

Caribbean Today



THE INFORMATIVE & ENTERTAINING NEWS MAGAZINE FOR CARIBBEANS AND AMERICANS

Consistently Credible

MEDIA GUIDE 2024

CIRCULATION
VERIFICATION
COUNCIL

Welcome to Caribbean Today

**THE MULTI-AWARD
WINNING NEWSMAGAZINE**

*Consistently
Credible*

We cover your world....

The Caribbean sound is colorful and vibrant! It is Reggae, Blues, Soca, Zouk and Jazz. It is scuba diving, wind surfing, water-skiing, skydiving, sight-seeing, hiking, history, news and more.

The Caribbean islands are for day AND night people. There is ALWAYS something happening.

Welcome to the new exciting world of Caribbean Today.

We are a full color monthly news-magazine distributed throughout the entire South Florida region, Orlando, Tampa, Atlanta and New York.

The Power of Color!

Caribbean Today is as diverse and colorful as the islands we cover. With our emphasis on color, our advertisers appreciate our excellent full color reproduction, an integral part of this unique advertising medium.

Caribbean Today carries news and features with local and regional correspondents as well as international wire news services.

Caribbean people, both in North America and the Region, is a large and growing market that is being tapped and harnessed by Caribbean Today, the exciting newsmagazine.



Caribbean Today - A GOOD BUY! 16 Good Reasons why

- 1 Ease in Advertising:** You are within easy reach of the English speaking Caribbean audience with Caribbean Today. We are the simple "one-stop access" publication.
- 2 Compactness:** This news-magazine is built to be read quickly, so readers go through every page with ease.
- 3 Uncluttered:** No ads are buried under mountains of advertising. All ads are easily seen.
- 4 Simplicity:** No 'elaborate' writing or typography. This news-magazine is meant to convey information easily and concisely.
- 5 Saturation:** Caribbean Today is distributed from Homestead to West Palm Beach and mailed to Orlando, Tampa, Tallahassee, New York and Atlanta.
- 6 Quality:** The articles are good, using the latest news up to the time of printing mixed with entertaining and informative features. The advertisers are reputable businesses. It's a favorable environment for advertising, because the reader has a good image of Caribbean Today.
- 7 Discerning readers:** The Pinecrest, South Miami, Palmetto Bay and Coral Gables audience, which we also deliver to, are upper-income areas where people have a higher discretionary spending.
- 8 No waste:** Everyone of our readers is a potential customer for our advertisers. In some larger publications, many readers are in a much lower income category.
- 9 Assured delivery date:** Our hand-delivered newspapers reach readers at virtually the same time every month.
- 10 Low cost:** At \$4,200 per page, knowledgeable advertisers will know that the price is a good buy (a tiny ad in a local metro daily costs that much and more).
- 11 Snob Appeal:** There is some added prestige in dealing with CT, we are twice as old and boast five times the circulation of our nearest South Florida competitors.
- 12 Networking:** With our Networking section we put you in touch with the who's who and what they are doing.
- 13 Production:** We offer top quality work and reproduction with the latest in desktop publishing and digital design. Thus giving you the professional look that you require.
- 14 Advertising Cost:** With lower production cost, it makes it less expensive for you to advertise in comparison to comparable existing alternatives.
- 15 Respected:** Caribbean Today has been recognized by many civic groups and other media, including television and radio for over 32 years.
- 16 Most Importantly:** We offer courteous and knowledgeable personalized service to our clients with the utmost convenience. Call us, we would love to come out to visit with you.

The Technology

Caribbean Today uses state-of-the-art desk top publishing software; Adobe Indesign, Illustrator, Photoshop. All publishing functions are handled in-house except for the actual printing of Caribbean Today.

Total page layout and composition, including graphics, photos, and ad placement are managed by our graphic artist using the latest computer software. When pages are edited and proofed, the final page construction is also completed in our offices, thus ensuring complete quality control in-house, meeting international standards. All pre-press is done in-house and preflight before submission to the printer.

Ads need to be 250-300 DPI print ready PDFS. All PDFS need to be converted to CMYK (please convert all pantone colors

appropriately) Convert all black text into 100%, true black (K). Black text that is a combination of CMYK does not print well. An ad supplied as a jpeg or tiff will have that issue and may not print well as the type will be four color.

Please do not send in ads as a Word document or Publisher, convert to a PDF and then submit.

Advertisers are responsible for providing the correct line screen (250-300 DPI) PDFS, especially for their four-color ads.

Caribbean Today Services

*Free Pre-Press edits and adjustments with these exceptions:

The advertiser can change the layout only once. However, after the second change,

a \$30 per hour charge will be charged.

If full artwork and design is required to create an ad, there will be an art cost based on a \$30/hourly rate and any additional purchased stock images used. Please contact our office for a full art cost quote.

General Data

Format:Tabloid 11" wide x 15"
 Color: CMYK
 Frequency: Monthly
 Deadline: 4th Friday
 in the month prior
 Printing date: First Friday
 Columns per page: 5 (10" wide)
 Depth of page: 14" Deep

Caribbean Today - Circulation and Distribution

1. Caribbean Today is hand-delivered to all points of distribution and mailed to advertisers, subscribers and other select groups, such as embassies, consulates. Our readership is comprised of upscale Caribbean residents, West Indians abroad, governments worldwide and North American business and vacation travelers. Caribbean Today is delivered in the U.S (free of charge) and the World. It is accessible via email and on the web at www.caribbeantoday.com.

Caribbean Today reaches:

- A. Professional offices (lawyers, doctors, real estate offices, dentists, importers and exporters, and others)
- B. All the Caribbean consulates and offices (in the US, Canada and England)
- C. Post offices
- D. Advertising agencies
- E. Caribbean restaurants and lounges
- F. Caribbean-American and US grocery stores in South Florida
- G. Caribbean Chamber of Commerce organizations
- K. The Caribbean Tourism Organization
- L. Corporate offices.

2. Caribbean Today will extend notarized press-run statements and control circulation contracts to all clients requesting circulation/distribution guarantees along with our audit report.

3. Subscriptions are available at \$40.00 per year first class and \$35.00 bulk mail.

Advertisers or ad agencies requesting verification of publication are offered up to 3 tear sheets. Over 3 tear sheets, we charge 3/\$1.00. If tear sheets are ordered after publication, the advertisers will be charged \$1.00 per tear sheet.

Caribbean Today is distributed throughout Florida's major cities as well as the Brickell Financial District in Miami, known better as "Wall Street South". There is also distribution in the other business areas of South Florida. Caribbean Today is within easy reach of the Caribbean, with good acceptance in the English-speaking countries. We're in constant touch with the who's who and with what is happening through our networking system. We deliver the latest timely news with a positive editorial approach, historical points of interest and upcoming major happenings throughout the Caribbean.



BREAKDOWN

Total Distribution 36,000

South Florida

Broward	11,000
North Dade	9,800
Northeast Dade	1,250
Homestead	2,000
South Dade	4,800
Downtown	2,175
Airport West	500
Palm Beach	2,500

Subtotal: 34,025

Outside South Florida

Orlando	200
Tallahassee	200
Tampa	200
Atlanta	200
New York	250
Subscribers/Controlled	925

Subtotal: 1,975

Grand Total 36,000

Caribbean Today

1-800-605-7516



Caribbean Today's Target Market

Caribbean Today is unique in its publication as a "newsmagazine" and as such, it has virtually no competition in its class.

The demographic group targeted by Caribbean Today is the prime audience which is sought after by advertising agencies and their clients worldwide. The two main target groups of Caribbean Today are the North American business and tourist person and the upscale Caribbean-born, residing in North America or in the region. Both groups run parallel in profile and segment characteristics.

The primary audience is what has now

become known as the new middle-America - young, better educated, greater family income and fewer children. Also traditionalist, older, down home, practical and conventional. Both groups are concerned with their living conditions: they are mobile, moderate risk-takers and very social. Caribbean Today attracts these readers with Caribbean and U.S. news with positive down-to-earth writing and editing style and holds them with tantalizing front pages that are typical of the Caribbean in full color.

Other strengths are reflected in the Business and Real Estate news; people and

places, profiles, entertainment, travel information, and regular news.

We want to target business persons and tourists on an ongoing and regular basis. Caribbean Today is building and working to be the paper that can serve the people who vacation in, live in, work in, sell in, and do business in both North America and the Caribbean.

Over 40 million people travel to the Caribbean each year for business, entertainment and leisure. And many also travel from the Caribbean to the U.S. each year.

Socioeconomic Scores - A Formidable Untapped Market

In a recent comparison study conducted by professor Thomas Boswell of the Cuban American Policy Center and the Department of Geography of the University of Miami, Jamaicans in Miami were found to be ranked number one among all black Groups migrating to Miami, they ranked fifth over all.

Among the questions we ask about them are: (1) How do they compare, socially and economically, to the various Hispanic groups living in Greater Miami? (2) How do they each compare to the Non-Hispanic racial groups living in Metropolitan Miami? and (3) How do they compare to each other (that is, are their similarities in racial composition, Caribbean origin, and recency of arrival influential enough to cause them to exhibit similar socioeconomic characteristics)?

Miami is now America's foremost immigration city. More than forty-five percent of its total population is foreign-born, the highest proportion of any major city in the United States.

The Socioeconomic Scores (SES) of Metropolitan Miami's racial and ethnic groups appear to segregate themselves into four well defined groupings. The highest status group includes Non-Hispanic whites and Non-Hispanic Asians. The second highest group includes Jamaicans, South Americans and Peruvians. The third group comprises the majority of Miami's Hispanic groups (including Cubans) and Non-Hispanic blacks (African-Americans). The lowest ranked group consists of Mexicans, Nicaraguans, Hondurans and Haitians.

The percentage of blacks that are foreign-born (26%) in Miami is very high when compared to the national average of 4.9%. It probably is among the highest for black populations of counties in the United States.

For simplicity sake Caribbean Today has selected Cubans, Jamaicans, Non-Hispanic Blacks, Non-Hispanic Whites and Asians to make our comparison.

	CUBANS	JAMAICANS	NON-HISPANIC WHITES	NON-HISPANIC BLACK	ASIANS
EDUCATION Between a high school diploma and graduate school the group score in percentages was:	51.8%	68.2%	83.3%	57.1%	78%
OCCUPATION Between the service sector and executive managerial post the score in percentage was:	66.4%	78.4%	84.4%	70.8%	86.2%
CITIZENSHIP	57%	42%	95%	81%	52%
PERSONAL INCOME LEVEL Between 10,000 and 150,000 and above the score in percentages was:	55.3%	68.1%	71%	55.3%	68%

Jamaicans clearly have the highest SES status of Miami's three largest black populations, Jamaicans, black Americans and Haitians being considerably above Cubans and Puerto Ricans.

The sizeable differences between the SES levels of Miami's three main black populations indicate that race may not be as important a factor as some people perceive in explaining socioeconomic differences in Metropolitan Miami.

In coming to Miami Jamaicans brought with them both more investment resources and human capital. This human capital is represented by their educational levels and their experiences as entrepreneurs in Jamaica.

Even though Barbadians, Trinidadians, Guyanese and other English speaking Caribbean islands were not considered, it is our contention at Caribbean Today that there is a very close and real parallel in all aspects of this study between them and Jamaicans. So with a high income level to use, a high standard of education to appreciate and excellent job placement where only the sky is the limit, this target group seems like a winner to us. What do you think? One big formidable untapped market.

A Unique Advertising Opportunity

No publication, to our knowledge, reflects the contemporary Caribbean Today as we do. No publication carries all the Caribbean islands as completely as Caribbean Today or the reporting on Caribbean happenings.

The target market of Caribbean Today is the prime audience sought after by businesses, as well as advertising agencies for their clients locally and world-wide.

Caribbean Today's rates provide Caribbean and North American exposure at rates lower than any comparable existing publication. We provide total market coverage and regional saturation as requested by advertisers.

Caribbean Today is the one and only medium which provides effective and measurable means of reaching the entire Caribbean basin community in North America.

If you have tried to advertise in multiple Caribbean media, you should

know how hard it is to do the job effectively. Results are difficult to gauge. It may be hard to ensure campaign timing, conformity to corporate marketing strategies and besides, it is costly. One option is to allocate funds to branch offices or franchises and let them make a local decision with regards to the medium in which they want to advertise. In this regard, there are few controls available to ensure effective market penetration.

That is of course... until now. One big cultural market. One big newspaper-magazine

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