

Jam boree

JAMAICA'S VISITOR NEWSPAPER

Ubiquitous • Informative • Relevant



An Introduction to

Key facts and figures:

- Jam-boree is Jamaica's largest visitor periodical with annual circulation of 250,000 (10,000 x 25 bi-weekly issues).
- Jam-boree affords access to an attractive demographic of Jamaica visitors in a format that provides maximum exposure for advertisers.
- Specs: 11"x17" finish size, all pages color.
- Complimentary copies are distributed at the airport, cruise ship terminals and high-traffic locations throughout Jamaica's main resort areas, including hotel tour desks, restaurants, shops and visitor attractions.
- With feature articles on subjects of interest to Jamaica tourist visitors and comprehensive listings of businesses involved in the tourism industry, Jam-boree is a valuable reference source for island visitors throughout their stay.
- With a daily events calendar and weather forecasts in addition to regularly updated business listings and articles, Jam-boree's information stays fresh and relevant.

Editorial content:

- Tours and sightseeing guide
- Go-local sections detailing main resort areas: activities, attractions, shops, restaurants, bars, nightlife, etc.
- Recent feature articles have included:
 - **Jamaica's true colors: red, green and golf** (descriptions of the island's 11 golf courses)
 - **Ralph Plummer's Tryall** (in-depth review of Tryall Club's renowned golf course)
 - **So you want something exotic and expensive** (buying property in Jamaica)
 - **Pirates in the Caribbean** (brief history of Port Royal and Captain Henry Morgan)
 - **Vamos a la playa oh, oh, oh, oh** (tourism development projects)
 - **Jamaica's underwater wonders** (scuba diving)
 - **The villa life** (orientation for guests in private villas)
 - **Riddim nation** (musical trends)
 - **Location, location, location** (film and photo shoots)
 - **Lured to sport fishing** (fishing guide)
- Topics of upcoming articles include destination weddings, Jamaican artists, eco-tourism and yachting.
- Certain articles reappear regularly, as they are relevant to new arrivals.

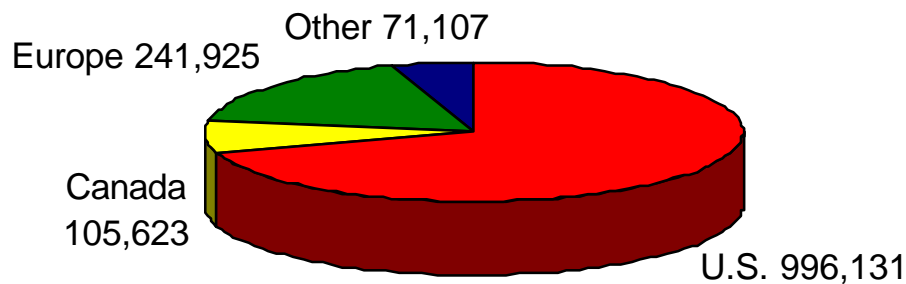
Jam-boree Circulation

Distribution:

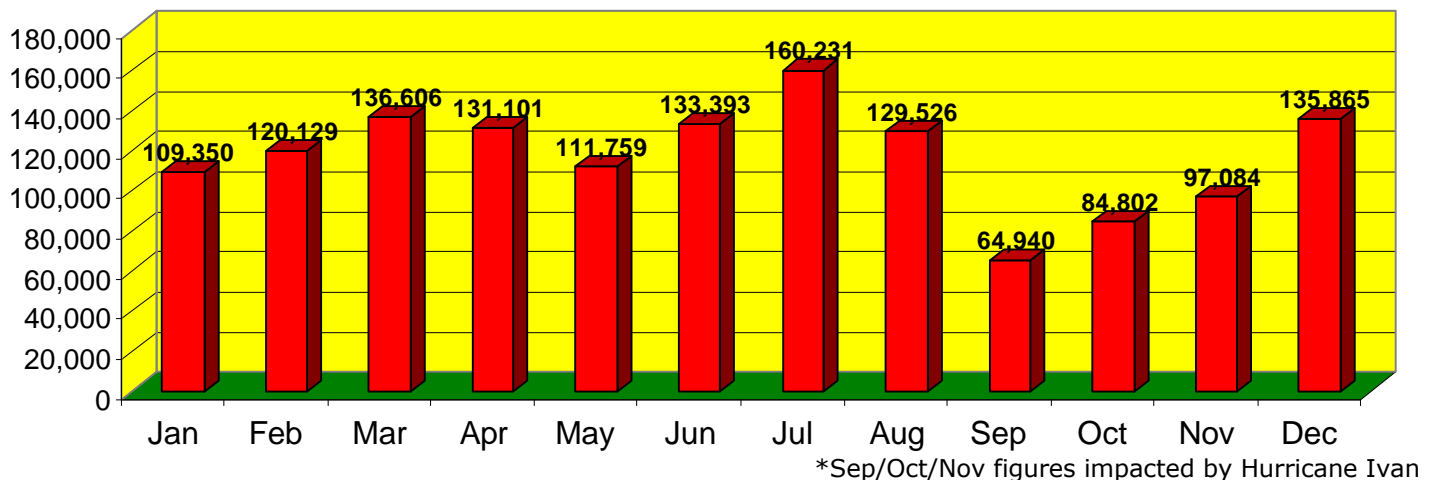
- 10,000 copies every other Friday (except for two double-issues in Sept/Oct); total of 25 issues per annum
- Our distribution network ensures that Jam-boree is in front of island visitors at every stage of their visit:
 - **Point of arrival:** Montego Bay Sangster International Airport and the Montego Bay and Ocho Rios cruise ship terminals
 - **Transportation:** Taxis and tour buses
 - **Accommodations:** Resorts, hotels and villa communities
 - **High-traffic areas:** Shops, restaurants, bars, visitor attractions, tour desks, information booths, etc.

Target readership:

2004 Tourist Arrivals by Market



2004 Stay-over Arrivals by Month



Jam-boree Advertising

Effectiveness:

- Businesses interested in targeting affluent travelers, primarily from North America and Europe, will find that this highly-attractive demographic can be successfully reached through advertising in the pages of Jam-boree.
- Jam-boree provides maximum exposure to advertisers, as it is a valuable reference source for island visitors throughout their vacation stay; referred to frequently and generally read from cover to cover.

Standard ad sizes:

Full page: w10 1/4" x h16 1/4"

Half page: w10 1/4" x h8" horizontal w5 1/8 x h 16 1/4" vertical

1/4 page: w6.83" x h6" square w10 1/4" x h4" horizontal w5 1/8" x w8" vertical

1/6 page: w6.83" x h4" horizontal w3.42" X h8" vertical

1/8 page: w5 1/8" x h4" square w6.83" x h3" horizontal

1/12 page: w3.42" x h4" square w6.83" x h2" horizontal

1/16 page: w3.42" x h3" square w5 1/8" x h2" horizontal

1/24 page: w3.42" x h2" horizontal

(Custom ad sizes also available)

For more information about advertising in Jam-boree please contact:

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ads@jam-boree.com

or

Fenix Capital Group

(212) 808-3005

(212) 202-4153 fax

jambo@fenixcapital.com

Jam-boree Recent Advertisers



MAXI TOURS

- Montego Bay Chapter -

MAXI TOURS

- Ocho Rios Chapter -



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