

Break Away
MOMENTS™
Caribbean Destinations

2009 MAGAZINE MEDIA KIT

*Sharing Your Advertising Information
with the World, in Style!*

www.breakawaymoments.com


The Ultimate Caribbean Travel Magazine

Break Away Moments Caribbean Destinations magazine will feature various aspects of Caribbean tourism with an emphasis on specific travel destinations while portraying various elements of the place, people, culture, music, history, arts and crafts, and more in each quarterly issue.

The objective of the magazine is to entice visitors to the Caribbean region for them to enjoy all that it has to offer as a tropical paradise.

The magazine features all aspects of the Caribbean Travel Industry, from small quaint guest houses to the mega resorts, along with entertainment, art and culture, depictions of the scenic island panorama and ethnic Caribbean cuisine.

The online magazine captures the essence of the Caribbean and the region that boasts a unique and special quality of life where waves lash the shores filled with the tropical rhythms of a Caribbean beat. The magazine will help benefit the Tourism Industry and support the related industries and businesses in many ways.



Break Away
MOMENTS™
Caribbean Destinations

A Shopper's Paradise
The Allure of Duty Free
Shopping in Jamaica

Choosing a Jamaican Adventure
Digging for a Deeper Experience

PLUS:
The Reggae Marathon
Bunny Rugs: Still Committed

Special Feature:
Negril: Jamaica's Sunset Paradise
The Capital of Casual



“Readers will sit back and enjoy the pages of the magazine that propels them into a world of aquamarine blue seas and bright rays of yellow sunshine enticing them to feel the warmth of the Caribbean”

Offering interesting articles focused on giving promotion to the Caribbean travel and tourism industry with its related service and product providers, the Break Away Moments Caribbean Destinations magazine helps to showcase the best of Caribbean hotels, attractions, historical sites, restaurants, acknowledge special visitor travel interests, generate positive tourism awareness and render support to various Caribbean industries in a tasteful and attractive manner that enhances the vendors, their establishments and all that they represent. We are serving to build the Tourism Industry and thus contribute to the economic structure of the Caribbean region.

Readers will sit back and enjoy the pages of the magazine that propels them into a world of aquamarine blue seas and bright rays of yellow sunshine enticing them to feel the warmth of the Caribbean culture, the people, the cuisine, the entertainment, the arts and crafts, the fashion, the flora and fauna and much more in a fun-filled and exciting way!

This is but an added bonus of simply sharing the warmth, lavish idyllic beauty and special unique elements of the Caribbean!

Each issue will highlight information in the following categories:

What's New:

Highlights of relevant events and news from Break Away Moments and the Caribbean.

Traveller's Guide:

An overview of the best resorts, entertainment and travel opportunities available to tourists.

Making Moments:

Special and unique island features that allow traveller's to have a deeper experience beyond the average. Covering adventure, culture, music and food.

Special Features:

Each issue will have special feature articles that give specific focus and extraordinary showcasing to Caribbean tourism and its various entities by enhancing promotional aspects of interest.

“Immersing the reader in the essence of the Caribbean!”

Target Audience

Targeting professionals ranging from young to middle-aged as well as, pleasure seekers of all ages, Break Away Moments Caribbean Destinations magazine strongly appeals to both male and female genders given the variety of content, and consistency of appeal with an emphasis on a well-rounded presentation of elements in all issues. The aesthetic value of the magazine ranks high in that the photos carry a special 'Caribbean' appeal and the overall presentation of the magazine is clean, classy and one of quality which reflects the positive attributes of the Caribbean via this medium, in an outstanding manner.

A travel niche market and vacation group is developed via the Break Away Moments website with interested subscribers who seek to gain information relevant to Caribbean travel, as well as Break Away Moments events with entertainment that promotes the Caribbean and its culture. Interested subscribers also are those who express a desire to participate in polls and surveys that are designed to increase readership interest and evoke the excitement that generates travel to the 'ultimate' travel destinations within the Caribbean.

“A travel niche market and vacation group is developed via the Break Away Moments website with interested subscribers who seek to gain information relevant to Caribbean travel...”



Magazine Distribution

Break Away Moments Caribbean Destinations magazine intends to positively promote the Caribbean and Island lifestyle in various aspects. In order to achieve this, we've designed a full scale promotion to target our audience through flyers, attractive postcard mailers, radio and television advertising, extensive email campaigns and internet marketing.

Since this is primarily an online magazine, readership and awareness of the magazine's online existence will be promoted via email blasts being sent to individuals as well as, local and international entities and organizations, radio and television commercials being aired, newspaper ads being utilized and promotional flyers being distributed in the US and in the Caribbean sharing about the magazine. Magazine subscriptions are available at magazines.com. Any given number of hard copy prints that are made in conjunction with the online magazine issue will also be distributed at various community events in the US in New York, Washington D.C., Georgia, and Florida.

As host of the weekly 'Your Break Away Moments' radio showcase segment which airs in Orlando and also on the worldwide web,



magazine editor-in-chief, Sandy Isaacs, gives prime promotion to the magazine and its benefits each week.

The savvy of today's consumer with technology, coupled with the always accessible online presence of Break Away Moments Caribbean Destinations magazine, makes it consistently available to anyone desiring to read it. The magazine also assists entrepreneurs in the Caribbean in their advertising efforts by supporting their visibility to readers interested in the Caribbean region.

Website Statistics:

Currently there are over 2,000 email subscribers for Break Away Moments, and the number is growing.

The website receives visitors from 28 different countries with over 1,500 pageviews per month.

The average user currently spends 3:30 minutes on the website.

Advertising Specifications

We invite your organization to be a part of the Break Away Moments Caribbean Destinations magazine by placing an ad. We reach the audience that you seek; those within the higher income brackets, with the disposable income and motivation to spend for pleasure, entertainment and investment.

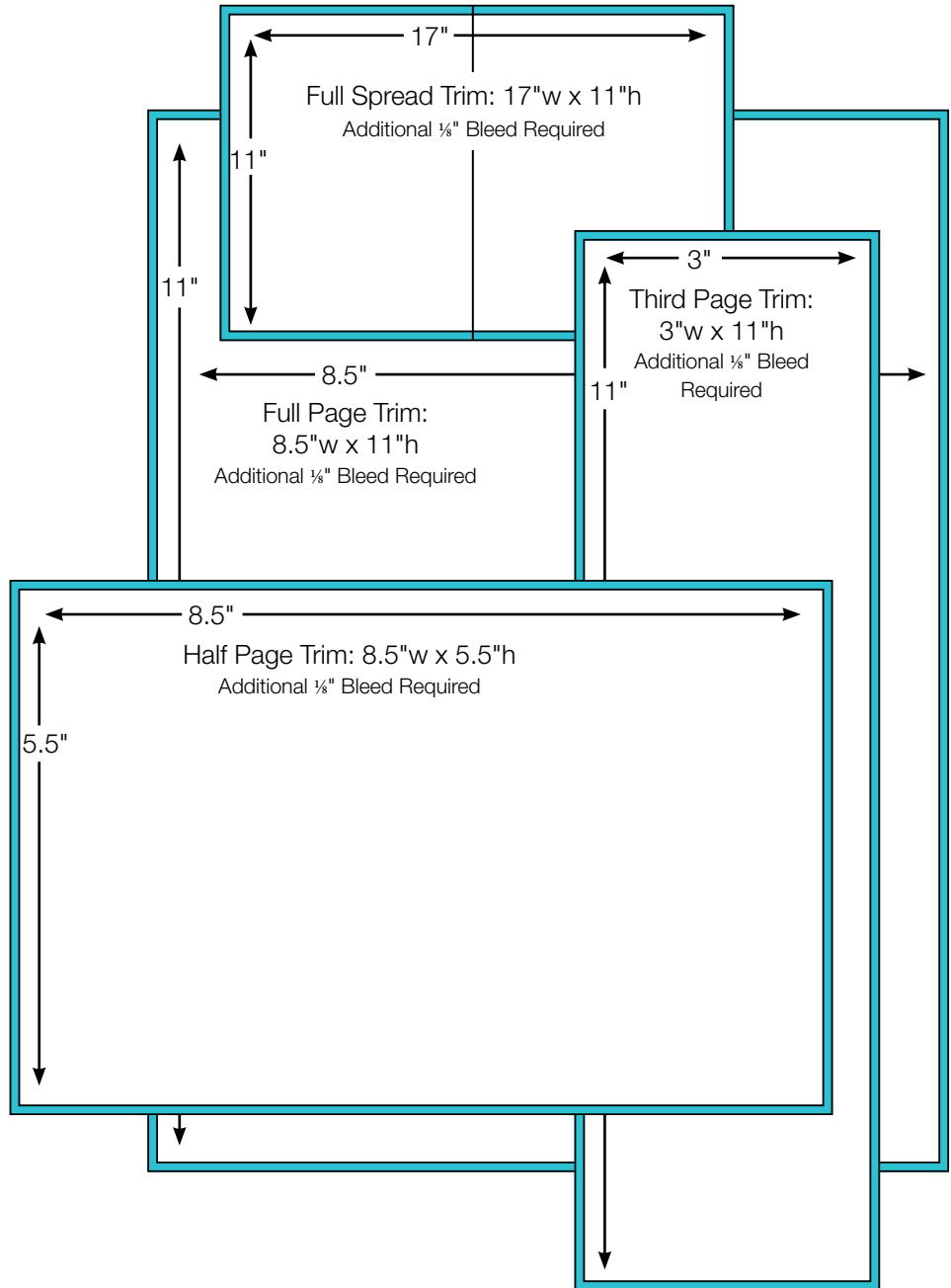
Advertisement Requirements:

PREPARED ADS

- Ads must be in official sizes as listed
- Required $\frac{1}{8}$ " Bleed on all sides
- All ads must be submitted in CMYK
- File names should include company name
- Only 300dpi TIFF or high resolution PDF files accepted

HOUSE PREPARED ADS

- Photos must be in high resolution JPEG, TIFF, EPS or PSD format (300 dpi)
- Save JPEG files with as little compression as possible
- Line art (drawings, logos, etc.) must be vector EPS or high resolution (1200 dpi) 1-bit TIFF
- Text must be typed, unformatted and worded exactly as it should appear in the ad
- No Corel Draw, Microsoft Publisher, Powerpoint or PC files can be accepted



Current Rates

Size (in Inches)	Rate (for 1 issue)	Rate w/ House-Set Design
Third Page 3"w x 11"h	\$1000	\$1300
Half Page 8.5"w x 5.5"h	\$1400	\$1700
Full Page 8.5"w x 11"h	\$2600	\$3000
Full Spread 17"w x 11"h	\$5000	\$5700

Exclusive Ad Space:

Inside Front or Inside Back Cover -
Call for rates
Back Cover - Call for rates

For more information, contact:

Sandy Isaacs
Owner/CEO
Break Away Moments
(407) 272-7522
breakawaymomentsevents@yahoo.com
Visit www.breakawaymoments.com



Advertisement Deadlines:

Spring Issue: January 25th
Summer Issue: April 22nd
Fall Issue: July 17th
Winter Issue: November 2nd

Break Away
MOMENTSTM
Caribbean Destinations

2009 MAGAZINE MEDIA KIT

*We're interested in Your Advertising!
You're Invited to be in the Next Issue...*

www.breakawaymoments.com