

# ISLAND *Origins* MAGAZINE

## MEDIA KIT 2019 - 2020

"ISLAND ORIGINS MAGAZINE and its associated marketing activations have been a tremendous asset to the Greater Fort Lauderdale Convention & Visitors Bureau.

We are proud to partner with ISLAND ORIGINS MAGAZINE and its stellar and growing brand."

*Albert Tucker*

*VP, Multicultural Business Development,  
Greater Ft Lauderdale Convention & Visitors Bureau*

### CARIBBEAN . AMERICAN . LIFESTYLE

In South Florida, one out of every four residents was born in the Caribbean.\*

*\*According to the United States Census Bureau, approximately 24% of South Florida residents were born in a Caribbean country. This number excludes Puerto Rico which is an American territory.*

### ABOUT

ISLAND ORIGINS MAGAZINE is a four-time Florida Magazine Association award-winning, quarterly print publication with modern panache. Our readers enjoy a sophisticated take on island lifestyle, culture, food, fashion, personalities, travel and business.

Our audience includes sophisticated working professionals with an active family and social life. They are well educated, own a home, drive nice cars, enjoy culinary, cultural and leisure activities, and vacations with their families and friends.



*Winner of four Florida Magazine Association Awards including Best New Magazine*

**support@islandsyndicate.com | www.islandoriginsmag.com | 417-812-5663**

# AUDIENCE PROFILE

**10%** of South Floridians were  
**BORN IN AFRO-CARIBBEAN COUNTRIES**

**40%** are **MARRIED**

**50%** are **COLLEGE EDUCATED**  
(above regional average)

**OVER \$63K** annual **INCOME** among English-speaking Community (at or above regional average)

**50%** have **PRIVATE HEALTH INSURANCE**  
(above regional average)

**MORE THAN 50%** are **HOME OWNERS**  
(at or above regional average)

**OVER 90%** own **AT LEAST 1 CAR**  
(at or above regional average)

*\*According to the United States Census Bureau. Average refers to total Caribbean American community including Latin.*

## DISTRIBUTION

We distribute 20,000 complimentary copies to over 200 South Florida locations in diverse, affluent communities, and at select business, lifestyle and cultural events in:

### BROWARD

West Miramar  
Hollywood-Pines  
Fort Lauderdale  
Plantation  
Pompano  
Inverrary

### MIAMI-DADE

Miami Beach  
North Miami  
Miami Gardens  
Little Haiti  
Coral Gables

### WEST PALM BEACH

Boca Raton  
Delray  
Boynton Beach

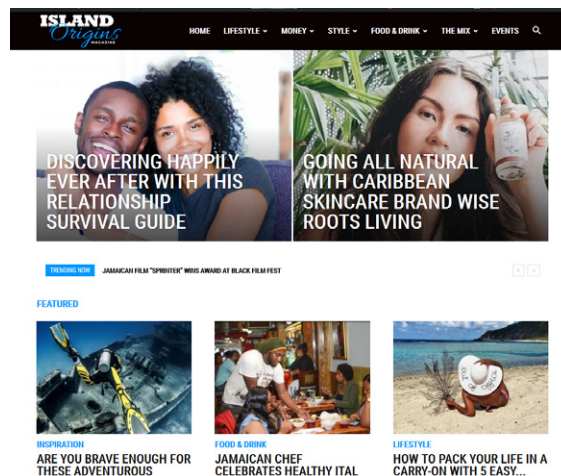
### LOCATIONS

Cultural Centers  
Performing Arts Facilities  
Municipal Buildings  
Salons, Spas, Personal Care  
Select Casual Dining Spots  
Professional Offices  
Markets  
Car Dealers  
Physicians & Dental Offices

## Island Origins Online

islandoriginsmag.com

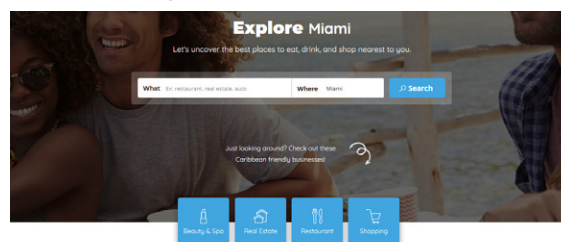
Lifestyle content updated weekly.



## Island Origins Directory

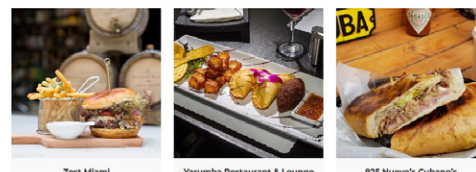
directory.islandoriginsmag.com

Caribbean-friendly business and service listings with customer ratings.



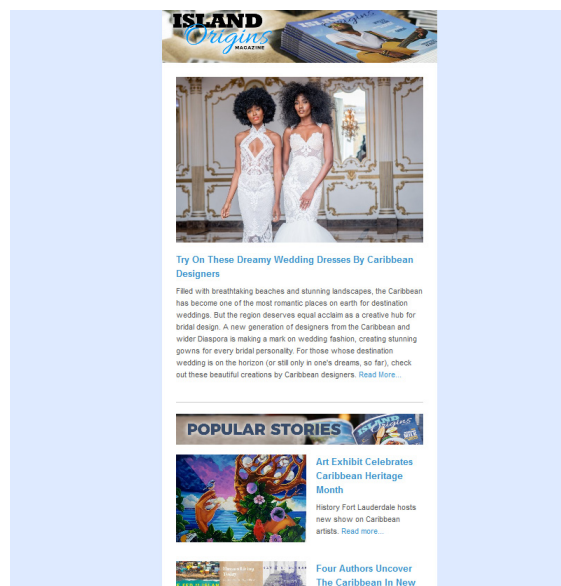
### Featured South Florida Restaurants

Check Out Some Of Our Favorite Caribbean Eateries



## Island Origins E-Newsletter

Weekly updates directly to your inbox.





# CONTENT

**IN EACH PRINT ISSUE**  
find subjects including:

Health & Beauty  
Art & Culture  
Travel  
Inspiration  
Business  
Restaurant Reviews  
Recipes  
Restaurant Listings  
Event Listings  
...and more

[Click here to see past issues.](#)

**OUR DIGITAL PRESENCE** is growing! Our website [islandoriginsmag.com](http://islandoriginsmag.com) is updated weekly with original articles and aggregated lifestyle content from affiliated sites.

Our online content aligns with the subject matter also found in the print magazine. Plus our robust event calendar features festivals, concerts and carnivals.

Online, find regular content on:

Fashion      Event re-caps      Decor  
Entertainment      Beauty Brands      Current Affairs  
Personality Profiles      Sports      ...and more

## HEALTH

Our health and beauty articles offer instructions and reviews for products and methods to help our readers live their best and most healthy lives, inside and out.

This section appeals to your clients for beauty products, spa, salon, medical facility, physicians services, and other wellness services.

**Excerpt: Fall 2018**

[Click for example Health content.](#)



## TRAVEL

Our travel stories offer themed explorations of Caribbean hotels, entertainment, and amenities. Our readers, both diaspora and non diaspora, learn about things to do and places to visit when they are ready to explore the region.

This section speaks to the ideal clients of your travel agency, cruise planner, hotel group, airline, tourism board, attraction, tour planner, or other travel service.

**Excerpt: Fall 2018**

[Click for example Travel content](#)



## HOME & STYLE

These features explore homes designed by Caribbean natives with a worldly aesthetic.

Connect with clients in need of real estate and affiliated services, interior designers, home improvement services, furniture, kitchen and bath remodel, home maintenance, and other services.

**Excerpt: Summer 2018**

[Click for example Home & Style content](#)



## FOOD & RESTAURANTS

Each issue includes restaurant reviews, recipes, restaurant listings, and occasional bonus food-related features.

Customers and future customers will discover offerings from your restaurant, food or drink brand, caterer, kitchenware or culinary products or services, in this section.

**Excerpt: Fall 2018**

[Click for example Culinary content](#)



## BUSINESS

Our invest section explores various themes and industries from a financial perspective, sharing tips and testimonials from the experts.

Your financial services, legal, accounting, or other professional services business will connect with readers in this section.

**Excerpt: Fall 2017**

[Click for example Business content](#)





## POP CULTURE

Fashion, celebrity and tech are covered in this section.

Fashion and lifestyle brands, electronics, telecom, concert events and other trendy products and services can connect with readers in this section.

**Excerpt: Spring 2018**

[Click for example Pop Culture content](#)



## INSPIRATION

Our inspirational articles share stories of challenges and triumph from the most resilient Caribbean Americans. These articles explore social themes including education, social justice, abuse, rising from poverty, and health.

They appeal to the aspirational inclinations of most of our readers. Special interests, non-profits, self confidence campaigns, and any industry can find an aligned readership here.

**Excerpt: Spring 2018**

[Click for example Inspiration content](#)



## CULTURE

The content of our culture section examines events, artists, and performers with island connections.

Your event or concert, performance center, event space, or cultural facility will connect with your ideal audience here.

**Excerpt: Spring 2018**

[Click for example Cultural content](#)



# CALENDAR & RATES

## EDITORIAL CALENDAR

Each quarterly issue includes articles themed as shown below:

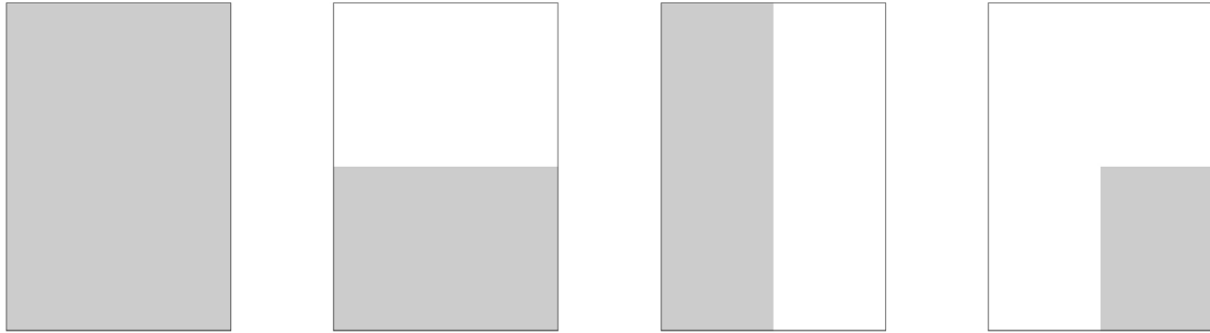
ISSUE	RESERVE	MATERIALS	PUB DATE
<b>Winter 2019</b> The Family Issue: Holidays, Tradition	October 21	October 28	November 18
<b>Spring 2020</b> The Strength Issue: Physical, Mental	January 20	January 27	February 17
<b>Summer 2020</b> The Gastronomy Issue: Recipes, Profiles	April 13	April 20	May 4
<b>Fall 2020</b> The Soul Issue: Culture, Change Makers	July 20	July 27	August 17
<b>Winter 2020</b> Best of South Florida: Feature our Faves	October 19	October 26	November 16

## ADVERTISING & EDITORIAL RATES

Each 4 issue commitment includes 12 months of advertising on the magazine's website.  
*Digital ad design cost is additional, if needed.*

INSERTIONS	1X	2X	4X	4X INCLUDES
Back Cover Advertisement	\$4,500	\$4,250	\$4,000	2 page editorial and 12 mo. premium in-article ad
Inside Fr Cover Advertisement	\$4,000	\$3,750	\$3,500	2 page editorial and 12 mo. premium in-article ad
Spread Advertisement	\$3,250	\$3,000	\$2,750	1 page editorial and 12 mo. premium sidebar ad
Inside Bk Cover Advertisement	\$3,000	\$2,750	\$2,500	1 page editorial and 12 mo. premium sidebar ad
Page 3	\$3,000	\$2,750	\$2,500	1 page editorial and 12 mo. premium sidebar ad
2 Page Sponsored Editorial	\$3,000	\$2,750	\$2,500	1 full page print ad and 12 mo. premium sidebar ad
1 Page Sponsored Editorial	\$2,000	\$1,800	\$1,600	1 half page print ad and 12 mo. sidebar ad
Full page Advertisement	\$2,000	\$1,800	\$1,600	1 half page print ad and 12 mo. sidebar ad
Half Page Advertisement	\$1,250	\$1,100	\$1,000	12 mo. sidebar ad
Quarter Page Advertisement	\$750	\$650	\$500	12 mo. sidebar ad

# SPECIFICATIONS



## PRINT SIZES

LAYOUT	BLEED (W x H)	NON-BLEED (W x H)
Full Page	8.75" x 11.25"	8" x 10.5"
Half Page Horizontal	8.75" x 5.625"	8" x 5.125"
Half Page Vertical	4.375" x 11.25"	3.875" x 10.5"
Quarter Page	N/A	3.875" x 5.125"

All print files must be delivered in PDF, TIFF or JPEG format. Files must be CMYK images with flattened layers and a minimum of 300 dpi. Send artwork to [calibe@islandsyndicate.com](mailto:calibe@islandsyndicate.com).

Digital sidebar ads should be 300 w x 250 h, RGB color, in jpeg, gif or png format.

## ADDITIONAL SERVICES

Our graphic design team can create your print ad of any size, for \$175, including 2 revisions. Additional revisions are charged at a fee of \$75 each.

We can also create your side bar ad for you at a price of \$50 for a standard jpeg, or \$100 for a 2-image gif.

Additionally, Island Syndicate offers services in publishing, videography, photography and event production. Contact us or visit [www.islandsyndicate.com](http://www.islandsyndicate.com) to learn more.

## OTHER MARKETING OPPORTUNITIES

Island Syndicate's suite of offerings includes Island Origins Magazine, annual Caribbean culinary festival *The Taste the Islands Experience*, video productions, and creative services for hire including publishing, videography, photography and graphic design.

## ISLAND ORIGINS MAGAZINE - ADVERTISING AGREEMENT

THIS ADVERTISING AGREEMENT ("Agreement") is made between ("Advertiser") and ISLAND SYNDICATE INC ("Publisher") (the parties may be collectively referred to hereinafter as the "Parties").

### ADVERTISER INFORMATION:

Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_

BN#: \_\_\_\_\_

Email Address: \_\_\_\_\_

Billing Address: \_\_\_\_\_

Shipping Address: \_\_\_\_\_

How many magazines would you like delivered?: \_\_\_\_\_

Ad Size:                      Back Cover                       Inside Front Cover                       Inside Back Cover   
   2 Page Spread                       Full Page                       Half Page                       Quarter Page

Number of ads at this size per issue:            1             2             3             4

Number of issues, this agreement is for:       1             2             3             4

Price: \_\_\_\_\_

Special Comments: \_\_\_\_\_

Payment Method:            Credit Card                       Check

Sales Person: \_\_\_\_\_

Sales Person: \_\_\_\_\_

\*\* By signing below, Advertiser agrees to the deadline(s) for the issue(s) advertiser is signing up for (based on media kit received by email)

We will invoice you accordingly.

ALL FINAL ADS MUST BE EMAILED TO SUPPORT@ISLANDSYNDICATE.COM BY DEADLINE DATE TO BE USED IN MAGAZINE SPECIFIED IN AGREEMENT. IF YOU DO NOT MAKE DEADLINE, YOU WILL BE PUT INTO THE ISSUE FOLLOWING THE ONE SPECIFIED ABOVE. NO REFUNDS! PLEASE USE THE MEDIA KIT PROVIDED BY YOUR SALES REP TO GUIDE YOUR ADVERTISING DESIGN OR CONTACT US FOR GRAPHIC DESIGN SERVICES.



## TERMS AND CONDITIONS

**Advertisement.** Subject to the terms and conditions set forth herein ("Terms and Conditions"), Publisher agrees to publish the advertisement(s) specified by Advertiser in its advertising order ("Advertisement") at the rates specified by Publisher and agreed to by Advertiser in the advertising order or otherwise acknowledged and agreed in writing by the Parties. Advertiser acknowledges and agrees that all Advertisements placed and/or ordered with Publisher are subject to this Agreement.

**Entire Agreement and Assignability.** This Agreement contains the entire agreement between Advertiser and Publisher. Advertiser may not transfer or assign any of its rights under this Agreement without the express written consent of Publisher. Advertiser agrees that it may not use any advertising space either directly or indirectly for any business, organization, enterprise, product, or service other than that for which the advertising space is provided by Publisher, nor may Advertiser authorize anyone else to use any advertising space. This Agreement may only be modified in writing signed by the Parties.

**Service Description.** The services provided include: (a) the publication of your advertisement(s) in our publication(s) on dates agreed from time to time and subject to available space in any relevant publication; and (b) upon request, the provision of artwork and layout design and production services.

**Representations and Indemnification.** Advertiser represents, warrants and agrees as follows:

1. Advertiser has full power and authority to enter into this Agreement and perform the obligations hereunder;
2. Advertiser owns (or has the rights to use) all content, including but not limited to any and all trademarks and copyrighted material, provided to Publisher for publication or otherwise used by Advertiser in connection with the Advertisements;
3. The Advertisements will not in any way infringe any law, rule, regulation or right of any third party;
4. The Advertisements and any action(s) taken by Advertiser in connection with the Advertisements and/or this Agreement shall be in accordance with any and all applicable laws, rules and/or regulations.
5. ADVERTISER AGREES TO AND SHALL INDEMNIFY, DEFEND AND HOLD HARMLESS PUBLISHER, ITS AFFILIATED COMPANIES, AND EACH OF THEIR OFFICERS, DIRECTORS, SHAREHOLDERS, EMPLOYEES, REPRESENTATIVES, AGENTS AND/OR CONTRACTORS FROM AND AGAINST EACH AND EVERY CLAIM, SUIT, LIABILITY, EXPENSE OR INJURY (INCLUDING BUT NOT LIMITED TO REASONABLE ATTORNEY'S FEES) RELATED TO OR ARISING OUT OF (1) A BREACH OF ANY REPRESENTATION OR WARRANTY CONTAINED IN THIS AGREEMENT, (2) ADVERTISER'S FAILURE TO PERFORM ANY OBLIGATION UNDER THIS AGREEMENT, (3) ANY CLAIMS OR SUITS FOR LIBEL, VIOLATION OF PRIVACY RIGHTS, HARASSMENT, PLAGIARISM, DEFAMATION AND/OR ANY OTHER CLAIM OR SUIT BASED ON THE SUBJECT-MATTER OF THE ADVERTISEMENTS.

**Publisher's Right to Modify Reject, Cancel or Terminate Orders.** Publisher reserves the right at its absolute discretion, and at any time, to cancel, reject and/or terminate any Advertisements and/or advertising orders. In the event of such cancellation or rejection by Publisher, advertising already run and to be run shall be paid for at the rate that would apply if the entire order were published.

In addition, Publisher reserves the right to (1) remove from selected copies, editions, versions, or sections of an Advertisement(s) containing matter that readers have deemed objectionable, and (2) to reject any and all Advertisements which the Publisher feels is not in keeping with the publication's standards, policies and principles.

Publisher, at its absolute discretion, may terminate its relationship with Advertiser for the breach of any of the terms hereof, including without limitation a breach based on the failure on the part of Advertiser to pay bills by its due date.

**Limitation of Liability.** You agree that you are solely responsible for the quality and accuracy of any artwork provided by you. Publisher's liability in the event of an error in or omission of any Advertisement(s) shall be limited to a credit of the amount paid attributable to the space of the error/omission (in no event shall such credit exceed the total amount paid to Publisher for the Advertisement), and Publisher shall have no liability unless the error/omission is brought to the Publisher's attention no later than 15 days after the Advertisement is first published.

If a digital proof of the Advertisement was provided to or reviewed by the Advertiser, Publisher shall not be held liable for said error and/or omission.

Where we provide the services set out in Service Description you agree that you are solely responsible for checking and approving the accuracy and/or quality of the artwork produced and agree that signing and returning our artwork approval form is conclusive evidence that you have approved any such artwork for publication. If you fail to approve any such artwork within 24 hours prior to submission deadline, you agree that you are deemed to have approved such artwork and we will not be liable for any errors it may contain.

**Trademarks.** The titles and/or logos belonging to and/or used by Publisher are registered trademarks and/or trademarks protected under common law. Neither the titles nor the logos may be used without the express written consent or permission of Publisher.

**Payment of Advertising Bills.** All advertising production fees (if any) shall be billed and are immediately due in full by deadline date. Applicable taxes will be added to your final bill.

**Collection Costs.** If the Publisher must refer Advertiser's delinquent account to an attorney or collection agency, Advertiser agrees to pay all reasonable attorneys' or collection agency's fees, court costs, and other collection costs in connection with the Publisher's collection efforts.

**Governing Law and Jurisdiction.** This Agreement and/or any and all Advertisements shall be governed by and construed with the laws of the state of Florida. The Parties further acknowledge and agree that any dispute arising out of or related to this Agreement and/or any of the Advertisements shall be brought in the state or federal courts of Florida and the Parties hereby irrevocably consent to exclusive jurisdiction for any such disputes in Florida.

IN WITNESS WHEREOF, the parties have signed this Agreement as of the date and year first above written.

Issue:        Spring ☐        Summer ☐        Fall ☐        Winter ☐

by Advertiser

Signed: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_

by Salesperson

Signed: \_\_\_\_\_

Name: \_\_\_\_\_

Date: \_\_\_\_\_