



# MEDIA KIT

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Contact: [info@curacaoultimate.com](mailto:info@curacaoultimate.com) for more information.



A DIFFERENT DESTINATION

# INTRODUCTION

Curaçao Ultimate's mission is to create international awareness of Curaçao, attract affluent travelers to the island, and help increase the revenues of our patrons and advertisers. Through our website, our quarterly e-zine, and our up-coming 2011 magazine, we will showcase the island's kaleidoscope of cultures, along with its unique architecture, fashion, and entertainment options. We feature articles and perspectives from local and international writers, photographers, artists and business owners. Our features include:

## PEOPLE & HERITAGE

The island's heritage is a rich mixture of what is locally referred to as 'País Kòrsou.' The island's residents take great pride in its unique blend of people, resiliency and history. Local leaders, artists, and individuals having a unique perspective on the island's history and future provide their insights.

## REAL ESTATE & ARCHITECTURE

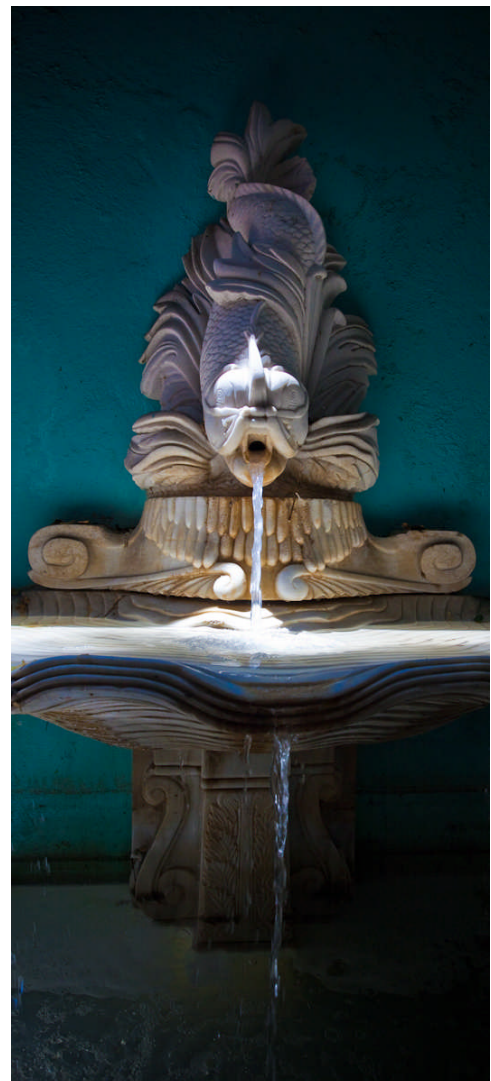
The island hosts a superb mixture of historic and modern architectures. Architects, developers, and designers provide unique perspectives and insights on Curaçao's fascinating mix of Caribbean, European and Latin American homes and buildings.

## ARTS & FASHION

We review the latest fashion trends, drawing stories and articles from designers, make-up artists, and business owners across the globe. We also feature renowned local artists, their works, inspiration and techniques.

## DINNING & ENTERTAINMENT

Featuring world famous culinary art, we showcase the finest restaurants on the island, along with the chefs that create the delectable cuisine. Too, we review day and night time entertainment, along with the island's fine hotels and accommodations.





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# READER/TRAVELER PROFILE

## AFFULENT TRAVELERS

Male	52%
Female	48%
Married	86%
Age 25-54	64%
Senior Executive	53%
Chief Level Officer	25%

## INCOME STATISTICS

Average HHI	\$210, 867
Median HHI	\$145,836
HHI \$125,000+	64%
HHI \$150,000+	47%
HHI \$200,000+	25%
Assets & Real Estate	\$1,518,194
Median Assets And Real Estate	\$941,640
Total Assets and Real Estate \$1,000,000+	47%
Own Principle Residence	97%
Own two or more homes	31%

## REGULAR PURCHASING HABITS

Fashion & Accessories	73%
Jewelry/Watches	66%
Personal Care/Wellness	63%
Dining & Entertainment	61%
Artwork Collectibles	31%

## LEISURE ACTIVITIES

Visit Museums	66%
Gourmet Cooking	65%
Attend Gallery Exhibits	51%
Photography Hobby	44%
Attend Spas	33%
Paint/Draw	31%

## FITNESS ACTIVITIES

Exercise Walking	85%
Fitness Workout	63%
Swimming	63%
Bicycling	46%
Hiking	33%
Power Boating	22%

Source: 2009 Mendelsohn Affluent Survey, Heads of Household, HHI 100,00+



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# WEBSITE & E-ZINE CIRCULATION

We will promote our patrons and advertisers every day, for each quarter they advertise. E-zine promotion will take effect December 2011. Over 50,000 copies of the Curaçao Ultimate e-zine will be distributed across North and Latin America, the Caribbean and Europe.



## SELECT DISTRIBUTION

We will distribute Curaçao Ultimate's e-zine to select chief level professionals, senior executives and high-end, travel agents, and affluent travelers in the following markets.

### North America

- United States
- Canada

### Latin America

- Brazil
- Colombia
- Venezuela

### Europe

- Belgium
- France
- The Netherlands
- Germany
- England
- Spain

### Caribbean

- Aruba
- Bonaire
- St. Martin
- Puerto Rico
- Dominican Republic

### Central America

- Mexico
- Panama
- Costa Rica



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## PRINT DISTRIBUTION



Effective March, 2011 approximately 15,000 copies of our unique and colorful magazine will be printed and distributed through major outlets described the previous page through out the U.S., the Netherlands, Curaçao, Aruba and Bonaire.

### **FREE DISTRIBUTION**

Over 1,000 copies of our magazines will be placed in first class travel lounges, across the US, England and the Netherlands. Another 1,000 copies will be distributed in major hotels in Curaçao.

### **SUBSCRIPTIONS**

Annual subscription and retail purchase of the magazine will become available in 2011.



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# E-ZINE AD FORMAT & RATES



## ADVERTISING RATES IN US \$ DOLLARS per E-zine Issue:

Full Inside Front Cover	\$1,750
Full Inside Back Cover	\$1,500
Full page ads (first 5 pages)	\$1,250
Full page ads (6 <sup>th</sup> page and beyond)	\$1,000

Patrons signing up for an annual advertising program will receive a 15% discount.

*\*Pricing subject to change.*

### *Digital Ad Specs*

**Page:** 245 mm x 300 mm  
**Information frame:** 220 mm x 275 mm

If the photo on the page is full page, please use a bleed of 6mm

Color: CMYK  
Dpi: 300

Submission requirements:

To send ads via email please do so directly to:  
[niels@iconjuice.com](mailto:niels@iconjuice.com), [rennie@iconjuice.com](mailto:rennie@iconjuice.com) &  
[info@curacaoultimate.com](mailto:info@curacaoultimate.com)

Large files (exceeding 10 MB) can be sent via  
[www.yousendit.com](http://www.yousendit.com) or mailed/dropped off at  
ICONJUICE - Caracasbaaiweg 186 - Curaçao,  
Dutch Antilles

### *Print Ad Specs*

- Preferred file format: High RES PDF, 300 CMYK
- PDF files must contain only 4-color process images (CMYK)
- All images should be color corrected and provided at or above our minimum resolution requirements
- Curaçao Ultimate is not responsible for PDF files that are prepared incorrectly

ISSUE 1

# CURACAO ULTIMATE

# CURACAO IS POETRY

IMMERSIVE ENLIGHTENMENT

WWW.CURACAOULTIMATE.COM

CURACAO ULTIMATE

## COLOPHON

**Editor:**  
Carmen Garcia

**Art Director:**  
Carmen Garcia

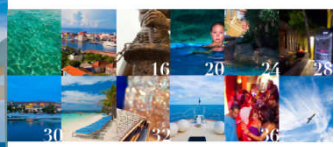
**Design:**  
Carmen Garcia

**Photography:**  
Carmen Garcia

**Layout:**  
Carmen Garcia

**Printed in:**  
Carmen Garcia

## CONTENT



IN THIS ISSUE OF CURACAO ULTIMATE: Carmen is pretty PANG. BR OCEANIC's sophisticated Curacao PANG. BE ENJOY the vibrant moments of the island PANG. 20 Avenue enlightenment get SHOT AWAY PANG. 24 EXPERIENCE Curacao's PANG. 28 EXPERIENCE the Dutch Sea Scape PANG. 30 CELEBRATE the Spirit PANG. 32 Avenue the PANG in shopping PANG. 36 SHOT in the sunset light PANG.

## DON'T BE SURPRISED

*if somehow we are related*

With a unique blend of Caribbean, Latin American, and European influences, Curacao is a vibrant island of diverse cultures and traditions. From its rich history to its modern amenities, Curacao offers a unique and immersive experience for all who visit. The island's diverse population, including people of African, European, and indigenous descent, has created a unique and vibrant culture that is reflected in its music, art, and architecture. Curacao is a place where you can experience the best of both worlds, offering a mix of traditional Caribbean charm and modern amenities. Whether you're looking for a relaxing beach vacation or a more adventurous and cultural experience, Curacao has something for everyone. The island's diverse population and rich history make it a truly unique and unforgettable destination.



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# E-zine ISSUE 1



**Panerai**  
The Panerai watch is a symbol of luxury and precision. It is a timepiece that is both functional and beautiful. The Panerai watch is a symbol of luxury and precision. It is a timepiece that is both functional and beautiful. The Panerai watch is a symbol of luxury and precision. It is a timepiece that is both functional and beautiful.

### limited EDITION



**Bentley Gold**  
The Bentley Gold is a symbol of luxury and elegance. It is a car that is both powerful and refined. The Bentley Gold is a symbol of luxury and elegance. It is a car that is both powerful and refined. The Bentley Gold is a symbol of luxury and elegance. It is a car that is both powerful and refined.



**Moët & Chandon**  
Moët & Chandon is a symbol of luxury and elegance. It is a champagne that is both powerful and refined. Moët & Chandon is a symbol of luxury and elegance. It is a champagne that is both powerful and refined. Moët & Chandon is a symbol of luxury and elegance. It is a champagne that is both powerful and refined.

## UNIQUE MONUMENTS

### JEWISH CULTURAL HISTORICAL MUSEUM

The Jewish Cultural Historical Museum is a unique and important monument in Curacao. It is a place where the rich history and culture of the Jewish community can be explored and appreciated. The museum is a unique and important monument in Curacao. It is a place where the rich history and culture of the Jewish community can be explored and appreciated. The museum is a unique and important monument in Curacao. It is a place where the rich history and culture of the Jewish community can be explored and appreciated.

### KURÁ HULANDA RESORTS

Kurá Holanda Resorts is a unique and important monument in Curacao. It is a place where the rich history and culture of the Dutch colonial era can be explored and appreciated. The resorts are a unique and important monument in Curacao. It is a place where the rich history and culture of the Dutch colonial era can be explored and appreciated. The resorts are a unique and important monument in Curacao. It is a place where the rich history and culture of the Dutch colonial era can be explored and appreciated.



By: [Name]

## NIGHT LIFE

Curacao's vibrant nightlife is a unique and important part of the island's culture. It is a place where the rich history and culture of the island can be explored and appreciated. The nightlife is a unique and important part of the island's culture. It is a place where the rich history and culture of the island can be explored and appreciated. The nightlife is a unique and important part of the island's culture. It is a place where the rich history and culture of the island can be explored and appreciated.





# PRINT MAGAZINE FORMAT & RATES

## ADVERTISING RATES IN US \$ DOLLARS\*

### COVERS AND PREMIUM PACKAGES

Inside front (Bleed)	24.5cmW x 30cmH	\$ 4,000.00
Inside back (Bleed)	24.5cmW x 30cmH	\$ 3,500.00
Outside back (Bleed)	24.5cmW x 30cmH	\$ 4,500.00
Full Inside page	24.5cmW x 30cmH	\$ 3,000.00
Double page spread	49.0cmW x 30cmH	\$ 5,500.00

### FIRST 10 PAGES

Half Page / Horizontal	24.5cmW x 15cmH	\$ 2,000.00
Half Page / Vertical	12.25cmW x 30cmH	\$ 1,500.00
Banners / Horizontal	TBD	\$ 1,000.00
Banners / Vertical	TBD	\$ 1,000.00

### REGULAR PAGES

Half Page / Horizontal	24.5cmW x 15cmH	\$ 1,500.00
Half Page / Vertical	12.25cmW x 30cmH	\$ 1,000.00
Banners / Horizontal	TBD	\$ 500.00
Banners / Vertical	TBD	\$ 500.00

Patrons signing up for an annual advertising program will receive a 15% discount.

\*Pricing subject to change.





## SUMMARY

Curaçao Ultimate is dedicated to our patrons. Please contact us with any pricing or format questions. We are available to help support development of your advertisement. If you need assistance with writing or designing your advertisement, please contact us at: [Info@curacaoultimate.com](mailto:Info@curacaoultimate.com).

