

# MACO

C A R I B B E A N L I V I N G

## EDITORIAL CONTENT

MACO Caribbean Living is the epitome of Caribbean elegance creativity and style, showcasing the region's finest architecture, art, landscaping, and gastronomy.



The word 'MACO' pronounced 'mako' comes from a Trinidadian dialect called Patois - a derivative of African and French languages and refers to the activity of 'minding someone else's business', or as we prefer to call it, "exclusive peeping".

We draw from a melting pot of talented well travelled feature writers and photographers who hail from different corners of the globe. They share a common Caribbean background which contributes to unique native perspectives and intriguing experience-filled storytelling.

Indeed, MACO not only delves into the physical beauty of the Caribbean but also reflects that which is intangible; its culture, its spirit and its philosophy. Within its pages, MACO conveys like no other the interwoven nature of the Caribbean and the eternal fascination of all who view it.

### EACH ISSUE OF MACO COMPRISES:

#### ARCHITECTURE SECTION

- The Interiors section features recently built or intriguing homes by acclaimed architects and designers from the Caribbean. Emphasis is placed on those features characteristic of the Caribbean, but also on new and innovative designs.
- The magazine looks at Fine Art which features the Caribbean's rising artists; their work, inspiration and techniques.
- MACO explores noteworthy Gardens and rare flora throughout the Caribbean.

#### REAL ESTATE SECTION

- This relatively new section has been introduced to showcase the movers and shakers in the real estate industry. The writers, noted Architects, Developers and Investors, offer industry-savvy perspectives on the region's major developments. Readers are privy to reports on new ventures across the islands, features of the evolving investment climate and the coveted inside scoop on forthcoming projects.
- Ad Estate listings feature a catalogue of prime Caribbean land, homes or villas for sale or rent.

#### ENTERTAINMENT SECTION

- MACO reviews the finest Restaurants in the Caribbean, and the chefs that run them.
- The MACO Book Review appraises recipes and books written by award-winning chefs involving Caribbean-inspired dishes.
- Features are presented on Indigenous Caribbean foods, their recipes and their non-culinary uses.
- MACO indulges in the sweeter side of Caribbean Gourmet with articles and recipes on specialty dishes, desserts and beverages.
- The MACO Palate entails a listing of the finest restaurants in the Caribbean.

## DISTRIBUTION

Effective 2008, 50,000 copies of MACO Caribbean Living are distributed four times per year in March, June, September and December



### RETAIL DISTRIBUTION

#### NORTH AMERICA

Canada

U.S.A.

MACO Caribbean Living can be found on the shelves of Barnes and Noble and B.Dalton at all branches throughout U.S.A. and Canada

#### INTERNATIONAL

Australia

England

Greece

Poland

Malaysia

New Zealand

Singapore

South Africa

Taiwan

#### CENTRAL AMERICA

Belize

Brazil

Costa Rica

Guam

Guyana

Mexico

Panama

#### CARIBBEAN

Anguilla

Antigua

Aruba

Barbados

Bahamas

Bermuda

British Virgin Islands

British West Indies

Curacao

Dominica

Jamaica

Puerto Rico

St. Kitts / Nevis

St. Lucia

St. Maarten

St. Vincent

Trinidad & Tobago

Turks & Caicos

U.S. Virgin Islands

### FREE DISTRIBUTION

#### AIRPORT LOUNGES

MACO Caribbean Living is placed in the first class lounges of various airlines across the US, UK and Caribbean

#### CAMPER & NICHOLSONS INTERNATIONAL PRIVATE CHARTER YACHTS

MACO Caribbean Living can be found on all yachts chartered by Camper and Nicholson's, located at and traveling to the following destinations: France, Monaco, Spain, Switzerland, United Kingdom, U.S.A.

#### HOTELS & VILLAS

Antigua

Barbados

Dominica

Jamaica

Trinidad & Tobago

Bahamas

Cayman Islands

Grenada

St. Lucia

MACO Caribbean Living is placed in luxurious villas and in the rooms of selected hotels across the Caribbean

## SUBSCRIBER PROFILE

Data was taken from a random sample selection of 1,325 online subscribers

The average MACO subscriber is a female professional between 30-50 years of age.

### GENDER

Females subscribers currently make up more than 50% of the sample population.

### AGE

MACO readers are relatively mature.

- 45% of readers are between ages 30-40
- 22% of readers are between ages 50-60

### OCCUPATION

MACO readers are professionals.

- 53% of the sample is made up of trained professionals of all fields
- 13% of subscribers are in the architecture and design fields
- 14% of subscribers occupy positions in marketing and media

### LOCATION

- 38% of the sample population is of Caribbean nationality, with many living in the U.S.A., U.K., or Canada.
- 37% of the sample is made up U.S. nationals, the second largest group.
- 12% of the sample is composed of nationals from the U.K.

### MAGAZINE SALES

MACO Caribbean Living is sold at an average retail price of US\$7 per copy.

### RETAIL SALES

MACO is sold mostly in the Caribbean, North America and the U.K.

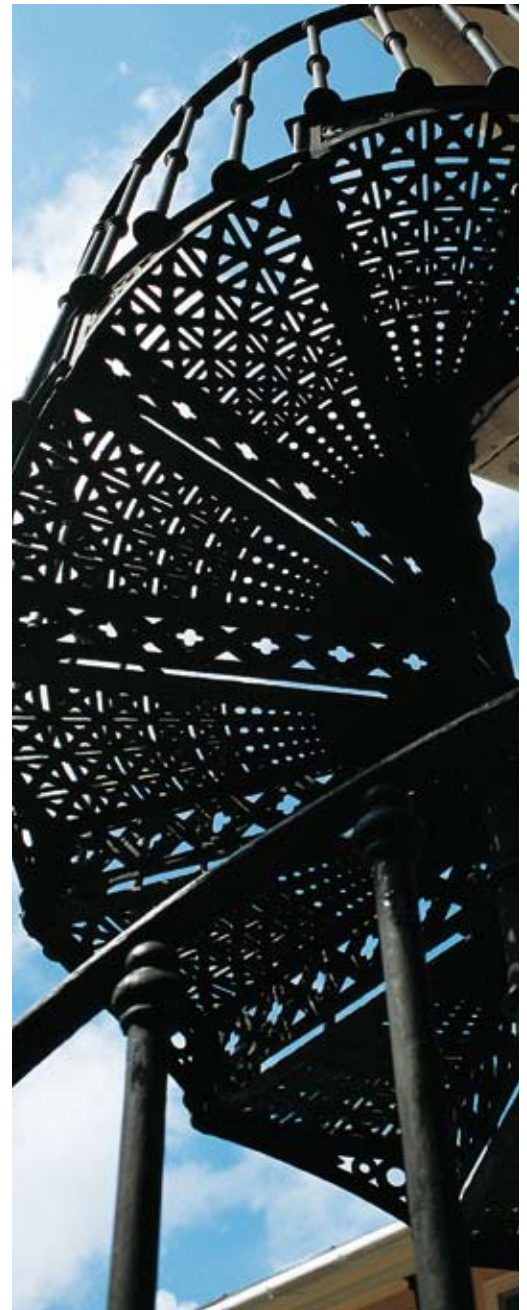
Results constitute average summation of data collected from retail sales only.

### PERCENT OF SAMPLE

52%  
20%  
10%  
5%  
13%

### REGION

Caribbean  
North America  
U.K.  
Subscribers  
Free distribution



## REAL ESTATE & THE PALATE LISTINGS

These special advertising listings, bookmark the Real Estate and Entertaining sections respectively. The MACO Real Estate listing comprises of prime Caribbean land, homes and / or villas for sale or rent; The MACO Palate showcases a selection of some the region's finest restaurants.

*Rates are quoted in US dollars*

Ad Estates	1 insertion	\$450
Maco Palate	1 insertion	\$450



### COUNTRY

#### RESTAURANT NAME

A brief description of the restaurant. A maximum of 60 words is needed. Maximplie Solicepes sa no. Aximil vistordiu vatrum adducem more cae mo pessesu is re, cur. Beffre apero invenite es bones se nena, quam sultorbem intis corum etion hocchin stes! Ahaecritimo maximplies vis, quempoerum contricae, vidiem in Etro in sessena riurei patus publius ompervi gnatuam audame nem ere.

#### Opening Hours

Types of payment: **Cheque / Credit Card / Cash / Linx**

Address of Restaurant

Reservations: **(888) 000-1111**

Email: **name@company.com** • Website: **www.company.com**



### COUNTRY

#### ESTATE NAME

A brief description of the property. A maximum of 70 words is needed. Solicepes sa no. Aximil vistordiu vatrum adducem more cae mo pessesu is re, cur. Beffre apero invenite es bones se nena, quam sultorbem intis corum etion hocchin stes! Ahaecritimo maximplies vis, quempoerum contricae, ia vis dicavoc, convem nendien atiesceporum nonum in vereo Catinam publia? Nihil hacrura Satrid incerum nonequonsus? Opio viviver isside vidiem in Etro in sessena riurei patus publius ompervi gnatuam audame nem ere.

Price **US\$000,000.00**

#### REAL ESTATE COMPANY

Address

Telephone: **(888) 000-1111** Fax: **(888) 000-2222**

E-mail: **name@company.com** • Website: **www.companyname.com**

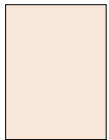
## ADVERTISING RATES

Rates are quoted in US dollars

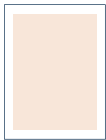
	1 insertion	2 insertions	3 insertions
full page	\$5500	\$5225	\$4964
half page	\$3300	\$3135	\$2978
double page	\$8000	\$7600	\$7220
recipe cards	\$6000		
banner ad	\$800		
ad estates	\$450		
maco palate	\$450		
<b>COVERS</b>			
inside front	\$7000	\$6175	\$6000
inside back	\$6000	\$5700	\$5415
outside back	\$8000	\$6650	\$6317

### SIZES

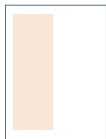
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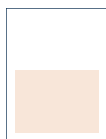
Full Page Placed  
9"W x 12"H



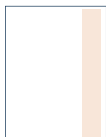
Half Page Vertical  
4.5"W x 12"H



Half Page Horizontal  
9"W x 6"H



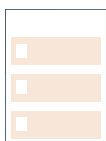
Banner - Vertical  
2.5"W x 12"H



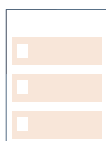
Banner - Horizontal  
9"W x 2.5 6"H



Ad Estates



MACO Palate



### SPECIFICATIONS

**FILE SUBMISSION** - Cd • Dvd • FTP (site address; username; password will be provided via email).

**FORMATS** - MACO Caribbean Living accepts tiff, eps, ai and high resolution pdf files.

**COLOUR PROOF** - A signed full colour printer's proof **MUST** be submitted with the file for output colour verification.

**RESOLUTION** - ALL images must be CMYK format with a minimum resolution of 300 dpi.

**FONTS** - Please ensure that all fonts used in the document are outlined.

**SPECIFY BLEED / PLACED** - Bleed advertisements run to the edge of the page; accepted artwork includes an extra 0.5" beyond the print area. Placed advertisements do not extend off the page; the artwork is placed within the parameters of the magazine's margin.

**PUBLICATION SIZE** - the trimmed print size of MACO Caribbean Living is 9" W x 12"H