

Welcome welcomebvi.com BVI

Yours To Experience!

THE BRITISH VIRGIN ISLANDS
PREMIER TRAVELER'S GUIDE

MEDIA KIT | 2024
2025

powered by  **VIRGIN ISLES**
MEDIA GROUP
Our Inspiration. Your Reality.

P.O. Box 3252, Road Town, Tortola, B.V.I.
sales@welcomebvi.com welcomebvi.com

ACCOMMODATIONS | SAILING | SHOPPING | CRAVINGS | REAL ESTATE | OUTDOOR ADVENTURES | CULTURE | GETTING AROUND

Powered by Virgin Isles Media Group, WelcomeBVI aims on being the British Virgin Islands Premier Traveler's Guide providing an invaluable source of ideas to traveler's keen to sample what the BVI has to offer. The magazine will highlight the numerous adventurous activities one can enjoy while visiting the BVI, as well as comprehensive guides to beaches, moorings/anchorage, diving spots, ferry schedules and maps. Chapters will also be dedicated to culture, real estate, dining out, getting around and business opportunities.

WelcomeBVI targets the more affluent travelers, decision makers, adventure seekers, leisure and business travelers – they're connected and place huge emphasis on quality, which is the focus of this magazine.

Published quarterly, WelcomeBVI will be distributed locally onboard charter boats, ferries, in hotels, villas, travel agencies, tourism businesses, ports of entry and selected offices. Our international distribution will encompass the USA, Europe, Tourist Board offices, and present at many international tourism events. It will also be available digitally on www.welcomebvi.com.

As our tourism industry continues to grow, it is important that you get your fair share of the coveted visitor dollar. We are confident that WelcomeBVI will drive new business your way. So, we ask that you be strategic and take this opportunity to position your business in front of key travel tourism decision makers by advertising in WelcomeBVI, both in print and online.

Peruse the MEDIA KIT and give us a call or email us to discuss your advertising campaign.



WelcomeBVI

Yours To Experience!

The British Virgin Islands is
Yours to Experience!

WHY WELCOME BVI?

WelcomeBVI is a much-needed publication in the British Virgin Islands, providing a platform for advertisers to interact in print and online with travelers worldwide. Our territory is one of the world's best destination – it is time to highlight the strength of our resources!

Fresh & Inspiring Content:

Our editors and publisher all reside in the area. They know the area and want to explore and share all its nooks, crannies, and idiosyncrasies with our readers.

Target Marketing:

This is a one-of-a-kind magazine targets residents, visitors, and newcomers with considerable spending power, they're well connected, know what they want, and are looking for reliable and pertinent information about exploring in the BVI.

Excellent Shelf Life:

Racked for three months means that someone will, at some point, pick up the magazine and see your ad.

Credibility, Respect and Quality...

are top priorities. We want our advertisers respected and noticed, so we allow them to tell their stories.

Our Digital Footprint:

We reinforce our print magazine with exclusive online content that is fresh and timely and we use our online presence to further our relationship with our readers.

Stylish:

WelcomeBVI magazine is designed specifically for this fast-paced industry. Each issue is presented in an easy-to-read, visually stimulating format that screams luxury. Your ad will be showcased next to cutting edge editorials in eye-catching layouts, guaranteed to capture attention.



WHO SHOULD ADVERTISE IN WELCOME BVI

Accommodation suppliers wanting to attract reservations and where to stay, including stay-ca-tion.

Real Estate property and development is a huge interest for visitors.

Culture/Event planners that wish to increase revenue by hosting events.

Transportation suppliers specialising in moving groups around – by ground, sea or air!

Charter Industry offering excursions including rentals, and tours, etc.

Tourism Retailers such as jewelry stores, gift shops and clothing stores, etc.

Food & Drink restaurants, bars, etc.

WelcomeBVI

Yours To Experience!

**Reaching the affluent traveler
and decision makers**

FREQUENCY: Quarterly

Published 4X Annually

EDITORIAL CALENDAR

1st Quarter

January to March

DEADLINE:

Ad/EditorialSpace
November 1st

2nd Quarter

April to June

DEADLINE:

Ad/EditorialSpace
February 1st

3rd Quarter

July to September

DEADLINE:

Ad/EditorialSpace
May 1st

4th Quarter

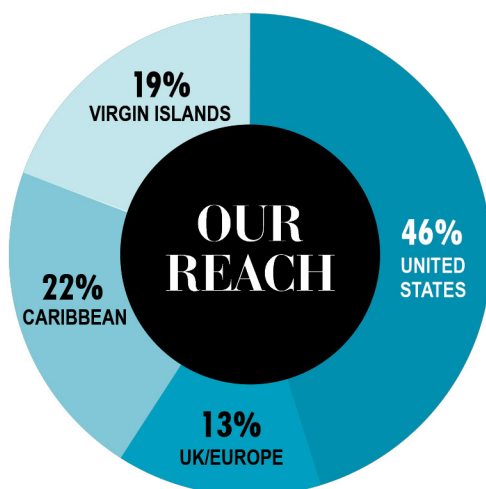
October to December

DEADLINE:

Ad/EditorialSpace
August 1st

CIRCULATION:

100,000 copies annually



CIRCULATION + DISTRIBUTION

WelcomeBVI magazine is dedicated to providing our advertisers with maximum coverage in front of an influential local, regional and international market. The magazine is delivered to an audience of qualified decision makers in travel tourism industry.

WelcomeBVI will be distributed at the following events;

Antigua Boat Show – Antigua Race Week – Puerto Rico – St. Martin – Heineken Cup – Anguilla – Sports Fishing – BVI Spring Regatta – BVI Charter Yacht Show – Miami, Fort Lauderdale, Annapolis, Monaco, South Hampton, and Dubai Intl. Boat Shows, and other international tourism events.

Our close relationship with the BVI Tourist Board will enable us to provide copies of WelcomeBVI to all their members, as well as promote our interactive digital edition on their home page.

READER PROFILE

35 MEDIAN AGE

- Predominantly well-educated.
- Striving for something better.
- Conscientious consumers.
- Seekers of quality and know what they want.

EXPERIENCE IT ON THE GO!

*Our fully interactive
online edition brings your
message to life!*

Position your brand on the digital edition sidebar.

For three months, or more your ad will
be displayed as readers flip through
any digital edition of WelcomeBVI

Skyscraper Ad 140 X 540 **\$4,800** one year

Box Ad (pops up on cover) 300 X 300 **\$3,600** one year

Button Ad (on side Bar) 300 X 300 **\$3,000** one year



CONTENT EVERYWHERE

Digital magazine audiences are growing! Tablet devices and phone apps, along with QR Codes have reinvented how we tell stories, how consumers interact with our content and how advertisers connect with our audience – all while on the move!



DIGITAL

WelcomeBVI magazine is also hosted on www.issuu.com, a platform that connects publications with over 85 million active readers; allows access on any computer, tablet or mobile device; and provides a snapshot feature to capture the publication to share via social media and e-mail.



RATES
DATES
SPECS

WelcomeBVI

Yours To Experience!

P.O. Box 3252, Road Town, Tortola, B.V.I.
1(284) 542-0121 - sales@welcomebvi.com
www.welcomebvi.com

WelcomeBVI is your opportunity to position your destination, venue or service in front of key travel tourism decision makers.

PRINT ADVERTISING RATES

STANDARD FOUR COLOUR

AD SIZES	RATES
FULL PAGE	\$2,250
1/2 PAGE	\$1,250
1/3 PAGE	\$850
1/4 PAGE	\$650
1/6 PAGE	\$450

20% Off annual bookings

PREMIUM POSITIONS

Cover (Feature)	<small>PLUS a minimum of 4 editorial pgs + cover</small>	\$4,000
Back Cover	<small>FULL PG AD ONLY</small>	\$3,500
Inside Covers	<small>FULL PG AD ONLY</small>	\$3,000
Before Content		\$2,500
Double Spread		\$4,500

Inserts available – rate dependent on size and weight

MAGAZINE SPECIFICATIONS

COVER: COATED AND MATE VARNISHED 8pt

PAPER: Coated 70 lb FSC

BINDING: Perfect Bound



ONLINE ADVERTISING RATES

(Accepted formats: jpg, gif or png.
Can be flash or animated.)

	1 QT	2QTS	3QTS	1YR
FRONT BANNER	\$1,500	\$3,000	\$3,800	\$4,800
BOX AD 300 X 300px	\$1,250	\$2,600	\$3,000	\$3,600
BUTTON AD 240 X 240px	\$850	\$1,800	\$2,500	\$3,000

ADVERTORIALS: Let Us Share Your Story.

Increase engagement with your advertising by creating (or having us create) an (Advertorial). These are thought leadership and best practice articles that feel like a natural part of the magazine. Whether you write it yourself or one of our specialists writes it for you, this is an opportunity to share your company's vision and services with our readers.

WE OFFER TWO (ADVERTORIAL) OPTIONS:

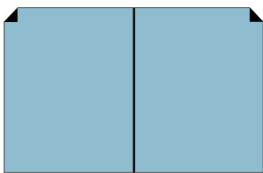
- **Advertorial** (Created by You) – **\$2,000**
- **Advertorial** (Created by Our Team) – **\$2,500**

Averaging 800 words per article (2 - 4 pages).

Advertorials produced by our team will align to our editorial standards i.e., it'll be thought leadership, not a sales pitch.

- * **AD DESIGN ARTWORK IS CHARGED** at \$150 per ad.
- * Images, copy and logos to be provided - 300dpi or larger.

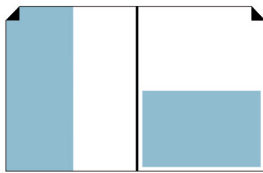
specs/**DIMENSIONS**



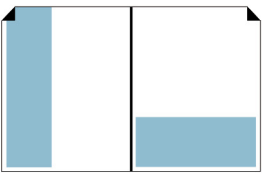
DOUBLE SPREAD
Bleed: : 18.5" W X 11.5" H



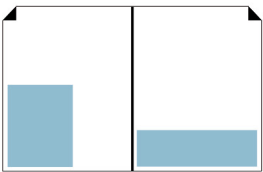
FULL PAGE
Trim size: 7.5" W X 10" H
Bleed: 9" W X 11.5" H



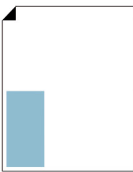
½ PAGE (Horizontal) Trim size:
7.5" W X 4.85" H
(Vertical) Bleed size:
3.63" W X 10" H



1/3 PAGE: (Horizontal) Trim size:
7.5" W X 3" H
(Vertical) Trim size:
4.9" W X 4.85" H



1/4 PAGE: (Horizontal) Trim size:
7.5" W X 2.32" H
(Vertical) Trim size:
3.63" W X 4.85" H



1/6 PAGE Trim size:
3.5" W X 4.85" H

MECHANICALS

TRIM SIZE (inches)	WIDTH	HEIGHT	BLEED
2 PAGE SPREAD	17"	11"	Add .25" on all sides
FULL PAGE	8.5"	11"	Add .25" on all sides
FULL PAGE	7.5"	10"	NONE
½ PAGE (Hori.)	7.5"	4.85"	NONE
1/2 PAGE (Vert.)	3.5"	10"	NONE
1/3 PAGE (Sq.)	4.9"	4.85"	NONE
1/3 PAGE (Hori.)	7.5"	3"	NONE
1/4 PAGE (Hori.)	7.5"	2.5"	NONE
1/4 PAGE (Vertical)	3.6"	4.85"	NONE

*For bleed ads, please keep all live matter 0.5" from trim

*For bleed ads, please keep all live matter 0.5" from trim



TERMS & CONDITIONS

PAYMENT: 100% of payment is due when contract is signed for one issue. For longer contracts, payments can be paid per issue.

OVERDUE BILLS: A delinquency charge of 1.25% interest will be made on any invoice outstanding for more than 30 days from the date of invoice. The Publisher reserves the right to change payment terms to cash at any time and to refuse to publish further advertisements until full payment is received.

CANCELLATIONS: Cancellations are not accepted after booking deadlines. If cancellation is made after that date, advertiser may be charged full rate for the single period campaign run. If creative materials are not received by contracted deadline, advertiser will be charged, and the campaign rescheduled for a later date.

RIGHT TO EDIT OR REJECT: The Publication may, in its sole discretion, edit, classify, or reject at any time advertising copy submitted by Advertiser.

INDEMNIFICATION: Advertiser agrees to indemnify, defend, and hold harmless the Publication from all claims (whether valid or invalid), suits, judgements, proceeding, losses, damages, costs and expense, of any nature whatsoever (including attorney fees).

OWNERSHIP OF AD COPY: All advertising copy material furnished by the Publication, is and remains the property of the Publication, including all right of copyright therein and cannot be used in any other medium without the Publication's prior written consent.

JOINT AND SEVERAL LIABILITY: If Advertiser utilize an agency ("Agency"), shall be jointly and severally liable for complying with all the terms of the Advertiser's contract including payments.



ADVERTISING CONTRACT

P.O. Box 3252, Road Town, Tortola, B.V.I.
1(284) 542-0121 - sales@welcomebvi.com
www.welcomebvi.com

Business Name: _____

Primary Contact Name: _____

Business Phone Number: _____ Cell # _____

Email Address: _____

Mailing Address: _____

Please indicate the size of advertising space required:

☐ Cover Story ☐ Before Content Page ☐ Back Cover ☐ Inside Covers
☐ Double Spread ☐ Advertorial ☐ Full page ☐ 3/4 page ☐ 1/2 page
☐ 1/3 page ☐ 1/4 page ☐ 1/6 page

WEB ADS: ☐ Leader Board per qt. ☐ Lg Rect. Banner per qt. ☐ Button Ad per qt.

10% Off Annual Booking!

Will you be supplying print ready artwork? ☐ Yes ☐ No

Do you require artwork? ☐ Yes ☐ No

*Artwork is charged at \$150 per ad. Images, copy and logos to be provided.

AD PRICE	WEB ADS	ADVERTORIAL	DISCOUNT	TOTAL PER ISSUE
_____	_____	_____	_____	_____

CONTRACT STARTS ____ / ____ ENDS ____ / ____

I agree to advertiser's policy and payment terms

Signature: _____ Date: ____ / ____ / ____

Please make check payable to VI Media Group

PAYMENT:

☐ CASH
☐ CHECK No. _____
☐ CREDIT CARD Number _____
☐ VISA ☐ MC ☐ AMEX
EXP. DATE ____ / ____ CODE # _____