

2008 SCHEDULE

Issue	Space Close	Materials Due	On Sale
Jan./Feb.	Oct. 24, 2007	Oct. 26, 2007	Dec. 25, 2007
March	Dec. 7, 2007	Dec. 11, 2007	Feb. 12, 2008
April	Jan. 23, 2008	Jan. 25, 2008	March 18, 2008
May	Feb. 27, 2008	Feb. 29, 2008	April 22, 2008
June/July	April 2, 2008	April 4, 2008	May 27, 2008
Aug./Sept.	May 21, 2008	May 23, 2008	July 15, 2008
October	July 9, 2008	July 11, 2008	Sept. 2, 2008
November	Aug. 13, 2008	Aug. 15, 2008	Oct. 7, 2008
December	Sept. 17, 2008	Sept. 19, 2008	Nov. 11, 2008

No cancellations of space will be accepted after the order closing date. Covers and gatefolds cannot be canceled.

CARIBBEAN TRAVEL & LIFE



BONNIER
CORPORATION

Caribbean Travel & Life

460 N. Orlando Ave., Suite 200, Winter Park, FL 32789

P: 407-628-4802 F: 407-628-7061

www.CaribbeanTravelMag.com

E-mail: info@caribbeantravelmag.com

Media kit: www.caribbeantravelmag.com/mediakit

GENERAL CONDITIONS

1. Submission of advertising for publication constitutes acceptance of these terms by Advertiser and Agency. No conditions other than those set forth on this rate card and the insertion order shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
2. All advertisements and their content are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an advertisement, or for errors in key number or advertisers index.
3. Conditions, other than rates, are subject to change by Publisher without notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after the closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
5. Positioning of advertisements is at the discretion of the Publisher except where request for a specific position is granted, in writing, by the Publisher.
6. Publisher is not liable for delays in delivery, or nondelivery, in the event of an Act of God, action by any governmental or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slowdown, or any condition beyond the control of Publisher affecting production or delivery in any manner.
7. Advertiser and its Agency shall be jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay attorney fees, expenses, and costs incurred in connection with collection of all monies due.
8. Advertiser and its Agency warrant that they are properly authorized to publish the entire contents and subject matter of all advertising submitted for publication. When advertisements containing the names, likenesses and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a warranty by the Advertiser and its Agency that they have obtained written consent of the use of the name, likeness and/or testimonial of each and every living person which is contained therein. Advertiser and its Agency agree to indemnify and hold Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for misappropriation, libel, violation of rights of privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
9. Until credit is approved, Advertisements are run on a prepaid basis only.

CARIBBEAN TRAVEL & LIFE



MISSION STATEMENT

Caribbean Travel & Life magazine is the most trusted authority on the world's favorite sun-and-fun playground. We serve as primary resource, regular inspiration and constant connection for our readership of active travelers by presenting a comprehensive and current package of information and ideas on visiting the Caribbean. We seek out fun, positive experiences in all the destinations, and lead our readers to romantic, indulgent and adventurous escapes via stunning photographs and stories that convey the warm-breeze, soft-sand, barefoot feel of the region.

FAST FACTS

Frequency: 9X

Circulation

- Rate base: 150,000
- Member of the Audit Bureau of Circulation
- Annual subscription rate: 9 issues/\$23.95; Canada \$32.95
- Single-copy price: \$4.99; Canada \$5.99 CAD

Demographics

- 2.5 readers per copy
- Average household income \$149,500
- Median age 49 years
- 86.47% attended college
- Average reader spends 1 hour, 30 minutes with each issue
- 76% of readers have read 4 of the last 4 issues of *Caribbean Travel & Life*

From the 2007 Caribbean Travel & Life Reader Survey, Walker Communications



DIGITAL REQUIREMENTS

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production.

Ad Sizes: All ads must be created to exact size specifications on the rate card or will incur charges for resizing. No live matter within 1/4" of gutter or trim on full-page or spread ads.

Preferred Format: PDF/X-1a format is the preferred file format for submission. When preparing PDF/X-1a files, careful attention must be paid to insure they are properly created and will reproduce correctly. Please see www.adobe.com/products/acrobat/pdfs/pdfx.pdf for guidelines and instructions.

Accepted Formats: InDesign or QuarkXpress for Macintosh with associated graphic files and fonts. Files should conform to SWOP guidelines and total area density should not exceed 300%. View specifications online at www.swop.org.

To ensure you have all the necessary files, including fonts, use the InDesign "Package" feature or Quark "Collect for Output."

Other Desktop Application Files such as Illustrator or Photoshop are also accepted.

Fonts: All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should not be used. Black type on white background should be defined as 100% black ONLY.

Photos: All four-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

Graphics: TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS).

Proofs: For full-page and spread ads, advertisers MUST submit a contract-level digital proof at 100% that conforms to SWOP standards (including a color bar) for all digital files. Client-supplied contract proof is required to guarantee color. Acceptable contract proofs include: Epson Contract Proof, IRIS, Kodak Approval, Digital Match Print, Progressive Press Proof, Fuji Pictro, Fuji Final Proof

Proofs are required regardless of delivery mode. If contract proof is not supplied, we will generate an Epson proof at a charge of \$42 per page.

The publisher and printer will not accept responsibility when contract proofs are not submitted.

Media Transfer: CD, DVD

Electronic Transmissions: Ad files can be delivered via our Ad Portal at www.rrd-lpc.com/bonnier. For ads supplied electronically advertiser must supply an additional content proofing file. If one is not supplied, a confirmation PDF proof at a charge of \$11 will be sent to advertiser for approval and an Epson proof will be made at \$42 per page for full-page ads and spreads. We do not accept ads via e-mail.

For more information: Contact Michelle Doster, your Caribbean Travel & Life production manager, at 407-571-4782

Electronic files are stored for one year only, unless otherwise requested in writing.

Binding: Perfect, foot jog.

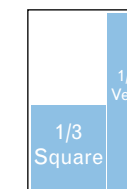
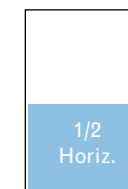
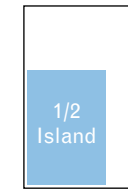
Inserts: Consult your advertising representative.

Production and prepress services are available; rates upon request.



MECHANICAL REQUIREMENTS

	Width	Height
Full Page Bleed	8-3/8" (8.375")	11"
Full Page Trim	8-1/8" (8.125")	10-3/4" (10.75")
2 Page Spread Bleed	16-1/2" (16.5")	11"
2 Page Spread Trim	16-1/4" (16.25")	10-3/4" (10.75")
2/3 Page Vertical	4-9/16" (4.5625")	10"
1/2 Page Horizontal	7"	4-7/8" (4.875")
1/2 Page Island	4-9/16" (4.5625")	7-1/2" (7.5")
1/3 Page Vertical	2-3/16" (2.1875")	10"
1/3 Page Square	4-9/16" (4.5625")	4-7/8" (4.875")
1/6 Page Vertical	2-3/16" (2.1875")	4-7/8" (4.875")
1/12 Page Square	2-3/16" (2.1875")	2-3/8" (2.375")
Hold live matter 1/4" (.25") from trim on all four sides.		



SHIPPING INSTRUCTIONS

Photos, copy, logos, materials, etc. for ad design services at Caribbean Travel & Life ship to:

Michelle Doster
Caribbean Travel & Life
460 N. Orlando Ave., Suite 200
Winter Park, FL 32789
Phone: 407-571-4782

Final ad materials (ready to print) ship to:

RR Donnelley & Sons Co.
Lancaster Premedia Center
Attn: Caribbean Travel & Life Ad Management Module
216 Greenfield Road
Lancaster, PA 17601
Phone: 717-481-2851

2008 GENERAL ADVERTISING RATES

Effective January/February 2008 Issue

Four-Color	1X	5X	9X
Spread	\$37,955	\$35,485	\$33,595
Full Page	18,975	17,735	16,805
2/3 Page	15,010	14,030	13,265
1/2 Page	11,865	11,105	10,505
1/3 Page	8,230	7,695	7,285

Covers	1X	5X	9X
2nd	\$22,770	\$21,300	\$20,155
3rd	20,870	19,515	18,480
4th	24,670	23,065	21,840
Cover 2/Pg. 3 Spread	41,760	39,040	36,955

Insert Card \$10,185

Bleed No Charge

Special Position Additional 10%

Agency Commissions 15% to recognized agencies

Terms Net 30 days. Invoices are rendered upon publication. Interest is charged on past-due balances at the rate of 1.5% per month.

