

# CARIBBEAN

TRAVEL+LIFE



## MAGAZINE

150,000  
RATE BASE

240,000  
TOTAL AUDIENCE

8X  
FREQUENCY

1985  
YEAR  
ESTABLISHED

MEMBER  
AUDIT BUREAU OF  
CIRCULATION



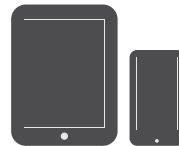
## DIGITAL

320,100  
AVERAGE  
MONTHLY PAGE  
VIEWS

61,400  
AVERAGE  
MONTHLY  
UNIQUE VISITORS

85,000  
EDITORIAL  
NEWSLETTER  
SUBSCRIBERS

95,000  
CUSTOM eBLAST  
SUBSCRIBERS

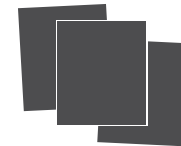


## MOBILE

527  
DOWNLOADS OF  
THE "BEST OF  
THE CARIBBEAN:  
ARUBA" iPad  
GUIDE IN THE  
PAST 9 WEEKS

12,470  
FACEBOOK FANS  
AND TWITTER  
FOLLOWERS

ALL 8  
ISSUES ARE  
AVAILABLE ON  
TABLETS AND  
eREADERS,  
INCLUDING, THE  
iPad, NOOK, AND  
KINDLE.



## CUSTOM

105,100+  
NUMBER OF CONTEST/  
SWEEPSTAKES ENTRIES  
IN THE PAST YEAR

24,800+  
NUMBER OF VOTERS  
IN THE BEST OF THE  
CARIBBEAN POLL

2000  
YEAR THE ANNUAL  
*Caribbean Travel + Life*  
PHOTO CONTEST WAS  
ESTABLISHED



## TV/VIDEO

9  
ORIGINAL  
TELEVISION  
EPISODES  
PRODUCED

201+  
TOTAL  
TELEVISION  
AIRINGS

103+  
DIGITAL  
WEBISODES  
CREATED

573,300+  
DIGITAL  
VIDEO VIEWS

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