



# MEDIA KIT

## Creative Capital Edition

### Mission Statement

The Made in Jamaica Catalogue showcases the best of Jamaica and Jamaican culture. World class Jamaican products and services are placed within the context of Jamaica's unique competitive advantage in creativity and excellence, as exemplified by our world-renowned art, books, culture, fashion, film, music and sports.

Since our inaugural edition, we have highlighted our global powerhouse brands, icons, legends and our ever-expanding global footprint through our exports, the achievements of Jamaicans in the Diaspora and via fusion.

### MADE IN JAMAICA CATALOGUE

The Guango Tree House  
29 Munroe Road, Kingston 6  
T: 876.970.4108 | F: 876.977.5999  
E: [info@jamaicacatalogue.com](mailto:info@jamaicacatalogue.com)

Made in Jamaica Catalogue is available online as a FREE downloadable pdf with all ads click through to advertisers' websites.

### Distribution

## FREE

print | online | local | overseas  
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Direct to Gleaner subscribers, Embassies, Overseas Mission, endorsing organizations and the public.

Endorsed By:



## The Creative Capital Edition

In this edition, Creative Capital, we focus on the roots, the bedrock and the foundation of what makes our products and services so very unique and special – our creative capital. We celebrate the magical phenomenon that is Jamaican culture. Our objective is to help to increase the visibility of our immensely talented creatives and highlight the critical role that our creative sector plays in the global economy.

Across the world, authentic Jamaican culture is in high demand. Just by being ourselves and doing what we do naturally, Jamaicans have inspired some of the biggest brands in the world. Our vibes reverberate warmly from the Rock, across seas and borders, and in our communities across the world. And when that isn't enough, non-Jamaicans come to Jamaica to be infused with our energy for their own creations. Our culture is capital and, for some, Jamaica is the creative capital of the world.



### Special Features

- **Our Creative Ecosystem** - what is it, who is in it, what supports it, and how Jamaicans can have everything work together to “monetize the magic” for the benefit of the creatives and the country as a whole.
- **Innovators, Movers and Shakers**
  - **Established businesses** being creative across the value chain from idea through production to marketing;
  - **Global non-Jamaican brands** effortlessly infusing Jamaican culture;
  - The **new generation** of creatives keeping authentic Jamaican culture hot
- **Experience Magic:** Creative Spaces and Places causing a buzz in Jamaica and beyond our shores
  - The city of **Kingston**
  - The community of **Treasure Beach**
  - Unique venues, events and experiences
- **Global Healing** highlights our unique position for **wellness tourism** and **nutraceuticals**.
- **Style and Shop** has great gift and décor ideas featuring some of Jamaica’s most **creative artisans**



Photo: Steve James

According to the IDB, the cultural industries include the goods and services that are traditionally associated with public cultural policy, creative services and sports. They are classified in three categories (by main association):

#### Conventional

Books  
Publishing industry  
Printing industry  
Journals  
Magazines  
Newspapers  
Literature  
Libraries  
Audiovisual  
Film  
Television  
Photography  
Home video  
Phonography  
Discography  
Radio

#### Other

Visual and performing arts  
Concerts and performances  
Museums and galleries  
Theatre  
Orchestras  
Dance  
Opera  
Crafts  
Design  
Fashion  
Cultural tourism  
Architecture  
Gastronomy  
Typical products  
Eco-tourism  
Sports

#### New

Multimedia  
Advertising  
Software  
Videogames  
Media support industry

### Contributors

Latoya West-Blackwood  
Ruth Chisholm  
Andrea Dempster-Chung  
Dahlia Harris  
Marlon Hill

Kellie Magnus  
Gabrielle Miller  
Deika Morrison  
Christopher Reckord  
Carleene Samuels

## Ad Specifications

Live material not intended to bleed must be kept at least 1/4 inch from all sides to allow for trim. Perfect alignment of type or design across gutter of two facing pages cannot be guaranteed. Live matter in facing page subjects should not be closer than 1/8 inch to gutter.

### ARTWORK SIZES (In Inches)

MAGAZINE TRIM SIZE	
Full Page Bleed	9 x 11.5
Full Page Non Bleed	7.625 x 10.35
Full Page 2-Page Spread Bleed	17 x 11.5
2/3 Page	4.875 x 10.35
1/2 Page Vertical	5.28 x 9.45
1/2 Page Horizontal	7.87 x 4.85
1/4 Page	3.8 x 4.36
1/6 Page	2.375 x 4.36

### Artwork Requests Or Revisions

Artwork may be revised or altered at the advertisers request at a small cost. Artwork will not be returned after publication is printed unless requested. Colour proofs and printouts will remain with Moonstone Blue Ltd.

### Native Files And Pagination Files

DO NOT SEND native files such as QuarkXpress, InDesign, Pagemaker, Adobe Illustrator, Corel Draw or Freehand needing support documents such as Typefaces and Pictures. JPEG, TIFF or PDF files only at highest full resolution. A PDF file with distiller preferences set to 2400dpi will ensure high resolution. TIFF and JPEG files should be set to 300dpi, CMYK.

### AD RATES

Full Page	US\$2000	+GCT
2/3 Page	US\$1700	+GCT
1/2 Page Vert/Horiz	US\$1340	+GCT
1/4 Page	US\$825	+GCT
1/6 Page	US\$500	+GCT
Full 2-Page Spread	US\$3000	+GCT
Directory Listing	US \$100	+GCT

## Ad Layouts

