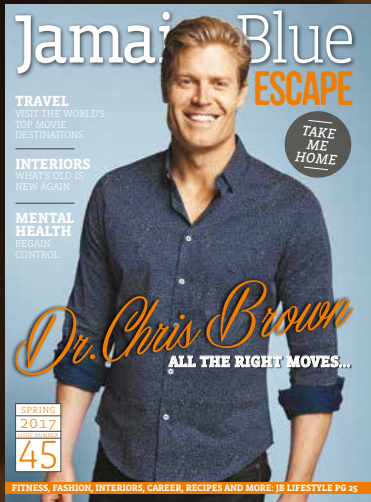


# JamaicaBlue

MEDIA KIT 2018/19

ESCAPE



Get in touch  
with our customers  
through our exciting  
glossy magazine -  
Jamaica Blue  
ESCAPE™



Our customers  
love travel, food  
and culture.  
They come to us  
to relax and  
'escape.'



# THE BRAND



*Jamaica Blue* offers a contemporary café experience, with over 170 locations ranging from espresso bars to café restaurants, providing a diverse range of light meals as well as Jamaica Blue's distinctive blend of espresso coffee. We serve 338,000 customers per month!

The typical *Jamaica Blue ESCAPE™* reader is a female who is in to coffee, food, health and travel. She is young (24 to 39), hip, tech savvy and the decision-maker in her set.

*Jamaica Blue* is a leader in the retail coffee market and delivers:

- The finest coffee with delicious light meals and snacks.
- A relaxing environment.
- Stores in Australia, New Zealand, Singapore, China, Malaysia, UK and the UAE.
- A warm and friendly atmosphere.
- Exceptional customer service.

Whether it's a cappuccino, café latte, mocha or one of our many other coffees, *Jamaica Blue* is the place to visit for a fine coffee experience - and the only place where you can grab your free copy of *Jamaica Blue ESCAPE™* Magazine.



The majority of our cafés are in shopping centres, close to travel agents, fashion outlets, supermarkets and food outlets. Close to YOUR brands!

# THE MAGAZINE

With a quarterly circulation of 45,000, *Jamaica Blue ESCAPE™* is a magazine that represents *Jamaica Blue's* unique culture. It is vibrant, unique, professional and, above all, a great read.

Regular features include recipes, celebrity interviews, travel, food, fashion, languages, entertainment, health and more. Anything that helps our valued customers 'escape' the problems of their day is perfect for *Jamaica Blue ESCAPE™*

*Jamaica Blue ESCAPE™* is young, funky and full of great ideas. Align your brand with our attitude.

Real feedback from stores and readers:

- "We have had nothing but great remarks about it. It has something for everyone. Great quality too."
- "It's bright, colourful, great articles."
- "This is fantastic – customers, staff, everyone is loving it!"
- "This is great, can we get some more? We ran out in the first week!"
- "Customers are already using the vouchers from inside the magazine. Great idea!"



# RATE CARD

## Rates

|            | Casual  | 2x      | 3x      | 4x      | 6x      |
|------------|---------|---------|---------|---------|---------|
| Double PG  | \$5,500 | \$5,400 | \$5,300 | \$5,200 | \$5,000 |
| Full Page  | \$3,100 | \$3,000 | \$2,950 | \$2,800 | \$2,700 |
| Half Page  | \$2,200 | \$2,150 | \$2,100 | \$2,000 | \$1,950 |
| Third Page | \$1,950 | \$1,900 | \$1,875 | \$1,850 | \$1,825 |

## Prime Position Guarantee

|                           |         |
|---------------------------|---------|
| Inside Front Cover        | \$3,350 |
| Outside Back Cover        | \$3,550 |
| Inside Back Cover         | \$3,350 |
| Inside Front Cover Spread | \$4,900 |
| Centre Spread             | \$4,700 |
| Early Right Hand Page     | \$3,250 |
| Cover Wrap                | Quoted  |
| Gatefold                  | Quoted  |

## Loose Insert Rate

|             |            |
|-------------|------------|
| 1 - 2 Pages | \$90/'000' |
| 3 - 4 Pages | \$90/'000' |
| 5 - 6 Pages | \$90/'000' |
| 7 - 8 Pages | \$90/'000' |

## Bound Insert Rate

|             |            |
|-------------|------------|
| 1 - 2 Pages | \$90/'000' |
| 3 - 4 Pages | \$90/'000' |
| 5 - 6 Pages | \$90/'000' |
| 7 - 8 Pages | \$90/'000' |

## Production Charge

|             |         |
|-------------|---------|
| Full Page   | \$1,500 |
| Double Page | \$3,000 |

- \* The above rates do not include GST 10% will be added to the above rates.
- \* All inserts have a minimum charge of \$1,000+GST.



## Locations

### AUSTRALIA

#### NEW SOUTH WALES

Albury  
Baulkham Hills  
Bondi Junction  
Blacktown  
Burwood  
Campbelltown  
Castle Hill  
Charlestown  
Chatswood  
Coffs Harbour  
Eastgardens  
Erina Fair  
Forster  
Gosford  
Hornsby North  
Hornsby South  
Hurstville  
Kotara  
Lake Haven

Lake Munmorah  
Liverpool Hospital  
Menai  
Merewether  
Miranda  
Moore Park  
Mount Druitt  
Mount Hutton  
Narellan  
Nowra  
Penrith  
Richmond  
Roselands  
Shellharbour  
Tamworth  
Tuggerah  
Vincentia  
Wagga Wagga  
Warringham  
Wollongong

#### NORTHERN TERRITORY

### Casuarina

#### QUEENSLAND

Brisbane CBD  
Buddina  
Cairns  
Carindale  
Cooroy  
Fairfield Gardens  
Gladstone  
Harbour Town  
Indooroopilly  
Ipswich  
Kingaroy  
Mackay  
Mackay Caneland  
Mango Hill  
Maroochydore  
Mount Ommaney  
Mount Pleasant  
Noosaville  
Pialba  
Rockhampton

Toowoomba  
Townsville  
Upper Mount Gravatt

#### SA

Adelaide  
Colonnades  
Port Pirie  
West Lakes

#### VICTORIA

Bendigo  
Box Hill  
Cheltenham  
Chirnside Park  
Craigieburn  
Cranbourne  
Doncaster  
East Preston  
Epping  
Forest Hill  
Frankston  
Greensborough

Melton  
Narre Warren  
Point Cook  
Richmond  
Ringwood  
Wantirna South  
Wendouree  
Werribee

#### WA

Armadale  
Baldivis  
Beeliar  
Booragoon  
Bull Creek  
Cannington  
Clarkson  
Cloverdale  
Halls Head  
Harrisdale  
Hillarys  
Joondalup  
Karawara

Karratha  
Karrinyup  
Perth CBD  
Murdoch  
Midland  
Mirrabooka  
Morley  
Riverton  
Rockingham  
Secret Harbour  
Southlands  
Success  
Warnbro

#### NZ

Auckland  
Browns Bay  
Greenlane  
Manukau  
Riccaton  
Silverdale  
Westgate

### CHINA

Beijing  
Nantong  
Pudong  
Shanghai  
Shenzhen

### SINGAPORE

MALAYSIA  
Kuala Lumpur  
Selangor

### UAE

Abu Dhabi  
Dubai

### UK

Cambridge  
Chelmsford  
Leeds  
Rushden

# SPECIFICATIONS

|                       | Bleed<br>(height x width<br>in millimetres) | Type<br>(height x width<br>in millimetres) | Trim<br>(height x width<br>in millimetres) |
|-----------------------|---|--|--|
| Full Page             | 233 x 172                                   | 213 x 152                                  | 223 x 162                                  |
| Double Page Spread    | 233 x 334                                   | 213 x 314                                  | 223 x 324                                  |
| Half Page Vertical    | 233 x 91                                    | 213 x 71                                   | 223 x 81                                   |
| Half Page Horizontal  | 121 x 172                                   | 101 x 152                                  | 111 x 162                                  |
| Third Page Vertical   | 233 x 64                                    | 213 x 44                                   | 223 x 54                                   |
| Third Page Horizontal | 85 x 172                                    | 65 x 152                                   | 75 x 162                                   |
| Poster                | On Application                              |  |  |
| Bound Insert          | On Application                              |  |  |
| Loose Insert          | On Application                              |  |  |

# BOOKING AND MATERIAL DEADLINES

| Issue     | In Store Date | Ad Booking<br>Deadline | Cancellation<br>Deadline | Ad Material<br>Deadline |
|-----------|---------------|------------------------|--------------------------|-------------------------|
| Autumn18  | 01/03/18      | 11/01/18               | 11/01/18                 | 14/01/18                |
| Winter 18 | 01/06/18      | 13/04/18               | 13/04/18                 | 16/04/18                |
| Spring 18 | 01/09/18      | 13/07/18               | 13/07/18                 | 16/07/18                |
| Summer 19 | 01/12/18      | 12/10/18               | 12/10/18                 | 15/10/18                |

To book  
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