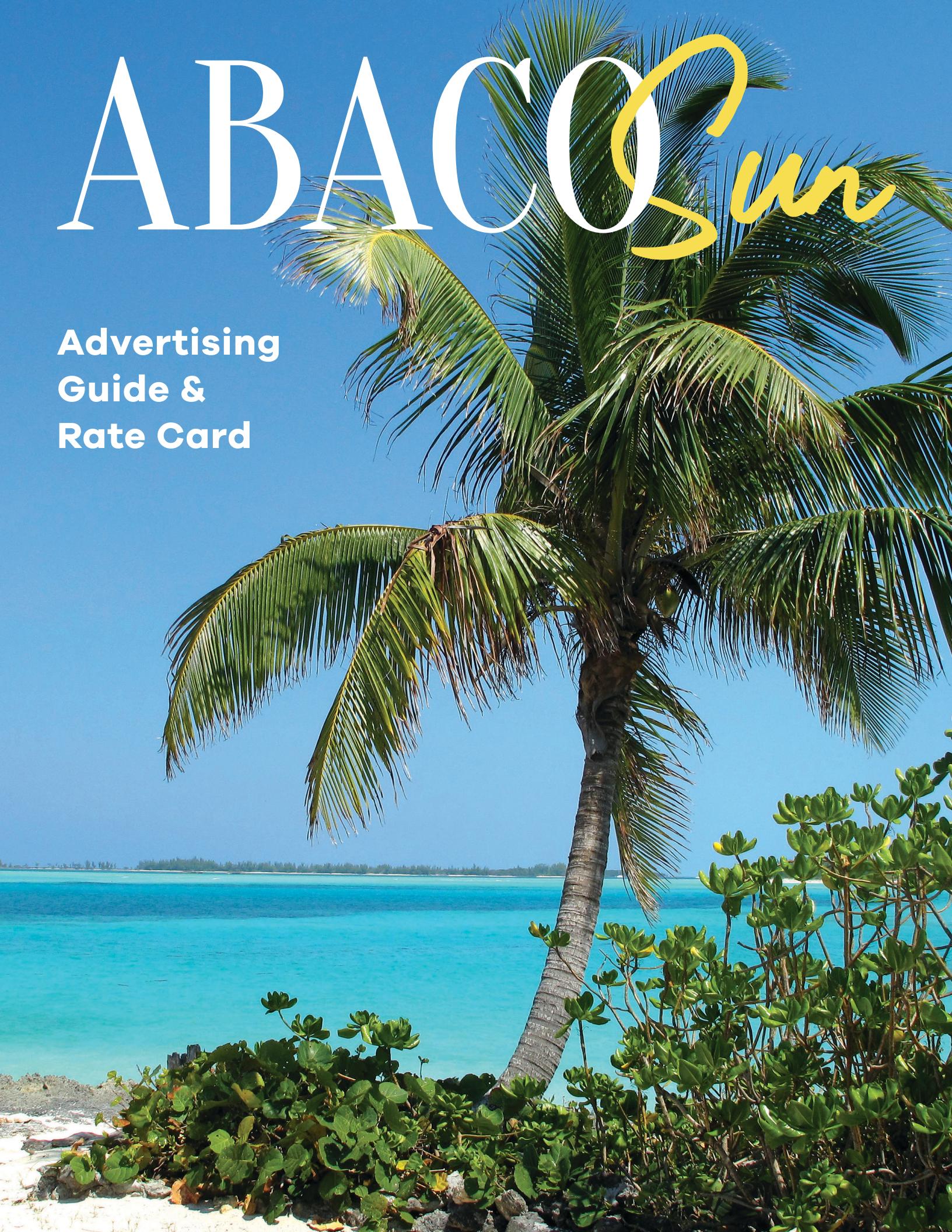


# ABACO *sun*

A photograph of a tropical beach. In the foreground, there are several palm trees with green fronds. The water is a vibrant turquoise color. The sky is clear and blue. The overall scene is bright and sunny, suggesting a vacation destination.

**Advertising  
Guide &  
Rate Card**

# Welcome to Abaco Sun Magazine!

We're thrilled to announce the launch of *Abaco Sun*, a glossy, full-colour magazine featuring interesting and informative articles about Abaco's faces, places, past and future.

The *Abaco Sun* story began back in 2013, when Amanda launched *Little House by the Ferry*, a personal blog to keep family and friends updated as we restored her ancestral home on Green Turtle Cay.

And then. On September 1, 2019, Hurricane Dorian devastated so many of our family members and friends.

With few other sources of current information available, it occurred to us that we could use Amanda's blog to ensure that Abaconians, second homeowners and visitors had the accurate and timely information they needed.

We expanded the site and renamed it *AbacoSun.com*.

Since then, we've assembled the most comprehensive online source of post-Dorian information, including an Abaco Visitor's Guide, an Abaco Business Directory, emergency contact information, and a list of ways people can support Abaco's recovery.

To date, *AbacoSun.com* has had more than 1.3 million page views, from people in virtually every country around the globe.

Now, with the launch of *Abaco Sun* magazine, we're expanding once more, utilizing our 80+ years of combined experience in journalism, publishing, marketing and public relations to invest in a community we love as it recovers, rises and thrives.



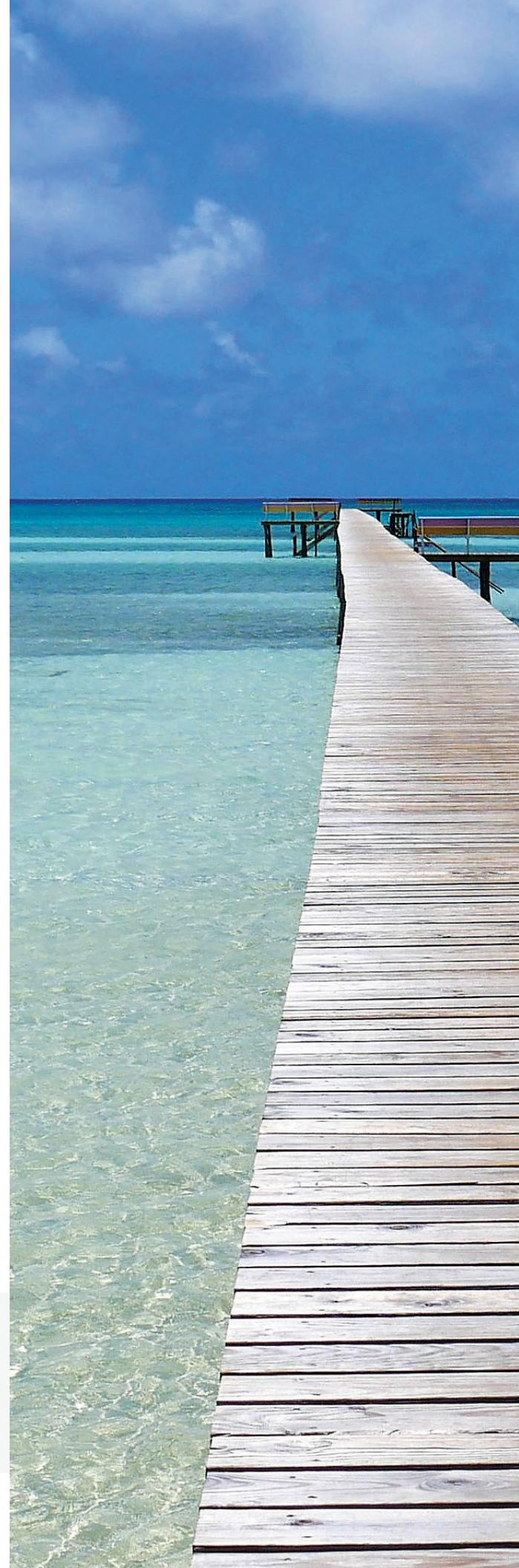
We hope you'll join us in this new venture.

*Amanda Diedrick  
& Tom Walters*



P.S. If you ever have questions, need information or have story suggestions, please don't hesitate to contact us at:

amanda@abacosun.com  
242.814.1222  
626.487.8085





## About Abaco Sun Magazine...

*Abaco Sun* will be published three times per year – Winter, Spring/Summer and Fall – and will be available at stores and businesses throughout Abaco, and worldwide via subscription.

To properly showcase Abaco's world-famous beauty, the magazine will be published using top-quality paper stock and state-of-the-art digital printing.

*Abaco Sun* magazine is the creation of Bahamian writer, Amanda Diedrick, and her husband, Tom Walters.

With more than 30 years of writing, marketing and public relations experience,

Amanda has written for numerous American, Canadian and Bahamian publications.

She blogs at [AbacoSun.com](http://AbacoSun.com) and is the author of *Those Who Stayed: The Tale of the Hardy Few Who Built Green Turtle Cay*.

Tom is a Canadian network television journalist who has reported from all around the world – from the tropics to the high Arctic, and from California's worst wildfires to a terrorist attack in Istanbul.

He has won more than 45 regional, national and international awards for work ranging from in-depth investigations to light-hearted features.

# Why Advertise in Abaco Sun?

## Highly Targeted Readership

*Abaco Sun* is the only features magazine specifically for Abaco lovers. If you want to reach Abaco residents, visitors or second homeowners, there's no more targeted medium in which to advertise.

## Increased Engagement

Ad industry statistics show that whereas online media engages readers for a relatively brief time, a reader will engage with a print magazine for up to an hour or more. This means more time for potential customers to see and absorb your advertisement.

## Lasting Impressions

Research shows that magazines are frequently collected, shared with friends and circulated throughout the community. Your magazine ad is seen time and time again, continuing to work for you many months after publication.

## Broad Distribution

*Abaco Sun* magazine will be distributed in businesses throughout Abaco and to readers worldwide via subscription. Copies will also be provided to Bahamian embassies, consulates and tourism offices around the globe to spread the word that Abaco is back and better than ever.

## Digital Reach

To leverage the combined power of print and digital media and extend your advertising dollar, *Abaco Sun* advertisers will receive a free rotating banner ad on *AbacoSun.com*, the most comprehensive online source of up-to-date Abaco information.

## Social Media Presence

*Abaco Sun* has an established presence on Facebook, Instagram, Pinterest and Twitter, and we'll leverage these social media accounts to present Abaco – and your business – to existing and new audiences worldwide.

## Quality Content and Production

We know how to write appealing stories, take interesting photographs and produce quality print and video content. And we'll use these skills to produce engaging print and video content that shows readers – in glorious detail – the beauty, attractions and amenities that Abaconians have worked so hard to restore.

## No-Nonsense, Money-Back Guarantee

If, after your first ad runs, you're not 100% satisfied with the quality of *Abaco Sun* magazine, we'll refund your contract. Period. ●





## A BONUS for Inaugural Issue Advertisers

As a thank you for joining us in the inaugural issue of *Abaco Sun*, you'll receive a free insertion when you book a year's worth of ads.

For the price of three insertions, your ad will appear in our Winter 2023, Spring/Summer 2023, Fall 2023 and Winter 2024 issues.



### Would You Like to Carry *Abaco Sun* in Your Business?



If you'd like to make *Abaco Sun* available to your customers, please get in touch. We offer generous wholesale pricing, eye-catching point-of-sale materials, and delivery to your door.



# Ad Sizes & Pricing

You don't have to be a graphic designer – or hire one – to advertise in *Abaco Sun*. We'll produce your ad for you at no charge. But for those wishing to supply camera-ready art, here are our technical requirements:

## Technical Specifications

- Final page size is 8.5" by 11".
- For full-page ads with bleed, keep text and important materials within a safe area of 7.5" by 10".

## Material Specifications

- All supplied materials must be submitted as high-resolution, digital files.
- Accepted formats include JPG, TIFF, EPS and PDF.
- All colour images must be CMYK and at least 300 DPI at 100% of final print size.
- All black and white images must be grayscale and at least 300 DPI at 100% of final print size.
- For additional material specifications, visit [AbacoSun.com/advertise](http://AbacoSun.com/advertise).

## General Terms and Conditions

- Payment in full must be received prior to publication. Fifty percent of the total cost is due at time of booking, with the other half due by the issue close date.
- Payment may be made online by credit card or PayPal, by cheque, wire transfer or direct deposit.
- A 15% multi-insertion discount is given when two or more insertions are booked at once.
- Publisher assumes no liability for errors in externally produced advertisements.
- All ads created by our design department will require your review and sign off before publication.
- After closing date, no cancellation is permitted.

## Ready to join us?

### Booking an ad is simple:

- Review ad sizes on page 7 and decide which works best for your business and budget.
- To book your advertisement, visit [AbacoSun.com/advertise](http://AbacoSun.com/advertise), email [amanda@abacosun.com](mailto:amanda@abacosun.com), or call or WhatsApp 626.487.8085. A 50% deposit is due at time of booking to hold your space.
- Have an ad that meets our technical specifications? Email it to [amanda@abacosun.com](mailto:amanda@abacosun.com).
- Don't have an ad? No worries, we'll gladly produce one for you at no charge.
- Final payment is due 30 days prior to publication.

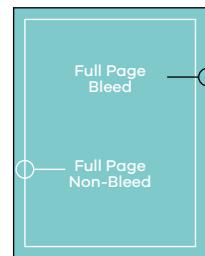
# Pricing



## Center Spread

Bleed: 17.25" x 11.25"  
No bleed: 16" x 10"

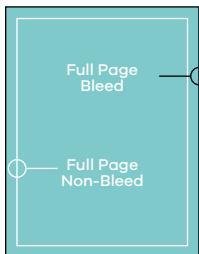
**\$3000**



## Back Cover

(3-insertion minimum)  
Bleed: 8.75" x 11.25"  
No bleed: 7.5" x 10"

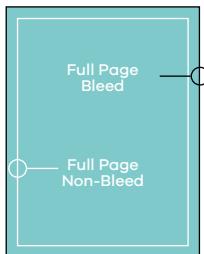
**\$1800**



## Inside Back Cover

Bleed: 8.75" x 11.25"  
No bleed: 7.5" x 10"

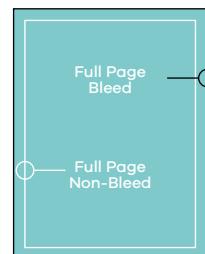
**\$1600**



## Inside Front Cover

Bleed: 8.75" x 11.25"  
No bleed: 7.5" x 10"

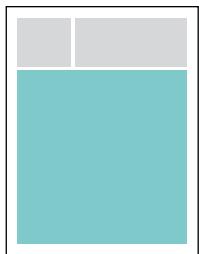
**\$1600**



## Full Page (bleed or non-bleed)

Bleed: 8.75" x 11.25"  
No bleed: 7.5" x 10"

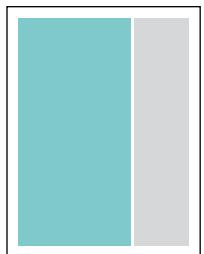
**\$1400**



## 2/3 Page (horizontal)

7.5" x 7.5"

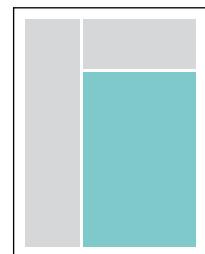
**\$1300**



## 2/3 Page (vertical)

4.95" x 10"

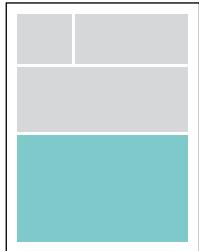
**\$1300**



## 1/2 Page (vertical island)

Occupies a page with only editorial content  
4.95" x 7.5"

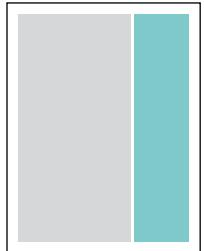
**\$1000**



## 1/2 Page (horizontal)

7.5" x 4.7"

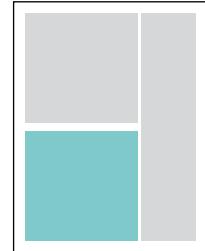
**\$975**



## 1/3 Page (vertical)

2.38" x 10"

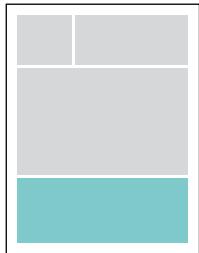
**\$650**



## 1/3 Page (square)

4.95" x 4.85"

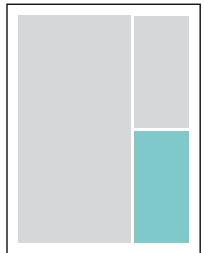
**\$650**



## 1/3 Page (horizontal)

7.5" x 3"

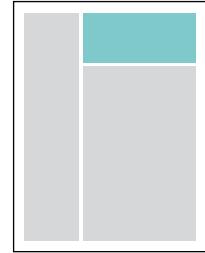
**\$650**



## 1/6 Page (vertical)

2.38" x 4.85"

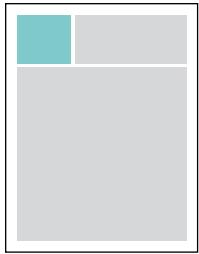
**\$350**



## 1/6 Page (horizontal)

4.95" x 2.17"

**\$350**



## 1/12 Page

2.38" x 2.35"

**\$150**

**Receive a 15% discount when you book two or more insertions at once.**

For more details, including booking deadlines and issue closing dates, visit [www.abacosun.com/advertise](http://www.abacosun.com/advertise).

**Abaco Sun magazine is designed to help visitors, second homeowners and local residents discover Abaco's fascinating history, diverse arts and culture, culinary delights, unparalleled beaches and boating, and unique, off-the-beaten path destinations.**

This glossy, full-colour magazine is a valuable resource for readers who want to plan their travels, get to know Abaco better or more fully embrace the Abaco lifestyle.

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Want to know more about advertising, distributing or subscribing? Have a story suggestion? Get in touch!

[amanda@abacosun.com](mailto:amanda@abacosun.com)

📞 626.487.8085

📞 242.814.1222

[www.abacosun.com](http://www.abacosun.com)

