



compassmedia

Digital Media Opportunities

Overview

- CaymanCompass.com delivers the largest online audience in the Cayman Islands with more than 50,000 UV's each week and 200,000 site impressions. With a mobile-friendly, responsive design it provides a quality user experience on every platform. In addition, with more than 25,000 social followers we connect with the community on every platform.

Mission

- Its mission, shared with the *Cayman Compass* daily paper: To inform, educate, celebrate, and convene our community through quality storytelling, all with the goal of making the Cayman Islands a better place, each and every day.

Content

- On October 7, 2019, The Cayman Compass relaunched with a new look in print and online, repositioning itself in the heart of the community. In addition to breaking news, the Compass features sections on community news, local sport, living and, each month, takes an in-depth look at important topical issues.

Site Demographics (Google Analytics)

- Male 54%/Female 46%
- 18-24 7%
- 25-34 24%
- 35-44 21%
- 25-54 21%
- 55-64 17%
- 65+ 10%

Available Ad Units

- 728 X 90 - leaderboard available on all site pages. Rotation \$550/wk
- 300 X 250 - available throughout the site. Rotation \$200/wk
- Preroll :05 - :15 lead in (5-10 videos per week) Cost and specs TK
- eNewsletter - 7500 emails daily \$175/day
- Sponsored content opportunities available by request