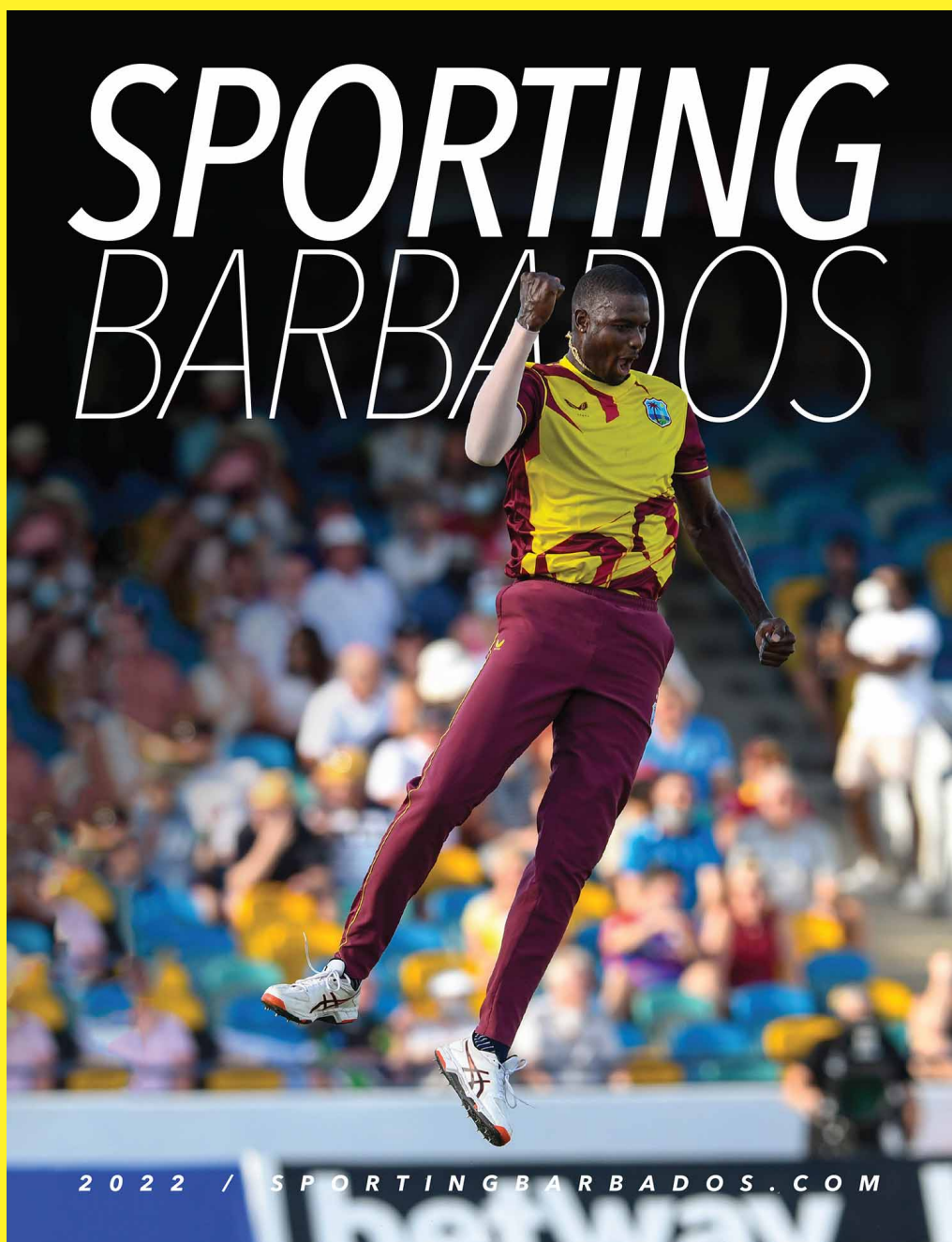


# SPORTING BARBADOS

MEDIA KIT

2023



2022 / SPORTINGBARBADOS.COM

# SPORTING EXCELLENCE

**Sporting Barbados**, the Brand reaches the full range of media through print, the new website and social media. Paused during 2021 due to the changing landscape caused by the global pandemic, Sporting Barbados has returned as the leading sports tourism publication on the island. Sanctioned by the Barbados Tourism Marketing Inc, The Tourism Development Corporation and the Ministries of Tourism and Sport, Sporting Barbados through the website and social media carries the most accurate and up to date information on the island for sporting events and we have become invaluable to many organisations both on the island and internationally.

Be a part of **Sporting Barbados** and keep this island and it's top rated sporting events upfront! Visitors are CHOOSING Barbados because of Sporting Barbados and our information. We look forward to having you on board.

Print Copies are distributed islandwide to hotels, villas, sports clubs, events, local businesses, and Barbados Tourism offices. Sent digitally to a database of over 6000. For a complete list contact [sportingb@caribsurf.com](mailto:sportingb@caribsurf.com)



# JOIN THE TEAM

**ALL Sporting Barbados Advertising Partners receive the following:**

- **Print advertisement in 2023 Sporting Barbados print & digital editions**
- **Business Listing & Link on sportingbarbados.com**
- **Social Media share on Facebook & Instagram**
- **Link to Business Listings on the website from the monthly Sporting Update when this resumes**

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## **Sport Kit 1**

**COST - USD \$3,500**

Includes: Full Page Ad in Sporting Barbados Magazine  
Sporting Barbados Approved Listing & Link on sportingbarbados.com  
Quarterly Social Media company/product share on Facebook & Instagram (4 in total)

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## **Sport Kit 2**

**COST - USD \$2,000**

Includes: Half Page Ad in Sporting Barbados Magazine  
Sporting Barbados Approved Listing & Link on sportingbarbados.com  
Social Media company/product share on Facebook & Instagram

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## **Sport Kit 3**

**COST - USD \$1,000**

Includes: Quarter Page Ad in Sporting Barbados Magazine  
Sporting Barbados Approved Listing & Link on sportingbarbados.com  
Social Media company/product share on Facebook & Instagram

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**Artwork deadline - 1st September 2022**

**Publication Date - November 2022.**

Rates do not include 17.5% VAT or agency commission  
All rates listed in United States Dollars

# DETAILS

## **Sporting Barbados 'SPORT KITS'**

- Sport Kits are based on a advertising partnership of 12 months in duration.
  - Rates do not include 17.5% VAT or agency commission.
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## **Sporting Barbados Social Media**

- We post a minimum of 5 times per week on both our Facebook and Instagram social media feeds
  - Our major markets on Facebook are UK, USA & Canada
  - Our average monthly Reach on Facebook is in excess of 10,000
  - We record over 15,000 average monthly Impressions on Facebook
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## **Sporting Barbados Magazine**

- In production for over 20 years
  - We distribute our magazine islandwide in villas, hotels, restaurants, attractions, sports clubs, and local businesses; at events, and internationally in Barbados Tourism offices.
  - Sporting Barbados is also available to read online at Issuu.com and has recorded several thousand impressions per publication since 2011.
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## **Sporting Barbados Website**

- Our website has been completely redesigned and is now fully mobile and desktop compatible

# ESSENTIALS

## Print Ad Specifications & Sizes

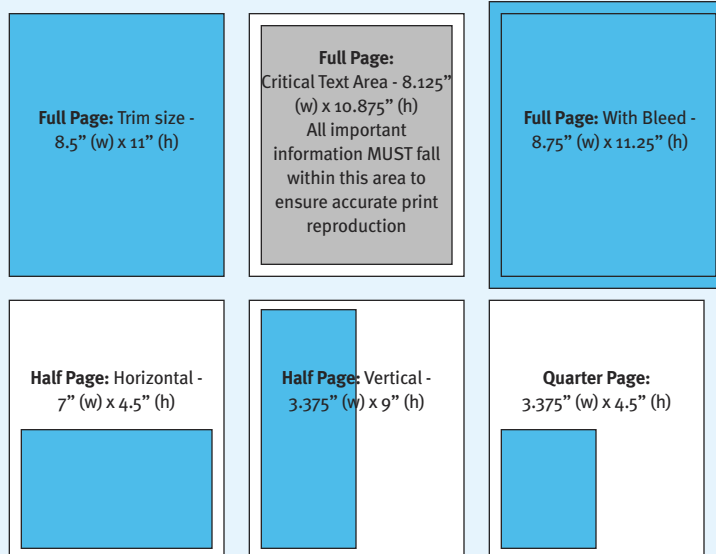
- Full Page: Trim size - 8.5" (w) x 11" (h)  
Critical Text Area - 8.125" (w) x 10.875" (h)  
With Bleed - 8.75" (w) x 11.25" (h)
- Half Page: Horizontal - 7" (w) x 4.5" (h)  
Vertical - 3.375" (w) x 9" (h)
- Quarter Page: 3.375" (w) x 4.5" (h)

## Technical Data

- Artwork must be supplied at the correct size as specified above. Crop marks must be shown and .25" bleed included for artwork that bleeds.
- All artwork must be supplied as Illustrator EPS, High resolution PDF, JPEG or Tiff files. PDF & EPS file formats are preferable but MUST have the fonts converted to outlines before saving or exportation.
- All colours in all file formats MUST be converted to CMYK. Please do not specify or include any colours as Pantone or RGB.
- Any images included in any of the above formats must be of at least 300DPI.
- Please ensure all placed images are embedded.
- NO COREL DRAW OR WORD FILES OR PDF FILES CREATED FROM WORD OR COREL DRAW WILL BE ACCEPTED.

Hiltop Publications bears no responsibility nor can accept any liability for the accurate reproduction of artwork that does not meet the criteria as outlined above.

## Print Ad Sizes



# CONTACT US

Hiltop Publications also publish  
Barbados Property News,  
Caribbean Property Magazine and Polo Barbados.  
www.sportingbarbados.com  
www.barbadospropertynews.com  
www.caribbeanpropertymag.com

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Sporting Barbados Update Newsletter



SPORTING  
BARBADOS  
ISLAND  
*Update*

FEBRUARY 2020

MAJOR UPCOMING EVENTS

**Barbados Pride v Trinidad & Tobago Red Force**  
Kensington Oval February 13



Enjoy some cricket action at the Kensington Oval! The winner of last years championship was the Guyana Jaguars, and they are looking to become the first regional first-class side to complete six successive titles! The Barbados Pride are strong contenders as they were runners ups in each of those title winning seasons,

[CLICK HERE FOR MORE](#)