

MACO

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

TBP

TOUTE BAGAI PUBLISHING
Publishers of MACO Magazines

media kit
2 0 1 2

Toute Bagai Publishing Limited, 26 Kelly Kenny Street, Woodbrook,
Port of Spain, Trinidad. W.I., Tel (868) 622 0519, Fax (868) 628
6909, Email info@macomag.com, Website www.macomag.com





about maco

(Mah-ko: verb minding someone's business/ exclusive peeping)

For over 14 years MACO Caribbean Living has taken you into the homes and the playgrounds of a warm and hospitable people scattered around the Caribbean archipelago. MACO, the signature brand of Trinidad and Tobago-based Toute Bagai Publishing, features Caribbean content from an international perspective, giving insight into the glamorous lifestyle celebrated throughout the region.

The Caribbean's unique culture, tradition, and landscape are all captured in the pages of the stylish magazine. With experienced writers ready to tell their stories and professional photographers eager to share their world view, MACO Caribbean Living sheds light on the treasured aspects of island life and then some.

With its sophisticated voice and sleek visual language, which highlight all things Caribbean, MACO Caribbean Living provides the perfect avenue to showcase luxury brands, lifestyle products and travel services aimed at sophisticated affluent readers.



editorial calendar

... a glimpse of what will appear on our pages

Vol 13 Issue 4

- Showcase homes in Barbados, USVI, Cayman Islands
- Rum Pairing with caribbean foods
- Trinidadian Artist in the U.S.
- Sauces
- Luxury Resort in Anguilla
- Eco Resort in Dominica
- INVEST issue

Vol 14 Issue 1

- Showcase homes in Barbados, Tobago, Cayman Islands
- TromL'oeil artist
- Pickles in a jar
- Hotel Chocolat
- WEDDING issue
- 10 TOP suite across the caribbean

Vol 14 Issue 2

- Showcase homes in Antigua, Cayman, BVI
- St Lucian artist
- Wedding Issue
- Any and everything in a jar
- Punches
- MACO properties

Vol 14 Issue 3

- Showcase homes in Trinidad, Dom Rep, SVG
- Semi precious stones in the caribbean
- Power of Breadfruit
- MACO gallery/Properties
- Natural remedies/plants
- HOME issue

Vol 14 Issue 4

- Showcase homes in Jmca, Bahamas, Grenada
- Real Estate/Development issue
- Wonder leaf aloes
- Caribbean villas/MACO gallery
- INVEST issue

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

Artwork Deadlines 2012

Publication Issue	Deadline
Vol 14 Iss1 (Mar/Apr)	3rd February
Vol 14 Iss2 (June/Jul)	24th April
Vol 14 Iss3 (Sep/Oct)	15th July
Vol 14 Iss4 (Dec/Jan)	20th October

Advertorial Deadlines 2012

Publication Issue	Deadline
Vol 14 Iss1 (Mar/Apr)	23rd January
Vol 14 Iss2 (June/Jul)	30th March
Vol 14 Iss3 (Sep/Oct)	20th July
Vol 14 Iss4 (Dec/Jan)	28th September

LIVE



GROW



EAT



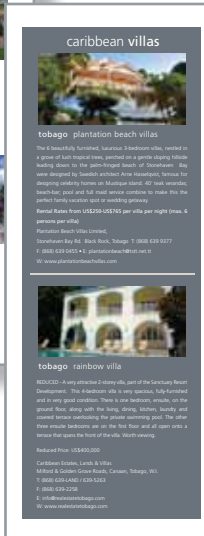
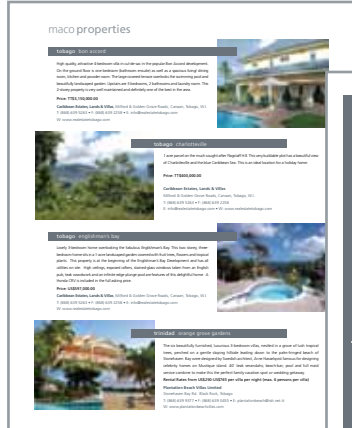
CREATE



PLAY



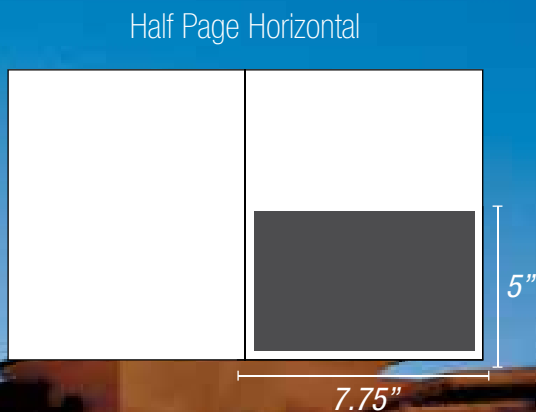
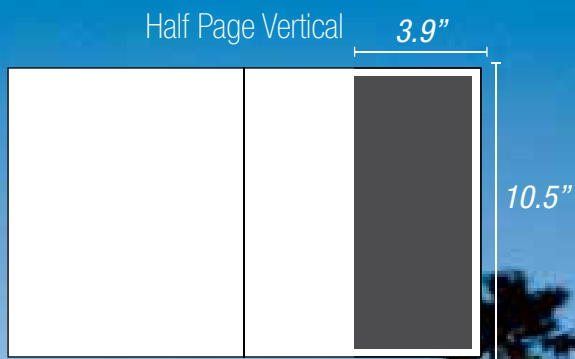
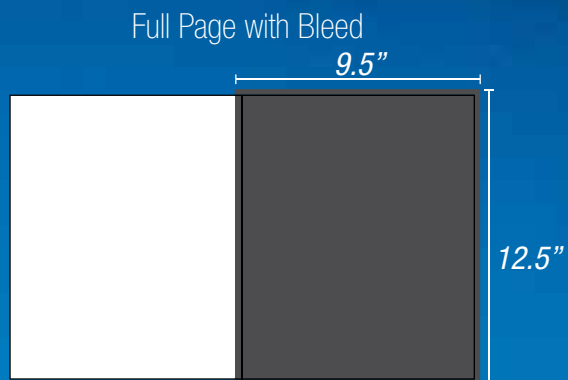
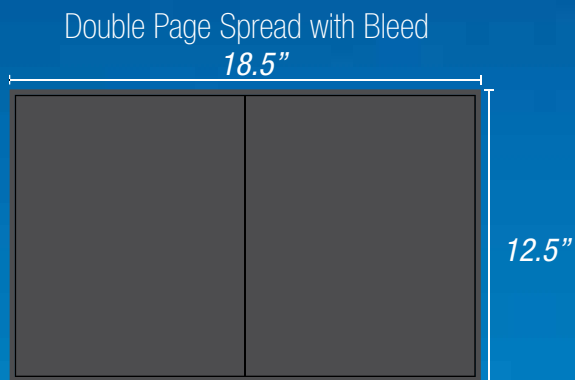
INVEST



editorial content

Our innovative design and first class photography coupled with our experienced-commissioned writers make up the dazzling display of MACO Caribbean Living. The magazine's strikingly high editorial content is an eclectic mix of features which include:

- **LIVE** – an “exclusive peep” into Caribbean homes. This section is filled with spaces that champion the relaxed and comforting vibe of island living. Homes that showcase innovative design and stunning architecture, as well commercial and residential properties are at the forefront of our leading features.
- **CREATE** – Established artists as well as creative talents on the rise are featured here. MACO is now world-renowned for seeking fine artists of various mediums; from oils to pastels, pottery to jewelry.
- **GROW** – MACO explores the Caribbean's natural heritage with breathtaking photography. Horticultural talent and their tropical gardens
- **EAT** – Caribbean specialty dishes, desserts and beverages will encourage gourmands to indulge in the sweeter part of island life. The most mouth-watering dishes from executive chefs of five star restaurants are at the turn of the page in every issue of MACO.
- **PLAY** – This is our window into the world of Caribbean lifestyle. The places, the events, the parties are all captured here. This section is the tell all for recreation done the Caribbean way.
- **INVEST** - MACO has its finger on the pulse of all things in the real estate market. Noted architects, developers and investors provide the insider's scoop on upcoming projects and also offer insider industry perspectives on noteworthy developments throughout the region.



advertising rates

file submission - files can be sent on ¹cds, ²dvds or via ³yousendit (visit www.yousendit.com and sign up for the free 100mb account)

formats - MACO Caribbean Living accepts tiff, eps, ai and 'high quality print' 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 ppi.

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

file submission

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 pdf.

Make sure all images are CMYK and a minimum of 300ppi @ 100%.

Option 2: As a hi-res EPS/TIFF

All fonts must be outlined or embedded.
Images must be CMYK and a minimum of 300ppi @ 100%

Include a minimum of 0.125" bleed all round (where required).

	1 insertion	2 insertions	3 insertions	4 insertions
Page 1	\$6500	\$6175	\$6015	\$5850
Page 2	\$6000	\$5700	\$5550	\$5400
Page 3	\$6000	\$5700	\$5550	\$5400
full page	\$5500	\$5225	\$5075	\$4950
half page	\$3300	\$3135	\$3055	\$2970
banner	\$2500	\$2375	\$2312	\$2250
double page	\$8000	\$7600	\$7400	\$7200
maco properties	\$450			
maco gallery	\$450			
Advertorial coverage (upon request)	price provided			
inside front cover	\$7000	\$6650	\$6475	\$6300
inside back cover	\$7000	\$6650	\$6475	\$6300
outside back cover	\$8000	\$7600	\$7400	\$7200

These special advertising listings, bookmark the Real Estate and Entertainment sections respectively. The MACO Real Estate listing comprises of prime Caribbean land, developments, homes and / or villas for sale and rent; The MACO Gallery showcases a selection of the region's artists and designers.

Rates are quoted in US dollars

MACO properties 1 insertion	\$450
MACO gallery 1 insertion	\$450

Retail Distribution

North America

Barnes & Noble - (Available at the following locations - (St.Petersburg, Henrico, Ft. Lauderdale, Destin, Wellington, Columbus, Las Vegas, Spanish Fort, Gilbert, MontClair, La Haina, Tuscaloosa, Hollywood, Plantation, New York, Marietta, Bloomington, Rockville, Miami, Coral Springs, Atlanta, St. Augustine, Pembroke Pines, Philadelphia, North Charleston, Brooklyn, AC Vroman Inc - Pasadena, B&N NWSTD All titles - New York, Marcks Brentwood News - Brentwood, Sherman Oaks Newsstands - Sherman Oaks, Magpies News - Durango, Bob's News & Books - Ft. Lauderdale, City Newsstand - Chicago, Newsbreak Inc - Swansea, Boulder Book Store - Boulder, Newsbreak Inc - New Bedford, Chicago Main Newsstand - Evanston, Fountain Square NEWS - Cincinnati, Newsbeat - Sacramento, Robertson Bookstore INC - Los Angeles, Paras Newstands LLC - San Diego)

Canada

MACO Caribbean Living can be found at branches of Indigo, Chapters, W.H. Smith and Coles bookstore chains U.S.A.

International

Australia, England, Greece, Poland, Malaysia, New Zealand, Singapore, South Africa, Taiwan

Central America

Belize, Brazil, Costa Rica, Guam, Guyana, Mexico, Panama

Caribbean

Anguilla - Olive Hodge Drugstore, Valley Drugstore, Lake's World

Antigua - Epicurean Supermarket, Jolly beach Hotel

Aruba - (DeWit stores - Available at six(6) locations including the airport location, Ling & Sons Supermarket, Kong Hing Supermarket, Super Foods, Marriott Hotel, Bruna Bookstore, Kong Hing Supermarket, Red Sail Sports—Hyatt Regency)

Barbados - Pages Bookstores, Super Centre Supermarkets, Carlton Supermarket, Emerald City Supermarket, Biway Airport store, Hilton Hotel Gift Shop, Days Books, Cloister Bookstores, I Mart Convenience stores, Identity Design

Bahamas

Bermuda

British Virgin Islands - Esme's Bookshop, Riteway Supermarket

Cayman Islands - Hobbies & Books, Books & Books, Pure Art, Foster's at Republic, Foster's Food Fair Strand, Foster's Savanna, Foster's Food Fair, Kirk Supermarket, Hurley's Market Place, Market Place, Westin Resort, The Ritz Carlton, Marriott Hotel, West Bay Road Esso, 7 Mile Beach Texaco, Savannah Texaco, McTaggart Texaco, Jose Service Centre, Mike's Esso, Eastern Texaco, Caymania Airport, Economy Pharmacy

Curacao - Mensing's Caminada Bookstore, Boulevard Marketplace,

Albert Heijn Supermarket, Centrum Supermarket, Samsom Bookstores

Dominica - Pages Bookstore

Grenada - (Available at the following retail outlets - (Art & Soul, Atlantic News, Baskets & More, D & D Gift Shop, Essentials, Food Fair, Foodland, Gloria Hut, Imagine, Presents, Real Value Supermarkets, Rex Grenada, Roland Benjamin, Sea Change, True Blue Resort and Pattys Deli)

Jamaica - (Available at bookstores, pharmacies, supermarkets, gift shops islandwide. Call Novelty Trading Co. at 1-888-NOVELTY (668-3589) for a location nearest you.

Puerto Rico

St. Croix - HDS Airport Store, Plaza Extra Supermarket, Schooner Bay Supermarket

St. Kitts / Nevis

St. Lucia - Sunshine Bookshops

St. Maarten - HDS Airport Shops, Le Grand Marche Supermarkets, Vandorp Eddine Bookshops, Boutique Tabac, Silver Palm Gift Shops

St. Thomas/St. John - Chelsea Drugstores, Havensight Pharmacy, HDS Airport Store, Caneel Bay Gift Shop, KMART stores, Marina Market Supermarket, Ritz Carlton Gift Shop

St. Vincent - Sprott Brothers

Trinidad & Tobago - (Available at the following retail outlets - (Academics Plus, Aziz, Blue Star, Books Etc (San Fernando & P.O.S.), Charrans (Tunapuna, Arima & Mt. Hope), Newstand, Mini City, G. Gamaldo, I.M. Khan, Kapok Hotel, M.Williams, Medicine Plus, Morsehead, Mohammed's Book Stores (P.O.S., West Mall, Gulf City), Paper Base, Starlite Drugs, SuperPharm (Chaguanas, Gulf City, Maraval, Valpark, West Mall), Peakes, Tru Valu, UWI Book Shop and Western Pharmacy)

Turks & Caicos

U.S. Virgin Islands - KMART, HDS Airport stores, St. Thomas, St. Croix, Plaza Extra supermarket, St. Croix, World Fresh Supermarkets, St. Thomas, St. Croix

Free Distribution

Hotels & Villas

Antigua

Sugar Ridge Hotel
City View Hotel
Harmony Hall
Blue Waters Hotel
Antigua Yacht Club Marina
Jolly Harbour
Athletic Club (Airport)
Tradewinds
Abracadabras

Barbados

Accra Hotel
Savannah Hotel
The Hilton
The Crane
Cobblers Cove
Tambarind Cove
Crystal Cove
The House
Colony Club
Turtle Beach

Silver Point Hotel

Grenada

Blue Horizon
Calabash
Coral Cove Hotel
Flambouyant
La Luna
La Source
Mt. Cinnamon
Rex Grenadian
Spice Island
True Blue Bay Resort
Grenada Grande

Jamaica - Kingston

Spanish Court
The Courtleigh
Knotsford
The Hilton
The Pegasus

Jamaica - Mobay
Half Moon
The Ritz Carlton

St. Lucia

Coco Palm
Bay Gardens
The Landings
Wind Jammers

Trinidad & Tobago

The Hyatt Regency
Marriot Courtyard
Ambassador Hotel
Kapok Hotel
The Cascadia Hotel
The Hilton
Coblentz Inn
Carlton Savannah
Normandie Hotel

Trinidad - Other
Spas, Rituals Cofee
Shops, First Class
Lounges, Major
Restaurants,
Fitness Clubs and Major
Pharmacies

Free Airline Distribution

In-flight Virgin Atlantic first class cabin Caribbean routes

Airport Lounges

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

- Gatwick/Heathrow

- All Virgin flights (Caribbean routes upper class)

First class airline lounges UK

Airline

Virgin Atlantic

British Airways

American Airlines/Admiral Lounge

Aviance Lounge Alexander Suite

United Airlines

US Airlines

Lufthansa

Continental

Delta

Air Jamaica

Caribbean Airlines

BMI

US Airways

British Airways London region lounges
Terrace 3&4)

British Airways London region lounges

British Airways London region lounges

First class airline lounges US

Airline

British Airways

Lounges

Atlanta
Miami
Dallas
Seattle
Los Angeles

London Heathrow (T3 Lounge)

London Heathrow (T5 Lounge, Arrivals, First class, Club membership)

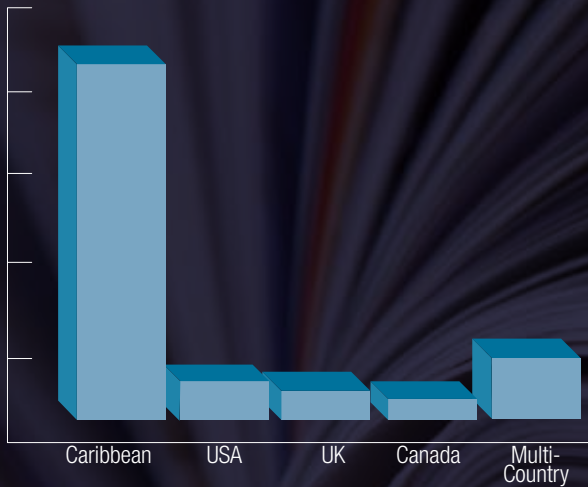
Orlando	Boston
Denver	Chicago
Philadelphia	Washington
Houston	San Francisco
Tampa	Baltimore

Airline lounges Caribbean

Antigua	Bermuda	Bridgetown	Grenada	Nassau
---------	---------	------------	---------	--------

Gate Service

BMI gate service (6 flights per week) Barbados & Antigua & Las Vegas



LOCATION

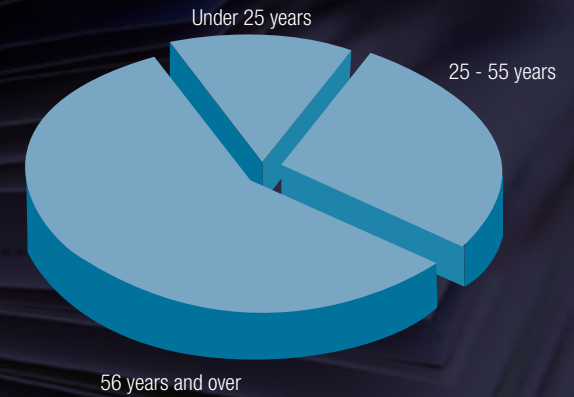
Reside full time in the Caribbean	75%
Reside full time in the USA	5%
Reside full time in the UK	5%
Divide time between Caribbean and a secondary residence in the USA, UK or Canada	14%

HOUSEHOLD INCOME

Over USD\$75,000/annum	50%
------------------------	-----

EDUCATION

post graduate degree	70%
----------------------	-----



Our readers have an avid interest in the region and are seasoned travellers. They are young and young at heart and have an energetic approach to life. They pride themselves on being in the know with the latest trends. They are sophisticated professionals who are financially successful with high disposable incomes and spend no expense.

GENDER

female	70%
male	30%

AGE

Under 25	15%
25-55 years	65%
56 and over	20%

the power of print

Somehow, amidst their infatuation with Facebook, YouTube, Twitter and the like, young adults are still making time for another one of their favourite pursuits: reading magazines.

Average paid subscriptions reached nearly 300 million in 2009 (Source: MPA estimates based on ABC first half 2009 and second half 2009 data). In fact, in 2009, 22% of all new paid magazine subscriptions were done online. People love magazines as much as ever. What they don't love is filling out little subscription postcards with the best intentions of mailing them only to discover those cards under a pile of mail a month later. The Internet has not supplanted magazines as the preferred medium; readers are simply using it as a tool to get their magazines through a simpler, faster and more efficient process. And what's more, just as the Internet is aiding the increased rate of magazine subscriptions, magazines drive web searches-readers want to know more about the fascinating content found in their favourite mags.

Compared to other forms of media, magazines have a competitive edge when it comes to delivering long-lasting, high impact advertising. Magazines deliver advertising messages over time, and as readers pass

them along to family and friends, ads constantly reach new markets and demographics.

Declining advertising also works in the favour of companies and business owners who dare to see the value of advertising in magazines, especially now. There is less so-called "clutter" in the market, which ensures that your brands will stand out. Less clutter also gives you an edge over your competitors who have slashed their advertising budgets. Your brands achieve dominance in a less crowded marketplace, which brings more consumers to your products.

So, why advertise in magazines? Magazine readership has grown over the last few years, with the 18-34 year old demographic among the most loyal readers and quickly growing sector. Not only are they more loyal than their older counterparts, they read more issues per month and spend more time on each issue (MRI Fall 2009 data). This means more exposure to your ads. Consumer confidence is starting to go back up, which means consumer spending is also starting to improve. Things can only go up from here. Magazines are here to stay.

Compared to other forms of media, magazines have a competitive edge when it comes to delivering long-lasting, high impact advertising.

sappi

maco awards

1. Maco strikes Gold again at the 2011 Annual Sappi Printers of the Year Awards with MACO Caribbean Living Volume 12 Issue 1.

American Printing Company, our US-based printers, nominated Maco for the prestigious award. MACO Caribbean Living also claimed gold for last year's 10th Anniversary issue.

Maco Caribbean Living, highlights the Caribbean's most luxurious and architecturally creative homes, villas and resorts. It also portrays the diversity of the Caribbean region through the creativity of food, artists, gardens, and travel features.

Winning this award two years in a row solidifies Toute Bagai's obsession with producing high quality products and the amazing print partnership that has developed over the years with American Printing Company.

Gold winners are the leaders and innovators in the publishing business and with their continued dedication on producing a consistently high standard product; is a good example of why print is here to stay.

The Sappi Awards honour these innovations and creativity in print design and is noted as a mark of distinction throughout the industry.

The winning entries were selected from a field of approximately 3,000. All Sappi entries were judged by a panel of the industry's highly regarded print professionals on the overall impact of the piece, degree of difficulty in the printing techniques and technical excellence.

2. International Gallery of Superb Printing

In 2005, MACO Magazines took home the Silver and the Gold at the 31st Annual International Gallery of Superb Printing Awards. Toute Bagai Publishing Company is proud to have received two distinctions, the Gold Award for MACO Destinations Volume 1, Issue 1 and the Silver Award for MACO Caribbean Living Volume 6 Issue 3 out of more than 25,000 entries from around the globe. The competition is devoted to the principles of honouring excellence in the graphic arts by celebrating Craft, Applauding Art and Showcasing Science.

3. Bits 2005 - 1st Place - Best Large Booth

In 2005 Toute Bagai Publishing won first place in the large booth category for their presentation, "The MACO House" at the Building and Industry Trade Show (B.I.T.S.). BITS is the largest trade show in the southern Caribbean for all companies involved in construction, furnishings and design. Featuring international services, distributors, and manufacturers, "The MACO House", was constructed entirely from the products and services advertised in MACO Magazines Publishing's creativity and ingenuity in bringing the Caribbean to the world.

4. The Premier Print Award 2004

Toute Bagai Publishing and Colour Innovations were awarded the Premier Print Award in 2004 by The Printing Industries of America for excellence in print quality, presentation and design. Toute Bagai Publishing was selected out of thousands of international entries.

macocaribbean.com

Introducing macocaribbean.com, MACO's stylish, intelligent, insider's guide to the Caribbean. Our soon to launch bespoke website has a wicked editorial style and the perfect mix of indulgence and sophistication, incorporating, of course, MACO's stunning visual language! Launching December 2010, macocaribbean.com offers authentic reviews and previews of the best places to stay, eat, play and do in the Caribbean.

ADVERTISING OPPORTUNITIES

macocaribbean.com is the most effective way to reach high-income Caribbean-interested travelers and consumers worldwide, offering value that is hard to beat. At a lower cost than print or broadcast advertising, we offer myriad opportunities to get your information out. Our sales team can create customized packages to meet your specific needs.

1. SPONSORED FEATURES

Sponsored features are 500 word online advertorials accompanied by up to three photographs, strategically placed on our home page and on destination pages.

2. DISPLAY ADVERTISING

In order to offer advertisers maximum visibility, we offer two options for display ads available: 300 x 250 square, and 300 x 600 rectangle. Display advertising is available on ALL pages through the site, with prime spots available on the home page and destination pages.

3. MACO ACCESS GIVEAWAYS, DEALS AND PROMOTIONS

MACO Access are fabulous subscriber-only deals, specials and promotions from our trusted advertisers. To offer advertisers maximum visibility, offers are highlighted on EVERY SINGLE page on the site and included in MACO Now Newsletters.

4. SOCIAL MEDIA MARKETING

All web advertisers benefit from additional marketing and promotion to thousands of MACO social media fans on Facebook, Twitter, etc.

MACO NOW NEWSLETTERS

MACO Now newsletters bring the most up-to-date Caribbean lifestyle and travel news, special offers, deals, and events previews directly to the email inboxes of thousands of loyal MACO subscribers. Advertising options include "Dedicated Emails", Display advertising, promotions and embedded videos. Package offers available.

