

# M

p e o p l e

T R I N I D A D

## media kit

**TBP**

TOUTE BAGAI PUBLISHING  
Publishers of *MACO* Magazines





# M

p e o p l e

## concept

For the past 14 years, MACO Magazines have been taking you into the glamorous homes of the elite.

Now, we take you into their lives.

Mpeople trinidad is the first magazine in Trinidad & Tobago featuring intimate conversations with personalities, sports legends, artists and socialites, as well as featuring an inside look at the most exciting events, private parties and happenings within Trinidad and Tobago. We take our readers behind closed doors, beyond the velvet rope, giving them an all access pass into the lives of the fabulous and the famous within the most metropolitan republic in the Caribbean.

## mission

It is our mission to provide advertisers and partners with essential insight, unrivalled opportunity and dynamic ideas that enrich their media investment and provide connections to our readers.

## distribution

Mpeople trinidad is published quarterly, with a circulation of approximately 10,000. It is distributed in established bookstores, supermarkets, airports, banks, coffee shops, spas, restaurants, lounges, select retail stores, doctors offices, mas camps, special events and more.

## demographics

Mpeople trinidad appeals to a wide range of readers throughout T&T; The true Maco's at heart.

This magazine is read by people coming from a wide cross section of eco-societal backgrounds:

- Ages 21-51
- 52% Women / 48% Men
- Readers WILL pass the magazine on after reading, at least once

## rates

All quoted in US\$\$

Inside front cover: \$1350

Outside back cover: \$1500

Page 1: \$1350

Inside Back Cover: \$1175

FRH Opposite Contents: \$1090

Full Page, Full Colour: \$900

Half Page, FC: \$650

Banner: \$475

TBP

TOUTE BAGAI PUBLISHING



# M

p e o p l e

## editorial content

We consider our editorial content to be the sharpest in the region. Mpeople trinidad is unrivalled at combining engaging editorial with discerning readers and the smartest advertisers. In pursuit of the untold stories and revealing facts, Mpeople trinidad pays homage to detail and delves into the lives of Trinidad and Tobago's most talked about personalities— from the world of entertainment, fashion, business, politics and the arts. Our well informed storytelling makes us essential reading for people who want to be in the know.

### ISSUE 1

Trinidad and Tobago Olympic Issue  
Exclusive interviews with Olympians past  
present and future,  
Romantic Easter Getaways  
Top celebrity commentary  
Editor Loves

### ISSUE 2

Exclusive Interviews  
Sizzling event coverage  
Summer's hottest weddings  
Restaurant round up  
Local Brands Uncapped  
Editor Loves

### ISSUE 3

Exclusive Interviews  
Trend Alert / Fashion  
Top wines review  
Local Brands Uncapped  
Editor Loves

### ISSUE 4

Exclusive Interviews  
Christmas at Queen's Hall  
Champagne review  
Local Brands Uncapped  
Editor Loves

### ARTWORK DEADLINES

Publication Issue	Deadline
Issue 1 (Feb/Mar) 2012 -	15th March
Issue 2 (May/June) 2012 -	6th June
Issue 3 (Aug/Sep) 2012 -	5th September
Issue 4 (Nov/Dec) 2012 -	19th November

### ADVERTORIAL DEADLINES

Publication Issue	Deadline
Issue 1 (Feb/Mar) 2012 -	27th February
Issue 2 (May/June) 2012 -	31st May
Issue 3 (Aug/Sep) 2012 -	31st August
Issue 4 (Nov/Dec) 2012 -	14th November

TBP

TOUTE BAGAI PUBLISHING

Toute Bagai Publishing • 26 Kelly Kenny Street, Woodbrook, Trinidad • Tel: 1-868-622-0519 / Fax: 1-868-628-6909 • www.macomag.com



M  
p e o p l e

## free distribution

### PORT OF SPAIN

Hyatt Wrightson Road  
Hyatt Spa Wrightson Road

### OTHER

Rituals Head Office Chaguanas  
CA First Class House, Golden Grove Rd, Piarco  
CA First Class Lounges Barbados  
VIP Lounges PIARCO

### GLENCOE

Bombay Duck, Lindas Bakery, USA Video Rental, Arabian Nights, Rituals

### MOVIE TOWNE

Traders Jacks, Zanzibar, Woodford Cafe, Haagen Dazs, Jebelle, Carolina, Collection Mexicana, TCBY

Mezzaluna, Marriot Courtyard, La Vita Spa, Prime Restaurant

### MARAVAL

Ambassador Hotel, Moniques, Alicia's, Adams Bagelry, Bello Lino, Professional Dry Cleaner, Superpharm

Malabar Farms, Kahoots, Unkle E's, Paper Mill

### LONG CIRCULAR

Long Circular Club, Institute de Beaute, Ray Cool

### ELLERSLIE

Fitness Centre, Peter Elias, Mezzaluna, Gelato, Haagen Dazs, Honey

Grill, Kapok Hotel

### ST CLAIR

Rituals, Kamwah, Digicel Lobby, Tatil Lobby

### CASCADE

Tribe-dist of costumes, Belizza, Cascadia, Hilton, Coblentz Inn, Carlton Savannah, Normandie Hotel

### WOODBROOK

Tribe, Club Savannah, Oval Gym, Body Academy, Spinners World, Moksha Yoga, Aveda Spa  
Lark Spa, Face & Body Clinic, Meta Spa, Island People, House of Jaipur,  
Vishnu Hair Salon, Bally, More Vino, Wang Tong, MDCUM, Shakers  
El Pecos, Mangoes, Satchmos, Coco Lounge, Hart & Leonard, Harts,  
Guardian General, St. Clair Medical, Dental Clinic, Serpentine Medical,  
WestShore Medical

### WESTMALL

Bio Fitness  
Optometrist Today  
Faridas  
Fernandes Wine  
Mac  
Peter Elias  
Bambu  
Guardian Life Lobby  
Bayhside

La Riviera Lobby  
Regents Towers

Chamber of Commerce

### STARLITE DIEGO MARTIN

Core Clothing  
True Blue  
Fitness Centre

### CAR DEALERSHIPS

Southern Sales (Service)  
BMW  
Mercedes  
Mileage Mack  
Laughlin & DeGannes  
Diamond Motors  
Classic motors  
Mc Enearney

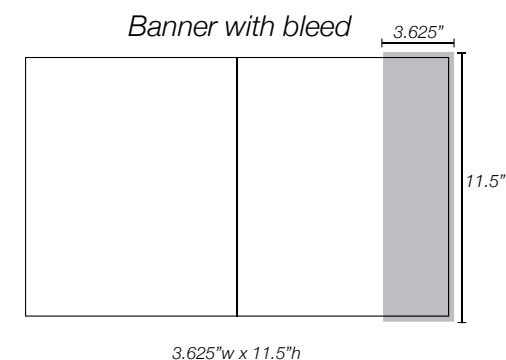
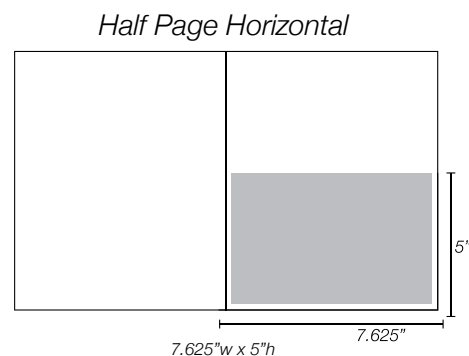
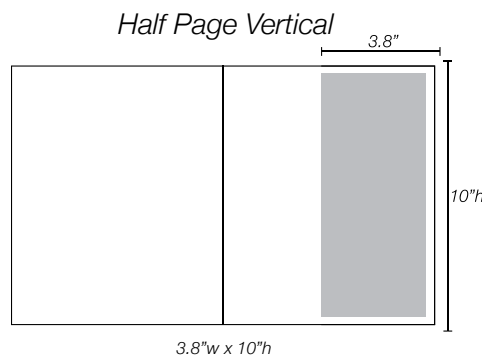
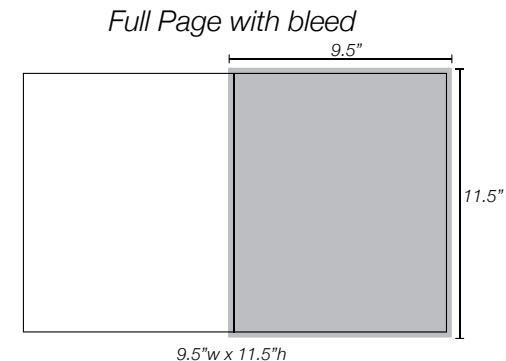
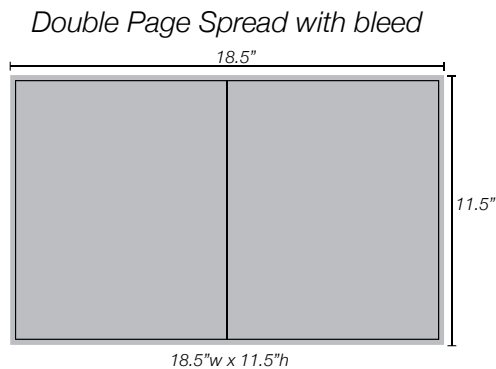
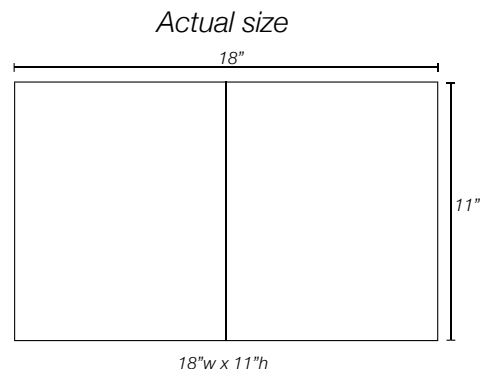
### BOOKSTORES

Awai Bookstore - Piarco  
All R.I.K. outlets  
Superpharm Stores  
Mohammed Bookstores  
Ishmael M Khan Bookstores  
Starlite Shopping Complex

TBP

TOUTE BAGAI PUBLISHING

# specifications



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).  
 File Submission - files can be sent on 1cdfs, 2dvds or via 3yousendit (visit [www.yousendit.com](http://www.yousendit.com) and sign up for the free 100mb account)  
 Formats - Mpeople trinidad 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.



TOUTE BAGAI PUBLISHING

## maco enters the digital world

MACO Caribbean Living has entered the digital world!

MACO Caribbean Living, the region's premiere architectural and luxury living magazine is the first regional publication to partner with Zinio; the world's largest digital newsstand.

Now, through Zinio's 'ZINIO UNITY™' reading platform, readers can truly experience the Caribbean's most architecturally fascinating homes, villas, resorts, restaurants and hotels anywhere, anytime and on any device.

Zinio allows readers to access the magazine through the web browsers on their MACs or PCs, or through the Zinio digital app, which is available for iPods, iPads and iPhones, as well as for Android Smartphone's. The Zinio digital app allows for easy flow between text, images, videos and graphic details.

With Zinio, MACO Caribbean Living readers around the globe will now have the option of reading the magazine online at any time, or of downloading it to be read at their leisure.

According to the Internet Usage and World Population Statistics, 30% of the world's population is now online. MACO Caribbean Living can now reach a broader audience, allowing the readers and potential advertisers an interactive and engaging experience.

Zinio has provided clients a platform to have innovative media-rich campaigns including video and audio content with an extended range of viewers worldwide.

Log on to <https://www.zinio.com/account/download-reader-page.jsp> for samples of what you the advertiser can 'add' on to your ad page.

Rates for add on's are below not including production.

All files must be sent to TBP for Zinio to include on the digital magazine file.

Hyperlink from ad to website: FREE

Flash File: US\$300/issue

Video File: US\$300/issue

Flash Video: US\$300/issue

Audio File: US\$300/issue

The second issue of Maco Caribbean Living Volume 13 Issue 2 will be totally interactive with videos, audio and hyper links, allowing you to maximise your advertising dollar by extending the reach and variety of media through which you speak to customers.

It's a digital magazine like NO OTHER!

The Zinio magazine digital App is now available for download for only US\$3.99. Just click the link, <https://www.zinio.com/checkout/publisher/?productId=500629299&offer=500380453&bd=1&ps=1>

Contact our Advertising Sales Executives today to discuss advertising packages that include our print and digital products.



TBP

TOUTE BAGAI PUBLISHING

# 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.

TBP

TOUTE BAGAI PUBLISHING



M  
p e o p l e

## MACO Hot List

### EDITOR LOVES...

Here we present the stuff, your heart most desires from the mundane to the magnificent— Each specially selected item deserves its moment in the spotlight.

### REQUIREMENTS:

- Up to 40 words
- One image (jpeg, pdf, eps, tiff)  
7in(w) x 7in(h) @ 300ppi)

MACO Hot List: TT\$1000

**editor**  
Loves...

WHAT'S NOT TO LOVE ABOUT STORIES OF OLD,  
ABOUT BUBBLES, ABOUT STUFF THAT MAKES YOU  
FEEL PRETTY AND A PLACE TO LOSE YOURSELF IN...

**1**

Quality products made with the Caribbean woman's mind, immediately visible to make radiant, soft, glowing, youthful and products when applied to your skin. These products use the unique skin corrects the skin's natural biological with the Caribbean natural.

**2**

It's an amazing story, Don't just read it, read it with your eyes. The author's story is a magical tale of magic and mystery. The author's story is a magical tale of magic and mystery. The author's story is a magical tale of magic and mystery.

**3**

Solo Apple (Grapefruit & Orange) are delightfully sparkling beverages made from natural fruits. They contain 100% natural fruit juice and are sweetened with natural sugar. Solo Apple is the only naturally sweetened beverage that contains no artificial sweeteners. Selection for those who love the taste.

**4**

Beautifully designed and fully furnished bedrooms. The bedrooms are fully furnished and feature a bed, desk, and chair. The bedrooms are fully furnished and feature a bed, desk, and chair.

**5**

A unique shopping experience for the Caribbean. The author's story is a magical tale of magic and mystery. The author's story is a magical tale of magic and mystery.



TOUTE BAGAI PUBLISHING



M  
p e o p l e

## 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.



TBP

TOUTE BAGAI PUBLISHING



M  
p e o p l e

## terms & conditions

In these conditions Toute Bagai Publishing as publisher of magazines carrying advertising is referred to as 'TBP'. The Advertiser refers to the person or entity booking the space, whether an advertising agency or direct client.

1. Rates are quoted exclusive of VAT and may be increased at any time upon 3 months written notice.
2. In addition to the rates quoted in the Media Kit, if an Advertiser requires artwork, sketches, layout, photography or processing, or other services deemed 'production work', it shall pay TBP for the same at the cost plus VAT quoted at the time of the request.
3. Copyright in any production work provided by TBP shall vest in TBP.
4. Cancellations cannot be accepted from Advertisers within 60 days of closing date. Covers and promotions cannot be cancelled.
5. Cancellation: Notice in writing is required to stop or suspend and insertion. The notice is to arrive at TBP before 60 days of the closing date.
6. If an Advertiser cancels the balance of a contract, he relinquishes any right to any discount to which he was previously entitled and advertisements will be paid for at the appropriate rates.
7. TBP is not responsible for errors or omissions in advertising materials provided by the Advertiser or for changes made after closing date.
8. TBP may reject or cancel any advertising for any reason at any time. Advertisements simulating the magazine's editorial material in appearance or style or that are not immediately identifiable as advertisements are not acceptable.
9. No conditions, printed or otherwise, appearing on contracts, orders or copy instructions which conflict with, vary or add to these conditions or the provisions of the magazine's media kit will be binding on TBP to the extent that the conditions contained herein are inconsistent with any such conditions, these conditions shall govern and supersede any such. TBP has the right to insert the advertising anywhere in the magazine (such as page location, competitive separation or placement facing editorial copy), will be treated as a positioning request only and cannot be guaranteed. TBP's inability or failure to comply with any such condition shall not relieve the Advertiser of the obligation to pay for the advertising.
10. Charges will be made to the Advertiser where the printers are involved in extra production work owing to acts or defaults of the Advertiser. These charges will be at the rates agreed prior to publication.
11. TBP shall not be subject to any liability whatsoever for any failure to publish or circulate all or any part of any issue for the magazine because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of TBP.
12. Invoices are rendered on or before the on sale date of the magazine. Payments are due within 30 days from the billing date. The Advertiser (and Agency) are jointly and severally liable for payment of all invoices for advertising published in the magazine. If accounts are not paid by the due date TBP reserves the right to make surcharges at the rate of 3% per month until payment is made.
13. Any and all negotiated Advertiser discounts are only applicable to and available during the period in which they were earned. Unused rebates will expire six months after the end of the period in which they were earned.
14. Agents must disclose the name of their clients and the nature of the advertising at time of booking. Any mistaken disclosure or failure to disclose entitles TBP to reject or cancel the order.
15. All copy, artwork and materials must comply with the specifications set out in the Media Kit.
16. If the Advertiser does not provide finished copy by the scheduled artwork deadline TBP is entitled but not obliged to repeat copy from the preceding period.
17. TBP is not responsible for corrections to copy after the scheduled date nor for key numbers.
18. TBP is entitled in its absolute discretion to reject or exclude any advertisement submitted or previously accepted for publication.
19. Final print runs are not decided until one week prior to on-sale. Therefore the total amount of inserts used may vary.
20. Contract conditions are subject to change without notice.

TBP

TOUTE BAGAI PUBLISHING

Toute Bagai Publishing • 26 Kelly Kenny Street, Woodbrook, Trinidad • Tel: 1-868-622-0519 / Fax: 1-868-628-6909 • [www.macomag.com](http://www.macomag.com)