

2012

Sun Times Magazine

media kit

mission statement

The *Sun Times* magazine's aim is to be a love letter to St. John and St. Thomas pure and simple.

For the people who live here, we want our content to be a reminder of how special the islands are, and how very important it is to preserve what we have. We concurrently want to make our visitors feel that they made a good decision spending their vacation dollars here. To that end, we give visitors everything they need and nothing they don't---they'll see restaurant guides, event listings, ferry schedules, and locally interesting articles about people, nature, and upcoming events.

We're not cheerleaders, and we don't keep our head in the sand, but you will never pick up the *Sun Times* and see anything mean-spirited or negative, and you will never see us approach the glass as anything but half-full. We don't feel that visitors want to read about local politics and crime when they're on their well-earned vacations, and if our locals want news, we assume they'll pick up a newspaper or go online.

We are interesting, informative, sometimes playful, and a pleasure to read--and that's exactly the point: there are no surprises when you pick up the *Sun Times*, it's ALWAYS a good experience. Our motto is "Always free. Always positive." We also like to say that the local newspapers report the news, while we *interpret* it. Said another way, as one of our readers did recently, "The *Sun Times* is the paper that makes you smile."

the facts

Because we are FREE
and accessible,
almost everyone
reads our paper

We look expensive
but we're not

Distribution:

- We have 80+ distribution points on St. John and St. Thomas, more than any non-visitor (only) magazine
- Our monthly circulation is 7500 per issue and growing.
- The magazine is hand-delivered to each arriving guest party at three major villa rental agencies in St. John: Catered To (50 homes), Caribbean Villas (70 homes), and Viva Vacations (50 homes). That's well over 1,000 targeted, high-end visitors each month
- We are in every high-end hotel in STJ and STT
- We are at the St. Thomas airport gift shop/ magazine sales rack
- Each issue is 32-40 pages long with full color pages, tabloid format (10.5"x12.5"). We are printed with soy ink on 25% recycled paper
- We are distributed around the 1st of every month

Value:

- **Our rates are competitive**
- **We look great** -- our print quality is state-of-the-art (stochastic), and second to none in the USVI.
- **Each issue is "on the streets" for 4 weeks** so you can cover the entire month and two islands with ONE ad insertion.

the facts {continued}

We make
people happy
to be here

Content:

- Regular columns include: Arts, Green, Off-Island, (Life) Balance, Photo Essay, Photo Events, Astrology, Food, the Sun Times Interview and Always Positive.
- The Island Life section covers the peculiarities of living on an island, we have at least one in-depth Featured Article a month. We have restaurant listings, an events calendar, ferry schedules, and Stay Here Next, our featured villa photos and villa listings in the back section of the magazine.
- Our content does not leave anyone out—we take pains to make sure our content appeals to all incomes, all ages, and all ethnicities.

advertisers

The *St John Sun Times* magazine has a large local following. Just watch our delivery guy get swamped as he drives his route!

Because we are more like a magazine than a newspaper, people tend to carry us around for weeks until they finish reading all the articles—and they pass your ad every time they flip through the issue.

You will want your ad associated with the feel-good experience of reading the *Sun Times*!

Advertisers targeting VI locals:

Each issue includes

- With each issue you have the opportunity to build your brand on two islands—you never know when someone might need you/your business; continuous advertising is the surest way to be the first one who springs to mind when they DO need you!
- Showing support for the *Sun Times* shows support for the positive forces in the STJ/STT community
- Coverage of local events — everyone wants their picture in the *Sun Times*!—in print and at stjohnsuntimes.com and facebook.com/SunTimesMag
- People pick up the *Sun Times* to read about their neighbors and their island— with more in-depth articles than they would get in other local publications

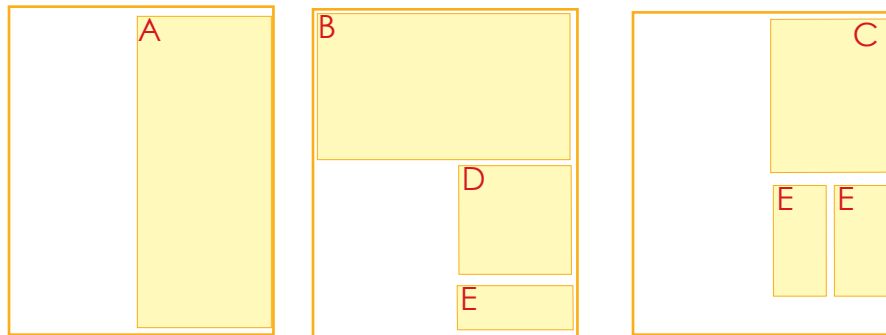
Advertisers targeting visitors:

Each issue includes

- FREE and widely available
- Advertising on two islands, St. John and St. Thomas
- The VI's ONLY comprehensive St. John restaurant guide (and a semi-regular Food column)--St. Thomas coming 2012
- An Event Calendar
- Ferry schedules for both islands
- "Rules for our guests" a guide for how to vacation well in the islands.
- A vibrant online presence at stjohnsuntimes.com and facebook.com/SunTimesMag
- Website ads that target visitors before they arrive

advertising sizes 2012

Please specify any additional requests:



AD DIMENSIONS

- A - 5x12"
- B - 10x6"
- C - 4x6"
- D - 4x4"
- E - 4x2" and 2x4"

*** ALL changes must be made in writing (fax or letter—do not rely on email).

fine print writ large

Advertisers who do not fulfill their contracted space requirements are billed for the difference between the contracted rate and the earned rate.

Acceptance: The Publisher reserves the right to refuse any ad deemed to be in poor taste.

Make Goods: A make good due to the Publisher's error or a printer's error will be corrected in the next available issue of the magazine.

Special Positions: Other than contracted cover positions, we do not guarantee positions in the magazine. We will honor special position requests, without charge, if no other commitments have been made for that space and if the mechanics and physical layout of the magazine permit. Always put special requests in writing.

Non-Conforming Space: We will consider publishing ads that fail to conform to standard space sizes on a case-by-case basis. Rates quoted upon request.

Cancellations: We do not accept cancellations after the published closing date. The Publisher can print the advertisement and collect the full amount as shown on the insertion order.

Payment Policies: All advertising must be paid by the ads deadline.

***** ADS DEADLINE:** The deadline for all changes (copy changes, insertions, or deletions) is at 12pm.