers. For orders in excess of \$1000, 50% of total MUST be paid upon order. Balance will be billed after delivery.

Structured Payment plans are available but exclude discount. Please ask your sales rep for more information.



MATERIALS - High-resolution (minimum of 300 dpi) PDF in CMYK format scaled to the correct size is preferred. TIFF, JPEG, as well as flattened Photoshop™ or Illustrator™ files with minimum resolution of 300 dpi in CMYK format are also accepted.

ADVERTISING MATERIALS AND PAYMENT DEADLINE: SEPTEMBER 15, 2019

Advertising enquiries

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