

CONTACT



THE VOICE OF BUSINESS IN TRINIDAD & TOBAGO

Starting with an April 2018 pilot issue unveiled at the Trinidad & Tobago Chamber of Industry & Commerce's Annual General Meeting, MEP Publishers and the Chamber have partnered to bring you a dynamic, refreshed and revamped *CONTACT Magazine*.

NEW CONTENT & DESIGN

With a brand new design and editorial direction, *CONTACT* — the voice of business — will cover all the major economic sectors of both islands, with articles written by industry specialists, and presented in a clear, reader-friendly and visually appealing format.

PUBLISHED QUARTERLY, THE NEW CONTACT IS:

- an **engaging, must-read, widely-circulated business publication** for those in business, government, and the wider population — and therefore a critical part of any business' advertising mix
- a magazine that **informs and equips readers** to make relevant, timely, and intelligent decisions, as the T&T business community navigates current challenges and opportunities
- a forum for the **promotion of local businesses and innovation**, where entrepreneurs and corporate entities can share their services, products, and activities

- a publication where the invaluable mix of exclusive analysis, debate, and commentary is something **readers cannot find anywhere else**.

REVITALISED DISTRIBUTION

The new *CONTACT* builds on the Chamber's and MEP's robust distribution networks, and puts *CONTACT* into the hands of the key decision makers — from government officials and top executives, to consumers and businesses making key strategic and purchasing decisions.

Each quarterly issue of the new *CONTACT* is distributed to:

- all Chamber members
- government ministers and state officials
- CEOs and chairs of major corporations
- business development organisations across both islands, and overseas
- diplomatic missions, tertiary educational institutions, and libraries
- select, high-traffic offices, businesses, restaurants, coffee shops, etc
- online via flip-books on the Chamber and the MEP websites, and promoted through each organisation's extensive digital distribution channels.

The advertising rates are as follows:

	1 issue	2 issues (10% off)	3 issues (15% off)	4 issues (20% off)
Full Page:	\$11,400	\$10,260	\$9,690	\$9,120
Half Page:	\$6,900	\$6,210	\$5,685	\$5,520
Quarter Page:	\$4,400	\$3,960	\$3,740	\$3,520
Eighth Page (grouped ads):	\$2,300	\$2,070	\$1,955	\$1,840
Inside Front Cover:	\$ 14,500	\$13,050	\$12,325	\$11,600
Inside Back Cover:	\$ 12,600	\$11,340	\$10,710	\$10,080
Outside Back Cover:	\$15,500	\$13,950	\$13,175	\$12,400

There is a preferred placement fee of 15% for requested pages. Rates are quoted in TT\$, per issue and are subject to VAT.

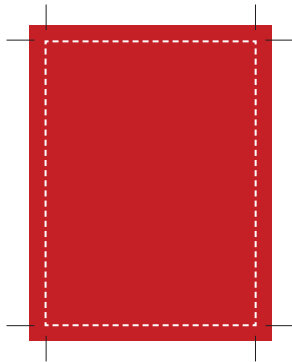
All full page FOUR issue contracts receive a complimentary full page advertorial in the fourth issue.

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Advertising specifications



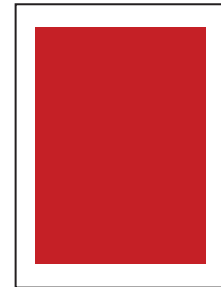
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Trim

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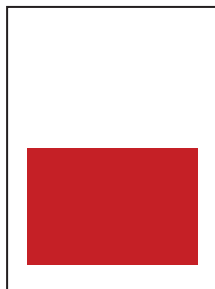


Full page non-bleed

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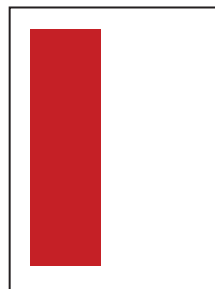
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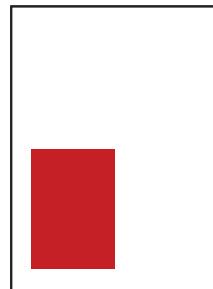
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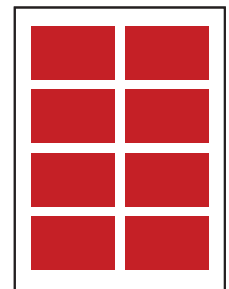
Half page vertical

Width: 3.39 in
Height: 10.20 in



Quarter page

Width: 3.39 in
Height: 4.97 in



Eighth page (grouped ads)

Width: 3.39 in
Height: 2.36 in

Artwork requirements

- **File format:** Adobe Illustrator AI/EPS, TIFF, or Press Quality PDF
- **Font:** outlined or embedded
- **Colour:** CMYK or Grayscale colour space
- **Resolution:** 300 ppi
- **Live specs:** all important matter must be within this area (or 0.5 in from trim on all sides)

Booking & submission deadlines

- **Print bookings:** 5 June 2018
- **Print artwork:** 15 June 2018

CONTACT: Halcyon Salazar

Tel: (868) 622-3821

hsalazar@meppublishers.com



**MEDIA & EDITORIAL
PROJECTS LIMITED**

6 Prospect Avenue, Maraval, Port of Spain
Tel: (868) 622-3821 ■ Fax: (868) 628-0639
www.meppublishers.com

