

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 160 printed pages of vital information, distributed FREE and read by 140,000+ visitors AND a website consistently attracting over 1400+ Unique Visitors per day *Where When How* magazine is by far the most efficient, targeted advertising vehicle available to you in TCI.

Long before boarding their flight, many visitors to the TCI have already gathered a wealth of information from the website and “Flip-Book” 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, getting you a greater 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 *Where When How* website.

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 link to your website is available for an additional charge, providing you a connection to millions of upscale travellers and customers around the globe.

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 Your advertisements will never suffer from outdated phone numbers, missing email and web addresses or embarrassing typos that can last for a year in annual publications. *Where When How* is read by visitors 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 USA +1-585-298-9553
Fax: +1-649-941-3497
Email: info@wwhtci.com
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 website 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.
- 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 on land and water based activities available.
- WHERE TO DINE reviews our great line-up of island restaurants, with specials, the cuisine, their location, hours and phone numbers for reservations.
- JUST MARRIED features a different couple each issue who have walked down the isle in the Turks & Caicos Islands.
- WHERE TO SHOP covers the island's best places to find souvenirs, t-shirts, art work, gifts, cigars and duty-free jewellery, perfumes and liquors.
- ISLAND LIVING provides updated information useful to residents and persons considering taking up residence in the Turks & Caicos Islands.
- OUR OTHER ISLANDS provides descriptions and information on visiting the islands and cays beyond Providenciales in the Turks & Caicos Islands.
- REAL ESTATE AND DEVELOPMENT helpful information, articles and listings on condos, homes, land and investment property available for purchase.
- 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 updated each issue.
- Also... OUR FEATHERED FRIENDS, SKYWATCH, UNDER THE SEA, REAL ESTATE LISTINGS, ISLAND LIVING, RESTAURANT REVIEWS and our ADVERTISER DIRECTORY are all updated in each issue 5 times per year.

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 12.20.10
Retail Stores	14%	1,210,375
Restaurants	08%	OVER 1.2 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 to our subscription base - we distribute off-island at dive, trade and travel shows, travel agencies, villa management companies and reader requests. 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 January 2002 the website has received millions of unique visitors.

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”

2011 COVER STORY EDITORIAL CALENDAR

JANUARY/FEBRUARY THINGS TO DO

MARCH/APRIL ISLAND RESTAURANTS

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.

2011 DEADLINE SCHEDULE

	SPACE CLOSING	AD REVISIONS	MATERIALS DUE
ISSUE >>>			
	▼	▼	▼
JANUARY/FEBRUARY (Begins Distribution January 1st)			
	Nov 15th	Nov 15th	Nov 30th
MARCH/APRIL (Begins Distribution March 1st)			
	Jan 15th	Jan 15th	Jan 30th
MAY/JUNE (Begins Distribution May 1st)			
	Mar 15th	Mar 15th	Mar 30th
JULY/AUG/SEP/OCT (Begins Distribution July 1st)			
	May 15th	May 15th	May 30th
NOVEMBER/DECEMBER (Begins Distribution November 1st)			
	Sept 15th	Sept 15th	Sept 30th

**Ad Materials must arrive at AD VANTAGE via FedEx or Electronically
CALL FOR FTP SITE INFORMATION**

Ad Vantage Ltd. - attn Production - J105 The Regent Village - Providenciales - Turks & Caicos Islands
Tel: +1-649-946-4815 - USA: +1-585-298-9553 - Fax: +1-649-941-3497 - E-mail: info@wwhtci.com

**1/3RD
SQUARE**
4.625" wide x 4.875" deep
4 5/8" x 4 7/8"

\$620.00

**1/6TH
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

**WHAT'S NEW
OUR PRINTER
NOW REQUESTS
1/4" BLEED
ALL AROUND**

FULL PAGE BLEED
ADVERTISEMENT
8.125" wide x 10.875" deep
8 1/8" x 10 7/8"
Add 1/4" Bleed All Around
8.625" wide x 11.375" deep
8 5/8" x 11 3/8"

\$1375.00

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

\$1515.00

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TWO PAGE SPREAD FULL BLEED
ADVERTISEMENT
16.25" wide x 10.875" deep
16 1/4" x 10 7/8"
Add 1/4" Bleed All Around
16.75" x 11.375"
16 3/4" x 11 3/8"

\$2475.00

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

\$2727.00

As per Rate Card #18 - 2011