

THE VOICE OF BUSINESS IN TRINIDAD & TOBAGO

CONTACT

MEDIA & ADVERTISING KIT 2023

CONTACT: THE VOICE OF BUSINESS

Intelligence + Insight + Analysis = Influence

A trusted national brand, published since the 1990s, **CONTACT** combines business innovation with the creativity of a media brand to engage an influential powerful local and regional audience. We partner with Trinidad and Tobago's private and public sector across big themes including economic development, finance, energy, construction, healthcare, globalisation, and sustainability. With the power of the Trinidad and Tobago Chamber of Industry and Commerce behind it, **CONTACT** brings a 30-year track record with an editorial team that delivers immersive storytelling, in-depth coverage, informed analysis, and balanced perspective. Covering a broad range of topics, our stories focus on critical business issues impacting Trinidad and Tobago and the Caribbean Region. We engage an influential audience of decision makers and thought leaders to help shape the future of business in Trinidad and Tobago.

AT A GLANCE

- Published every 4 months (3 issues per year)
- Widely circulated business publication
- Invaluable mix of business intelligence, insight, analysis
- Major global, regional, and national themes
- Profiles of national and regional decision-makers
- Forum for promotion of businesses
- Readers are affluent, powerful, influential
- Contributors include industry experts

DISTRIBUTION

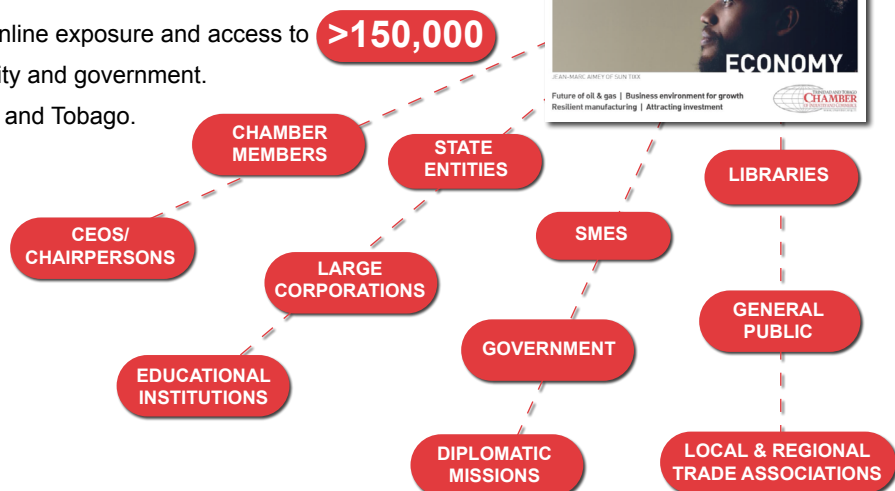
CONTACT offers advertisers an unparalleled level of online exposure and access to **>150,000** leading decision-makers across the business community and government.

It is the most respected business magazine in Trinidad and Tobago.

Available online at chamber.org.tt

DIGITAL FEATURES

- Interactive Advertising
- Online Marketing
- Social Media Marketing
- Websites
- Videos
- Audio
- Photo Galleries
- Links to additional information



Small economies, big plans

Established 30 years ago, the Caribbean Single Market and Economic Union (CSME) has provided opportunities for entrepreneurs to achieve over the past decade in order to advance the region's economic growth.

The Caribbean Single Market and Economic Union (CSME) was established in 1999, the vision was to create a single, regional economic zone. The CSME would facilitate business and foreign investment, and the free movement of goods, services, and extra-regional trade. Thirty years have since passed, and the CSME has achieved this goal.

The background to the CSME, immediately after the formation of the larger Caribbean member states (Trinidad and Tobago, Barbados, Jamaica and Guyana) - simultaneously encountered serious economic difficulties. Dr Alvin Hilaire, then a senior economist with the International Monetary Fund, wrote an article reviewing the countries' strategies for economic stabilisation.

Trinidad and Tobago and Jamaica both sought to address their range of remedial actions including debt, currency devaluations, public expenditure cuts, and intervention in the services sector. These measures came at a high cost to the respective economies.

Barbados's major sectors - tourism, manufacturing - were all declining, and



On reflection, one can argue that the ambitions set out in the 1989 Grand



ADVERTISING RATES

Rates are quoted in TT\$ (VAT exclusive) for full colour ads.
Number of insertions and rates per issue.

Position	1 Issue	2 Issues	3 Issues
Outside Back Cover	\$12,000	\$10,500	\$9,000
Inside Front Cover	\$10,000	\$9,000	\$8,000
Inside Back Cover	\$9,000	\$8,500	\$8,000
Full Page	\$7,500	\$7,000	\$6,500
Half Page	\$4,500	\$4,000	\$3,500
Quarter-page	\$2,500	\$2,000	\$1,500
Strip	\$2,500	\$2,000	\$1,500
Advertorial (Full Page)*	\$8,500	\$8,000	\$7,500

*Only 2 pages every 4 months.

ENTITLEMENT	Outside Back Cover	Inside Front Cover	Inside Back Cover	Full Page
1 Advertisement - <i>TTCIC Facebook Channel</i>	✓	✓	✓	✓
1 Advertisement - <i>TTCIC Instagram Channel</i>	✓	✓	✓	
1 Advertisement - <i>TTCIC Member Value-Added (MVA) e-Newsletter</i>	✓	✓		
1 Exposure - <i>TTCIC LinkedIn Channel</i>	✓			

ARTWORK SPECIFICATIONS

Trim size: 8.5"w x 11"

Magazine trims to 8.5" x 11"	Full Page Bleed 8.75" x 11.25"	Full Page Non-bleed 7.5" x 10"	½ Page Horizontal 7.5" x 5"	½ Page Vertical 3.5" x 10"	¼ Page 3.5" x 5"	Strip 7.5" x 1.8"

PUBLISHING DATES

Issue	Booking Deadline	Artwork Deadline
30 th April 2023	17 th March	20 th March
21 st August 2023	16 th June	7 th July
11 th December 2023	13 th October	10 th November

ARTWORK TO BE SUPPLIED AS

- Press Quality PDF file or High Quality jpeg
- All fonts outlined or embedded
- CMYK colour space, 300 ppi resolution
- Bleed specs set to .125 in on all sides
- All important matter must be within 0.5 in from trim on all sides

Top 5 facts

TOP 5 FACTS

Shipping in Trinidad and Tobago

by Ramps Logistics Ltd.

1. Which sector accounts for the greatest tonnage to and from Trinidad and Tobago?

According to the Ministry of Trade and Industry's brochure on the maritime sector, the energy sector accounts for the greatest tonnage to and from this country.

The maritime sector is a major contributor to the economy of Trinidad and Tobago and plays a key role in the country's economic development. The sector is responsible for the transport of goods and passengers, and it is a vital link between the country and the rest of the world.

The Port of Spain is the main port of entry and exit for the country. It is a busy port with a large number of ships calling in each year. The port is also responsible for the storage and distribution of goods, and it is a vital link between the country and the rest of the world.

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