

WHERE WHEN HOW

TURKS & CAICOS ISLANDS

Where When How - Turks & Caicos Islands magazine is the only up-to-date, locally produced “bi-monthly” publication (since October 1994) designed exclusively for the visitor to the Turks & Caicos Islands. With approximately 200 printed pages of vital information and additional information on the web *Where When How* magazine is by far the most efficient, targeted advertising vehicle available to you.

Long before boarding their flight, many visitors to the TCI have already gathered a wealth of information from the “On-Line” version of *Where When How*. Within the first day of their arrival they will receive a FREE copy of the printed magazine at the Providenciales airport, at their resort, hotel or villa or from their car rental agency. This allows our readers advance time to absorb the information, read your advertisement in depth and plan their stay, giving you a greater chance of response to your advertising message.

Where When How magazine also strives to promote advertisers through featured cover stories on such subjects as diving, accommodations at resorts and villas, dining, things to do, and shopping. Information on these and other subjects is included and updated on a per-issue basis throughout the magazine. The information and most recent cover stories are all available 24 hours a day on the electronic version of *Where When How* magazine.

As an advertiser in *Where When How* magazine your business name and phone are automatically listed on the web version, at no extra charge. An expanded listing and hyper-link to your web site is available for an additional charge, providing you a connection to millions of upscale travellers and customers around the globe.

This year over 70,000 copies of *Where When How* magazine will be distributed FREE to all arriving visitors, throughout the Turks & Caicos Islands and off-island which guarantees that your advertising message will reach a maximum audience (140,000+ readers).

What sets us apart from other publications on the Turks & Caicos Islands is that we are published five times a year. Your advertisements will never suffer from outdated phone numbers, missing email and web addresses or embarrassing typos that can last for a year in annual publications. Unlike having to purchase a publication for information, which many visitors may not do until later in their stay, *Where When How* is available prior to arrival via the internet and the printed magazine is FREE upon arrival.

Visitors now ask for us by name... *Where When How!*

Ad Vantage Ltd.
J105, The Regent Village
Providenciales, Turks & Caicos Islands
Tel: +1-649-946-4815 Fax: +1-649-941-3497
Email: info@wwhtci.com
On-Line magazine www.WhereWhenHow.com

WHERE WHEN HOW

TURKS & CAICOS ISLANDS

Each bi-monthly issue of *Where When How - Turks & Caicos Islands* features a different Cover Story of interest to our readers such as, diving, accommodations at resorts and villas, dining, things to do, and shopping. These in-depth stories from the past year are available for reading or printing from the electronic version of the magazine at www.WhereWhenHow.com

Where When How - Turks & Caicos Islands showcases all aspects of interest to our visitors tempting them to experience all that is offered and to patronize our valued advertisers. Each issue carries such topics as the following:

- ISLAND TRANSPORTATION provides the reader with complete information about how to get to and around our Islands.
- WHERE TO STAY highlights our hotels, resorts, guest houses and villas with amenities and contact phone numbers listed.
- ATTRACTIONS offers readers a number of alternative things to do.
- FAMILY FUN IN THE TCI describes those fun things to do for the children or the whole family.
- FISHING CHARTERS gives a brief description of the abundant species of fish that can be caught in our waters.
- DIVING - SPORTS, WATERSPORTS and SNORKELLING provides useful information as to land and water based activities available.
- WHERE TO DINE reviews our great line-up of island restaurants and lounges, what they offer, their location and phone numbers for reservations.
- JUST MARRIED features a different couple each issue who have tied the knot in the Turks & Caicos Islands.
- ISLAND LIVING provides updated information useful to residents and persons considering taking up residence in the Turks & Caicos Islands.
- REAL ESTATE AND DEVELOPMENT gives helpful information, articles and listings on condos, homes, land and investment property available for purchase.
- WHERE TO SHOP covers the island's best places to find souvenirs, t-shirts, art work, gifts, videos, cigars and duty-free items such as jewellery, perfumes and liquors.
- FINANCIAL SERVICES offers up-to-date informative articles on financial services available in the TCI.
- HISTORIC HIGHLIGHTS offers historic notes on the Turks & Caicos Islands from 750AD to the present day.
- FYI (FOR YOUR INFORMATION) provides useful local facts and information.
- MAP OF PROVIDENCIALES - Large Fold-Out Map is updated with each issue.
- Also... WILD PLACES, SKYWATCH, UNDER THE SEA, REAL ESTATE LISTINGS, ISLAND LIVING, RESTAURANT REVIEWS and our ADVERTISER DIRECTORY are all updated on a bi-monthly basis.

Where When How - Turks & Caicos Islands prints and distributes FREE a minimum of 10,000 printed copies per issue. No other local publication comes even close to our reach. Your advertising message will appear in over 70,000 printed copies annually distributed to our readers in the following manner:

Providenciales Airport	21%	TOTAL DISTRIBUTION
Hotels, Villas, Guest Houses	43%	As of 11.15.09
Retail Stores	14%	1,081,248
Restaurants	08%	OVER ONE MILLION
Car Rental Agencies	03%	MAGAZINES IN PRINT!
Real Estate Agencies	04%	
Dive and Tour Operators	04%	
Banking and Finance	01%	
Miscellaneous	01%	

In addition we distribute off-island at dive shows, trade and travel shows, travel agencies, villa management companies and reader requests. Plus most copies picked up on-island obviously leave the island with our visitors to be shared with friends back home. Our advertisers have received numerous requests for various information including accommodations, diving and real estate from all around the world. Since 1 January 2002, the electronic version of the magazine has received millions of requests.

Where When How magazine is by far the most efficient medium for reaching potential customers through your advertising. Based upon *Where When How* advertising rates a full page 4-colour ad for one year costs you, the advertiser, only 10¢ per copy distributed. *With a minimum of two readers per issue that is less than FIVE CENTS per reader!* To advertise with our closest on-island competitor, with only one-third the distribution, your cost per copy distributed is 20¢, if all their copies are sold. Of course, if you run an advertisement less than a full page your cost per copy distributed becomes much less. As an example a 1/6th page ad for one year costs you only 2¢ per copy distributed. *Only ONE PENNY per reader!*

WHERE WHEN HOW - TURKS & CAICOS ISLANDS

Published five times per year.

Full page 4-colour ad @ annual rate of \$1,375.00 = \$6,875.00 per year
 \$6,875.00 per year divided by 70,000+ printed copies costs advertiser 10¢ per copy distributed. (ALL COPIES ARE DISTRIBUTED FREE)

1/4th page 4-colour ad @ annual rate of \$460.00 = \$2300.00 per year
 \$2,300.00 per year divided by 70,000+ printed copies costs advertiser 3¢ per copy distributed.

1/6th page 4-colour ad @ annual rate of \$370.00 = \$1,850.00 per year
 \$1,850.00 per year divided by 70,000+ printed copies costs advertiser 2¢ per copy distributed. *Only ONE PENNY per reader!*

“WHERE WHEN HOW - TURKS & CAICOS ISLANDS”

2010 COVER STORY EDITORIAL CALENDAR

JANUARY/FEBRUARY ISLAND RESTAURANTS

MARCH/APRIL THINGS TO DO

MAY/JUNE SHOPPING FOR SOUVENIRS

JUL/AUG/SEP/OCT RESORTS AND VILLAS

NOVEMBER/DECEMBER DIVING IN THE TCI

Calendar is subject to change at the discretion of the publisher.

2010 DEADLINE SCHEDULE

	SPACE CLOSING	AD REVISIONS	MATERIALS DUE
ISSUE >>>			
	▼	▼	▼
JANUARY/FEBRUARY (Begins Distribution January 1st)			
	Nov 10th	Nov 10th	Nov 20th
MARCH/APRIL (Begins Distribution March 1st)			
	Jan 10th	Jan 10th	Jan 20th
MAY/JUNE (Begins Distribution May 1st)			
	Mar 10th	Mar 10th	Mar 20th
JULY/AUG/SEP/OCT (Begins Distribution July 1st)			
	May 10th	May 10th	May 20th
NOVEMBER/DECEMBER (Begins Distribution November 1st)			
	Sept 10th	Sept 10th	Sept 20th

Ad Materials must arrive at AD VANTAGE via **FedEx** or Electronically

Ad Vantage Ltd. - attn Production - J105 The Regent Village - Providenciales - Turks & Caicos Islands
Tel: +1-649-946-4815 - Fax: +1-649-941-3497 - E-mail: info@wwhtci.com

I/3RD
SQUARE
4.625" wide x 4.875" deep
4 5/8" x 4 7/8"

\$620.00

I/6TH
VERTICAL
2.25" wide x 4.875" deep
2 1/4" x 4 7/8"

\$370.00

HALF PAGE
HORIZONTAL
7" wide x 4.875" deep
7" x 4 7/8"

\$795.00

1/2 PAGE
ISLAND
4.625" wide x 7.375" deep
4 5/8" x 7 3/8"

\$795.00

1/3RD
VERTICAL
2.25" wide x 9.875" deep
2 1/4" x 9 7/8"

\$620.00

1/6 TH
HORIZONTAL
4.625" wide x 2.375" deep
4 5/8" x 2 3/8"

\$370.00

1/8 TH
PAGE
2.25" wide x 3.625" deep
2 1/4" x 3 5/8"

\$265.00

QUARTER
PAGE
4.625" wide x 3.625" deep
4 5/8" x 3 5/8"

\$460.00

1/8 TH
PAGE
2.25" wide x 3.625" deep
2 1/4" x 3 5/8"

\$265.00

QUARTER
PAGE
4.625" wide x 3.625" deep
4 5/8" x 3 5/8"

\$460.00

TWO
INCH
AD
2.25" wide x 2.375" deep
2 1/4" x 2 3/8"

\$185.00

1/6 TH
HORIZONTAL
4.625" wide x 2.375" deep
4 5/8" x 2 3/8"

\$370.00

1/6TH
VERTICAL
2.25" wide x 4.875" deep
2 1/4" x 4 7/8"

\$370.00

TWO
INCH
AD
2.25" wide x 2.375" deep
2 1/4" x 2 3/8"

\$185.00

TWO
INCH
AD
2.25" wide x 2.375" deep
2 1/4" x 2 3/8"

\$185.00

2/3 RD PAGE

4.625" wide x 9.875" deep
4 5/8" x 9 7/8"

\$1105.00

FULL PAGE
ADVERTISEMENT
7" wide x 9.875" deep
7" x 9 7/8"

\$1375.00

FULL PAGE BLEED
ADVERTISEMENT
8.125" wide x 10.875" deep
8 1/8" x 10 7/8"
Add 1/8" Bleed All Around
8.375" wide x 11.125" deep
8 3/8" x 11 1/8"

\$1375.00

FULL PAGE ADVERTISEMENT
PREFERRED POSITION
Requested Up Front or Right Hand Page

\$1515.00

TWO PAGE SPREAD FULL BLEED
ADVERTISEMENT
16.25" wide x 10.875" deep
16 1/4" x 10 7/8"
Add 1/8" Bleed All Around
16.5" x 11.125"

\$2475.00

TWO PAGE SPREAD FULL BLEED
ADVERTISEMENT
PREFERRED POSITION
Up Front or Requested Position

\$2727.00

As per Rate Card #17 - 2010

WHERE WHEN HOW

TURKS & CAICOS ISLANDS

TWICE AWARDED "BEST GUIDE BOOK ON THE CARIBBEAN"

Caribbean Tourism Organization (CTO) The Caribbean Tourism Organization's (CTO) 3RD Annual Worldwide Travel Writer/ Photographer Awards Programme selected *"Where When How - Turks & Caicos Islands"* as the winner in the category of *"Best Guide Book on the Caribbean"* from the Caribbean Region. The presentation took place at the CTC-28 Awards Luncheon held at Frenchman's Reef Resort on St. Thomas USVI. (Awarded in St Thomas USVI on October 25, 2005)

"BEST INDIVIDUAL PHOTO - CARIBBEAN REGION"

Caribbean Tourism Organization (CTO) The Caribbean Tourism Organization's (CTO) 2ND Annual Worldwide Travel Writer/Photographer Awards Programme selected a photo entitled "Northwest Point Cove" by Marta Morton from *"Where When How - Turks & Caicos Islands"* as the winner in the category of *"Best Individual Photo"*. (Awarded in Oranjestad, Aruba on October 19, 2004)

"BEST GUIDE BOOK ON THE CARIBBEAN"

Caribbean Tourism Organization (CTO) The Caribbean Tourism Organization's (CTO) Inaugural Worldwide Travel Writer/ Photographer Awards Programme selected *"Where When How - Turks & Caicos Islands"* as the winner in the category of *"Best Guide Book on the Caribbean"* from the Caribbean Region. The awards ceremony and presentation took place at the Governments of the Caribbean State Ball at The Waldorf Astoria in New York. (Awarded in New York on June 6, 2003)

Planet Rider Award "Best travel-related site we have found on the Web!"

"Where When How - Turks & Caicos Islands" is one of the best travel-related sites that we have found on the Web! Our editorial team has given you a high rating for our Online Travel Directory, PlanetRider. PlanetRider.com's mission is to find and promote the best travel publishing and resources on the Net. (Trophy awarded on February 10, 1999)

Tourism Promote Award "Cream of the Online Tourist and Leisure Industry"

Tourism Promote is a unique award, aimed at the tourism and leisure industry. It is only awarded to original, interesting, well-constructed sites, that offer useful information, excellent entertainment value and interesting services to the potential tourist. (Trophy awarded to WhereWhenHow web site on June 25, 1998)