

Experience

Sint Maarten | Saint Martin 2013



Attractions • Dining • Shopping





Delivering Qualified Prospects for Tourism Advertisers

Where do visitors find the best places to shop, dine and lounge? Who teaches them the history, culture and business of Sint Maarten/Saint Martin? How can they discover their favorite beaches, spas, water sports and wedding venues?

Visitors find all of this and more in *Experience Sint Maarten/Saint Martin*, the beautiful coffee-table book placed in over 4,500 guest rooms across the island, **as well as luxurious yachts sailing into Simpson Bay**. They also learn from features that run in the island's leading newspaper, *The Miami Herald International Edition*, and the island's high-traffic website, ExperienceStMaarten.com.

How do smart advertisers reach these acquisitive visitors—their best prospects—both before they travel and while they are here? Advertisers participate in the multimedia program of *Experience Sint Maarten/Saint Martin*, where they find the maximum return on their investment.

Why Advertise in *Experience Sint Maarten/Saint Martin*

- Official publication of the St. Maarten Hospitality & Trade Association (SHTA)
- Full-year distribution of oversized, elegant softcover books through over 4,500 guest rooms, timeshare accommodations and villas
- Nearly 532,000 hotel and resort guests annually
- Dutch-side occupancy in 2009 was 60 percent—more than 460,000 visitors
- Copies are distributed through more than 150 locations, serviced weekly, including activity desks, water-sports operators, restaurants, lobbies and the A.C. Wathey Facility
- 532,000 visitors annually
- More than 1.4 million cruise passengers in 2008 made the island one of the region's most popular destinations—we reach them with the softcover version of *Experience Sint Maarten/Saint Martin*
- If a yacht does four charters during its Caribbean season, it will have 48 high-end passengers on board as your target audience—we deliver *Experience Sint Maarten/Saint Martin* to an estimated 20 or more yachts during the season
- Approximately 500 boats are reached, with 10 crew members each, for a total of 5,000 crew members with above-average disposable income—we reach them through yacht delivery



Your Advertising Gets Exposure in More Places

Experience Sint Maarten/Saint Martin Vacation Guide: These are editorial features that run in the B Section of *The Miami Herald International Edition*, printed in St. Maarten by *The Daily Herald*, the island's premier newspaper. Consisting of 12 articles that alternate monthly, this section highlights the island's top experiences in shopping, dining, boating, water sports and island hopping, as well as its best real-estate investments, in an easy-to-read format.

Experience Sint Maarten/Saint Martin Value-Added Coupons: With advertising in the newspaper, radio and billboards, ExperienceStMaarten.com coupons reach visitors before they even land on the island. With separate pages for Shopping, Dining and Attractions and Boat Tours, visitors get the contact information they need for their island experiences. In 2007, 33,000 people downloaded coupons from the website — almost 100 downloads every day.

Local advertising:

Radio: Radio spots promoting readership of *Experience Sint Maarten/Saint Martin* and the coupons can be heard daily on the island's most popular radio stations: Oasis 96.3, Laser 101, Island 92 and Tropixx, all part of Philipsburg Broadcasting.

Billboards: Large billboards situated prominently around the island help to promote readership of *Experience Sint Maarten/Saint Martin* and usage of coupons.

International Edition: available by subscription and delivered to guest rooms across the island every day except Sunday, also contains ads. *The Experience Sint Maarten/Saint Martin Vacation Guide* appears monthly.

Added exposure:

In an effort to magnify the scope of the hotel association's publishing program, the Miami Herald Media Company (MHMC) and HCP/Aboard Publishing have developed a comprehensive newsprint and online advertising and promotion program.

HCP/Aboard Publishing has guaranteed the SHTA that it will spend the equivalent of half the revenue earned by *Experience Sint Maarten/Saint Martin* to advertise the destination in the Sunday travel sections of our company-owned newspapers throughout the U.S. Your advertising dollars work twice as hard for you! Plus, for the past four years, a double-page spread promoting St. Maarten in American Eagle's in-flight publication, *Latitudes*, was featured, reaching 6.4 million business and leisure travelers on flights from Boston, New York, Miami and San Juan.

In addition, our portal, ExperienceDestinations.com, is promoted heavily in online and print campaigns that total a staggering \$2 million annually.



Experience Sint Maarten/Sint Maarten Marry Me Wedding Planner: Through a publishing partnership with Sint Maarten Marry-Me, a special 16-page weddings section appears in *Experience Sint Maarten/Saint Martin 2012*. This section is reprinted as the *Sint Maarten Marry-Me* magazine, and 20,000 copies are distributed at bridal shows throughout North America.



ExperienceStMaarten.com is published for the SHTA to promote the destination, its hotel members and our advertisers. Consumers visit this trusted source of travel information to find events, offers, maps and everything they need to plan their perfect holiday, wedding or business trip to St. Maarten/St. Martin.

Meaningful Added Value

Businesses that advertise in *Experience St. Maarten/Saint Martin* enjoy a FREE business profile on ExperienceStMaarten.com. This online profile will include your contact information, business details—including images and descriptions—and a link to your website. Keep in mind that links to your website from outside sources will help rank your website higher in search engine results.

How do we supply you with more qualified leads?

In addition to publishing and maintaining the website, HCP/Aboard Publishing aggressively promotes ExperienceStMaarten.com in targeted advertising campaigns that drive traffic to the website and raise interest in St. Maarten/St. Martin. Strategic partnerships with TripAdvisor, American Eagle and McClatchy newspapers provide advertising vehicles that inspire travelers to visit

Free Online Advertising Converts Visitors Into Customers Before They Arrive

ExperienceStMaarten.com. In 2011, website traffic was up by 21 percent over the previous year. Paid campaigns in Google are ongoing, as are ads placed in HCP/Aboard travel magazines, which alone reach 70 million active travelers every year.

Get more out of our website—regardless of your budget size!

Smart marketers know that targeting is key. With ExperienceStMaarten.com you'll reach visitors as they are in the process of planning their trip to St. Maarten/St. Martin. By engaging our audience online, you can convert them to customers before they even step foot on the island! Your business can appear on multiple pages throughout ExperienceStMaarten.com—including the home page. Rates for online advertising start at just \$399 for the entire year. Ask your representative for more information.

E-zine (Digital Magazine)

We're providing advertisers with even more added value by creating a digital version of *Experience St. Maarten/Saint Martin*. Visit the website for a link, or just point your PC or smartphone to experiencestmaarten.customtravelmags.com. The electronic version of the publication, or "e-zine," preserves the high-quality look of the printed book online. The e-zine is user-friendly and easily shared through e-mail, which allows advertisers to reach a much larger global audience. Interactive features include zoom for large text display, active hyperlinks to advertiser sites, quick links to ads and content, thumbnails, and printable PDF of each page.

Distribution

Dutch Sint Maarten

Atrium
Beach Side Villas
Belair Beach Hotel
Caravanserai
Carl's Unique Inn
The Cliff at Cupecoy
Coral Beach Club
Cupecoy Beach Club
Divi Little Bay Beach Hotel
Flamingo Resort
Holland House Beach Hotel
Horizon View Hotel
Horny Toad Guest House
Jennifer Vacation Villas
Joshua Rose Guest House
L'Esperance Hotel
La Terrace
La Vista
Mary's Boon
Midtown Motel
Ocean Club
Oyster Bay Beach Resort (Lobby)
Passangrahan
Port de Plaisance

Princess Heights
Rainbow Beach Club
Re/Max Island Properties
Royal Islander Club
Royal Palm Beach Club
Royal Turtle Inn
Sea Breeze Hotel
Sea Palace Resort
Sonesta Great Bay Beach
Resort & Casino
Sonesta Maho Beach
Hotel & Casino
St. Maarten Rentals
Summit Resort
Tamarind
The Towers of Mullet Bay
Travellers Inn
The Turquoise
Shell Hotel
The Villas at Great Bay
The Westin Dawn
Beach Resort
Wyndham Sapphire
Beach Club & Resort

French Saint Martin

Captain Oliver's
Esmeralda Resort
Grand Case
Beach Club
Hotel Beach Plaza
Hotel du Golf
Hotel Mercure
Hotel Royal Beach
L'Esplanade
La Belle
Grand Case
La Plantation
La Samanna
Palm Court
Radisson Resort
St. Tropez

ANNUAL PUBLICATION RATES

Ad Size	Four Color	Black & White
Full Page	\$7,800	\$6,240
Half Page Vertical & Horizontal	\$4,680	\$3,745
Third Page Vertical & Square	\$3,510	\$2,810
Spread	\$14,020	
Back Cover	\$9,500	
Inside Front Cover	\$8,955	
Inside Front Cover Gatefold	\$15,600	
Inside Back Cover	\$8,580	

AD MATERIAL REQUIREMENTS

1. Electronic files are to be sent in Macintosh format only. Accepted programs include Adobe Photoshop, Adobe Illustrator & Adobe InDesign. Include all postscript and screen fonts. Include all images as EPS, JPEG or TIFF in high resolution (at least 300 dpi at 100 percent) in CMYK. If files are not provided as CMYK, we will be forced to convert the color and we cannot guarantee an exact match of color on press. PDF/X-1a files are preferred.
2. A color proof must accompany ad for all formats; otherwise, HCP/Aboard Publishing will not accept liability for files that do not print correctly.*
3. Live material not intended to bleed must be kept at least 3/8" from all sides to allow for trim.
4. Double page spreads: Perfect alignment of type or design across gutter of two facing pages is not guaranteed. Live matter in facing page subject cannot be closer than 1/8" to gutter.

**If a high-quality color proof / Matchprint such as Kodak Approvals or Epson (or similar analog proofs with a color control bar) is not provided, then we cannot guarantee color. Please note that all proofs must be made according to SWOP standards. Proofs that do not meet these criteria cannot be used for color matching.*

MECHANICAL SPECIFICATIONS

Full Page (Trim)	8 7/8 x 10 7/8
Full Page (Bleed)	9 1/8 x 11 1/8
Half Page Horizontal	7 1/4 x 4 3/4
Half Page Vertical	3 1/2 x 9 7/8
Third Page Vertical	2 1/2 x 9 7/8
Third Page Square	4 3/4 x 4 3/4

*Back Cover ad placement:
Add an extra 1" bleed to all four sides.

CLOSING DATES

Space Reservations: see contract
Materials Due: see contract
Publication Date: December 2012

INQUIRIES & SPACE RESERVATIONS

Jussara Albuquerque, Sales Manager
Tel: 305-376-4961
Cell: 786-521-9132
Fax: 305-995-8048
E-mail: jalbuquerque@hcpaboard.com

DISTRIBUTION

Christian Smith
Tel: 721-522-0231
Fax: 721-544-3973
E-mail: christiansmith@hotmail.com

AD MATERIALS SHOULD BE SENT TO:

Maria Fernanda Oconitrillo
Advertising Services Coordinator
Tel: 305-376-5273
Fax: 305-995-8108
E-mail: moconitrillo@hcpaboard.com

PAYMENTS

Checks should be made payable to:
HCP/Aboard Publishing
One Herald Plaza
Miami, FL 33132-1693

