

# Haiti Open<sup>®</sup>

## 2022 MEDIA KIT



### About the Magazine

Founded in 2008, Haiti Open, Inc. publishes a quarterly print magazine to promote Haiti and its people through in-depth articles, immersive photography, and a signature mix of smart advice and expert reporting on Haitian culture and leading Haitian businesses. The magazine's stories revolve around business inspiration, travel, cultural activities, shopping, gift ideas, and Haitian excellence.

### Circulation

**Estimated Distribution: 25,000**

Four times a year, a print run of 25,000 copies is distributed to Haitian households, restaurants, clinics, salons, local events, and businesses that cater to a large Haitian demographic.

### 2022 Editorial Calendar

#### March:

Business Inspiration, Women's Month  
**Ad Close:** 2/20/22 | **On Sale:** 3/15/2022

#### June:

Swimsuits, Travel, Culture Activities  
**Ad Close:** 5/20/22 | **On Sale:** 6/15/2022

#### September:

Fall Shopping, Holiday Gift Ideas  
**Ad Close:** 8/20/22 | **On Sale:** 9/15/2022

#### December:

Haitian Excellence, Year in Review  
**Ad Close:** 11/20/22 | **On Sale:** 12/15/2022

All dates, content, themes subject to editorial discretion and change.



## Advertising Rates

Full Page Ad **\$2,000** (One Issue)

Full Page Advertorial **\$1,000** (Story, Interview)

Cover 2 (**\$4K**), Cover 3 (**\$4K**), Cover 4 (**\$6K**)

Ad Dimensions: **8.5x11 inches** (.25 bleed)

Discount: **25% Off** for a 4-issue Commitment

Magazine Ratebase Total: **25,000** Copies

Print & Digital Total Niche Audience: **220,000**

## Digital Exposure

Additional Exposure For **1-Year** (4 Issues)

**365,000** Ad Impressions over 12 Months

Banner on **Haiti Open's** Magazine Website

Banner on **Rankontre** (a Haitian Dating App)

Banner on **Palmis** (a Haitian Events App)

Business Listing in **Haiti Open's** Biz Directory

Advertorials are Published on **Magazine's site**

### **\$6,000 FOUR ISSUES (1-YEAR) PACKAGE**

**Print:** 1 Full Page Ad in 4 Issues, 25,000 copies per issue,  
100,000 copies total in 12 months.

**Digital:** 365,000 ad impressions, or 1,000 impressions per  
day across the website and the Rankontre and Palmis apps.

**\*Media Value:**  $\$6,000 \div 100,000 \text{ copies} = \$0.06 \text{ per copy}$  &  $\$6,000 \div 365,000 \text{ impressions} = \$0.0164$

## DIGITAL PROPERTIES



## CONTACT

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