

ABOUT

WHERE WHEN HOW

Turks & Caicos Islands

Where When How... the Number ONE Visitor Guide to the Turks and Caicos Islands

Where When How magazine is by far the MOST cost effective medium for reaching your audience through advertising. **Where When How** magazine is the only, locally produced publication, updated three times per year, designed exclusively for the Visitor to the Turks and Caicos Islands (since October 1994). Residents love us too!

- To date over 1.9 million “Where When How” magazines have been in printed and distributed.
- Distributed more than 101,600 **Where When How** and **Providenciales Dining Guides** in 2017.

WhereWhenHow.com website connects you to millions of upscale travellers and customers from around the globe ALL headed for the Turks and Caicos Islands.

Vacationers planning activities in advance find YOU online at **WhereWhenHow.com**

- Website consistently attracts over 2000 Unique Visitors Per Day.
- Online our magazine is read by an additional 1000 Visitors Per Day.

- No other Turks and Caicos visitors guide updates information 3 times per year.
- Our Advertisers can change Phone Numbers and Contact Info at any time.

The **Where When How** Advertiser MAP of Providenciales is updated within every issue.

- An ADDITIONAL 7000+ Maps per issue are handed out at resorts and car rental agencies.

As a constant Advertiser in **Where When How** magazine your business name and phone are listed in the “A to Z Directory” on the **WhereWhenHow.com** website, at no extra charge.

- Banner Ads, expanded Listings and Links to your website are available at an additional fee.

Long before boarding their flight, visitors have already gathered a wealth of information while planning from the website and “Flip-Book” version of **Where When How** magazine.

Within the first day of arrival Visitors receive a **FREE** copy of **Where When How** at the Providenciales Airport, their resort or villa, car rental agency, or grocery store. This allows our Visitors advance time to read your advertisement in depth and make plans, getting you the greatest response to your advertising message.

Ask for us by name... **Where When How!**

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Each issue of **Where When How - Turks & Caicos Islands** features a different Cover Story of interest such as, Resort and Villas, Things to Do and Shopping.

Where When How magazine further promotes our Advertisers through Featured Excursions, Featured Resorts, Restaurant Reviews, Stories, Photography and Listings.

Where When How - Turks & Caicos Islands showcases all topics of interest to our visitors tempting them to experience all that is offered and to patronize our valued advertisers.

- ATTRACTIONS offers readers a number of alternative things to do.
- TRANSPORTATION complete information about how to get to and around our Islands.
- THE DOCTOR SAYS offers remedies and where to find medical services.
- JUST MARRIED see who recently “Walked down the Isle” in the Turks & Caicos Islands.
- WHERE TO STAY highlights our resorts and villas with amenities and contact listed.
- SPORTS, WATERSPORTS and SNORKELLING available land and water based activities.
- DIVING informative articles reprinted from DIVE TRAINING.
- FISHING CHARTERS a brief description of what fish are caught in our waters.
- WHERE TO DINE reviews our great line-up of island restaurants, the cuisine, location, hours and phone numbers for reservations. Specials and events.
- WHERE TO SHOP covers the island’s best souvenirs, t-shirts, artwork, gifts and cigars.
- ISLAND LIVING provides updated information for taking up residence in the TCI.
- OUR OTHER ISLANDS sister islands and cays *Beyond Providenciales*.
- REAL ESTATE AND DEVELOPMENT helpful articles and Real Estate Listings.
- HISTORIC HIGHLIGHTS our history from 750AD to the present day.
- FYI (FOR YOUR INFORMATION) provides useful local FACTS and information.
- MAP OF PROVIDENCIALES - Large Fold-Out MAP updated each issue.
- ADVERTISER PHONE DIRECTORY - Up-to-date telephone numbers.
- Also... OUR SPAS, RESTAURANT REVIEWS, MUSIC EVENTS, NATIVE PLANTS, FEATHERED FRIENDS, UNDER THE SEA CREATURES, SKYWATCH and POTCAKE ADOPTION all updated 3 times per year.

Find archived issues (since 2010) of **Where When How** magazine online at:
<http://www.wherewhenhow.com/turks-caicos-islands-magazine/online-issues/online-issues-archive.html>

Cover Stories available 24/7 on the **WhereWhenHow.com** website at:
<http://www.wherewhenhow.com/turks-caicos-islands-magazine/featured-articles/things-to-do.html>

Restaurant Reviews available 24/7 on the **WhereWhenHow.com** website at:
<http://www.wherewhenhow.com/turks-caicos-islands-dining-restaurants/reviews/baci-ristorante.html>

FEATURED EDITORIAL COVER STORIES

1) SUMMER (JULY/AUG/SEP/OCT) - RESORTS AND VILLAS
(Begins Distribution July 1st)

2) NOVEMBER/DECEMBER/JANUARY/FEBRUARY - THINGS TO DO
(Begins Distribution July 1st)

*INCLUDES SPECIAL SECTION WITH
NORTH AND MIDDLE CAICOS MAP*

3) MARCH/APRIL/MAY/JUNE - SHOPPING FOR SOUVENIRS
(Begins Distribution March 1st)

Calendar is subject to change at the discretion of the publisher.

DEADLINE SCHEDULE

	SPACE CLOSING	AD REVISIONS	MATERIALS DUE
ISSUE >>>			
1) SUMMER - JULY/AUG/SEP/OCT (Begins Distribution July 1st)	May 15th	May 15th	May 30th
2) NOVEMBER/DEC/JAN/FEB (Begins Distribution November 1st)	Sept 15th	Sept 15th	Sept 30th
3) MARCH/APRIL/MAY/JUNE (Begins Distribution March 1st)	Jan 15th	Jan 15th	Jan 30th

Copy for Ad Materials To-Be-Created must arrive at AD VANTAGE by the 15th

Provided/Completed Ad Materials must arrive at AD VANTAGE by the 30th

RATE CARD

1/3 RD
SQUARE
4.625" wide x 4.875" deep
4 5/8" x 4 7/8"

\$755.00 per issue

Cost per Year \$2265.00

Paid in Advance \$2151.75
(save \$113.25)

1/6 TH
VERTICAL
2.25" wide x 4.875" deep
2 1/4" x 4 7/8"

\$450.00 per issue

Cost per Year \$1350.00

Paid in Advance \$1282.50
(save \$67.50)

HALF PAGE
HORIZONTAL
7" wide x 4.875" deep
7" x 4 7/8"

\$970.00 per issue

Cost per Year \$2910.00

Paid in Advance \$2764.50
(save \$145.50)

RATE CARD

1/2 PAGE
ISLAND
4.625" wide x 7.375" deep
4 5/8" x 7 3/8"

\$970.00 per issue

Cost per Year \$2910.00

Paid in Advance \$2764.50
(save \$145.50)

1/3 RD
VERTICAL
2.25" wide x 9.875" deep
2 1/4" x 9 7/8"

\$755.00 per issue

Cost per Year \$2265.00

Paid in Advance \$2151.75
(save \$113.25)

1/6 TH
HORIZONTAL
4.625" wide x 2.375" deep
4 5/8" x 2 3/8"

\$450.00 per issue

Cost per Year \$1350.00

Paid in Advance \$1282.50 (save \$67.50)

RATE CARD

1/8 TH
PAGE
2.25" wide x 3.625" deep
2 1/4" x 3 5/8"

\$325.00 per issue

Cost per Year \$975.00

Paid in Advance \$926.25
(save \$48.75)

QUARTER
PAGE
4.625" wide x 3.625" deep
4 5/8" x 3 5/8"

\$560.00 per issue

Cost per Year \$2300.00

Paid in Advance \$2116.00
(save \$184.00)

1/8 TH
PAGE
2.25" wide x 3.625" deep
2 1/4" x 3 5/8"

\$325.00 per issue

QUARTER
PAGE
4.625" wide x 3.625" deep
4 5/8" x 3 5/8"

\$560.00 per issue

Cost per Year \$2300.00

Paid in Advance \$2116.00
(save \$184.00)

TWO INCH AD
2.25" wide x 2.375" deep
2 1/4" x 2 3/8"

\$225.00 per issue

Cost per Year \$675.00

Paid in Advance \$641.25
(save \$33.75)

1/6 TH
HORIZONTAL
4.625" wide x 2.375" deep
4 5/8" x 2 3/8"

\$450.00 per issue

Cost per Year \$1350.00

Paid in Advance \$1282.50 (save \$67.50)

RATE CARD

1/6 TH
VERTICAL
2.25" wide x 4.875" deep
2 1/4" x 4 7/8"

\$450.00 per issue

Cost per Year \$1350.00

Paid in Advance \$1282.50
(save \$67.50)

2/3 RD PAGE

4.625" wide x 9.875" deep
4 5/8" x 9 7/8"

\$1350.00 per issue

Cost per Year \$4050.00

Paid in Advance \$3847.50
(save \$202.50)

TWO
INCH
AD
2.25" wide x 2.375" deep
2 1/4" x 2 3/8"

\$225.00 per issue

TWO
INCH
AD
2.25" wide x 2.375" deep
2 1/4" x 2 3/8"

\$225.00 per issue

RATE CARD

FULL PAGE BLEED ADVERTISEMENT

8.125" wide x 10.875" deep

8 1/8" x 10 7/8"

Add 1/8" Bleed All Around

8.375" wide x 11.125" deep

8 3/8" x 11 1/8"

\$1675.00 per issue

Cost per Year \$5025.00

Paid in Advance \$4773.75

(save \$251.25)

FULL PAGE ADVERTISEMENT - PREFERRED POSITION

Requested Up Front or Right Hand Page

\$1850.00 per issue

Cost per Year \$5550.00

Paid in Advance \$5272.50

(save \$277.50)

TWO PAGE SPREAD FULL BLEED ADVERTISEMENT

16.25" wide x 10.875" deep

16 1/4" x 10 7/8"

Add 1/8" Bleed All Around

16.5" x 11.125"

16 1/2" x 11 1/8"

\$3020.00 per issue

Cost per Year \$9,060.00

Paid in Advance \$8,607.00

(save \$453.00)

TWO PAGE SPREAD FULL BLEED ADVERTISEMENT PREFERRED POSITION

Up Front or Requested Position

\$3322.00 per issue

Cost per Year \$9,966.00

Paid in Advance \$9,467.70

(save \$498.30)