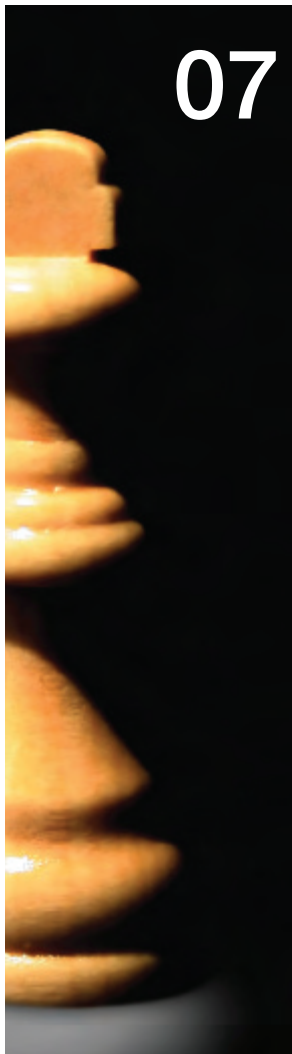


BusinessBVI



———— 2011 MEDIA KIT ————

ABOUT BusinessBVI

PRODUCT & CONCEPT

Business British Virgin Islands is the premier Business & Investment publication about the British Virgin Islands. The magazine is a well respected, high quality, annual publication, designed to promote the British Virgin Islands as an attractive jurisdiction for international business and investment. Additionally, the publishers are keen on stimulating greater interest and growth in the domestic business sector. The content is compiled with input from The Business British Virgin Islands Editorial Board, which is comprised of a broad cross-section of prominent members of the business community.

MARKET DISTRIBUTION

The Magazine targets influencers, decision makers, and investors in both the domestic and international business communities operating in the BVI and persons who are keenly considering the BVI as a business locale. A minimum 35,000 copies are distributed both locally and internationally. To build the international footprint of the magazine, we work closely with the International Finance Centre; The British Virgin Islands Tourist Board; the BVI London House; other Government Agencies; and a wide cross section of Private Sector Partners. Business BVI is also available globally through our website www.businessbvi.com

For domestic distribution, we deliver Business BVI via our branded Business BVI Bins directly to other effective distribution points via our own existing network i.e. resorts and hotels, the major yacht chartering companies, ports of entry, advertisers, sector partners, professional organizations, business class hotels and government agencies. Those persons who have most to gain by making sure that their businesses and the British Virgin Islands are well promoted. The broad reach of Business BVI provides our advertising and marketing partners with the assured benefit of access to specific target markets, through our well defined distribution network.

EDITORIAL PROFILE

Now in its fifth year, having opened dialogue on issues such as the government's investment policy, the issues affecting the Financial Services Sector, the need for the territory's tourism sector to regain its competitive edge, the need to develop a consensus on development of the BVI Real Estate Market and other issues pertinent to the economic development of the Virgin Islands, we are proud to note that Business BVI is fast becoming a primary source of information for both local and foreign investors and persons doing business in the BVI.

MARKETING OPPORTUNITIES

Signature Events

To broaden the appeal of the magazine and deepen the exposure of our marketing partners, in 2007 we launched our Business Seminar Series which focused on empowerment and improving business performance in the domestic space. Our first seminar focused on Taking your Business and Wealth to the Next Level , the second focused on the Hospitality Industry, and the third was our 1st Annual Women of Power Summit. 2009 saw these activities expand as we added the first Economic Forum, discussing the current economic climate and its impact on the British Virgin Islands and another very successful Women of Power Summit in November 2009.

Online Marketplace

We have completed the upgrade of our web site designed to make the site more interactive, with current information linking visitors from our site to the site of our partners. We have increased your online presence by listing your brand on the website.

Banner Advertising

Extend your brand presence with rotating ad banners on businessbvi.com during your advertising schedule. Please note that banner ads will be limited to five and will be sold on a first-come, first-serve basis.

WHO READS BusinessBVI?

The readership of Business BVI is quite diverse and varied in totality. However, given the nature of the publication the majority of these readers are persons involved in or planning to do business in the BVI. As stated above, the Magazine targets influencers, decision makers, entrepreneurs and investors in both the domestic and international business communities who operate in the BVI community and persons who are keenly considering the BVI as a business locale.

EDITORIAL PROFILE

INTERNATIONAL BUSINESS

a guide for the business traveler

BVI BUSINESS & LIFESTYLES

local business

CULTURAL NEWS

art, food & entertainment

REAL ESTATE & TOURISM DEVELOPMENT

a focus on development & business opportunities

NEWS

from around the region

2011 RATES

All ads full colour, premium and special positions (pages 1 - 15) are space plus 9%. All text must be at least 0.25 away from the cut. For spreads, text should be at least 0.25 away from the gutter.

Magazine Advertising

Inside Front Cover	\$6,900
Inside Back Cover	\$6,900
Outside Back Cover	\$7,995
Full Page	\$6,200
Spread	\$10,985
2/3 Vertical	\$5,200
1/2 Horizontal	\$4,300
1/2 Horizontal Spread	\$6,800
1/3 Vertical	\$3,100
1 Page Advertorial	\$4,900
2 Page Advertorial	\$9,200
Professional Listing	\$295 per entry

Sizes

Trim Size	9.125 x 10.875
Full Page w/ Bleed	9.625 x 11.375
Full Page	8.625 x 10.75
Spread w/ Bleed	18.75 x 11.375
1/2 Horiz. w/ Bleed	9.625 x 5.75
1/2 Horiz	8.625 x 5.25
1/2 Horiz. Spread	18.75 x 5.75
1/3 Vertical w/ Bleed	3.25 x 11.375
1/3 Vertical	3 x 10.625
2/3 Vertical w/ Bleed	6.25 x 11.375
2/3 Vertical	6 x 10.625

All prices are monthly. Skyscraper advertisements are rotated randomly. A minimum of 3 months advertising is required to be paid in advance

Website Advertising

Banner (250 x 400)	\$500 (1 available)
Skyscraper (160 x 600)	\$385
Box (250 x 150)	\$400 (1 available)

GENERAL

Advertisers and advertising agencies are jointly responsible for payment. Both also assume responsibility for content, including text, representations and illustrations of advertisements printed and also assume responsibility for any claims that may arise against the publisher. The publisher reserves the right to reject any advertisement which he feels is not in keeping with the publication's standards. All copy is subject to the publisher's approval.

Production/Inquiries

Production materials to:

Oyster Publications Inc.
Portia Harrigan
P.O. Box 3369, Road Town
Tortola, British Virgin Islands
Tel: 284 494 8011 fax: 284 494 3066
Email: pharrigan@oysterglobalmarketing.com

Contracts and orders to:

Oyster Publications Inc.
Rahel Worede
P.O. Box 3369, Road Town
Tortola, British Virgin Islands
Tel: 284 494 8011 Fax: 284 494 3066
Email: rahel@oysterglobalmarketing.com

Commissions and Discounts

Commission is paid at a rate of 12% to recognized agencies. Five percent discount to advertisers who pay in full within 15 days of the invoice date and two percent to advertisers paying in full within 30 days of invoice date. Terms net 30 days. Interest on past due balance is charged at a rate of 2% per month.

Advertising Materials

ARTWORK MUST BE SUPPLIED AT THE CORRECT SIZE AS SPECIFIED ABOVE. A HIGH RESOLUTION COLOUR PROOF OR 720DPI POSTSCRIPT CORRECT PRINTOUT OF THE AD MUST BE SUPPLIED WITH THE ARTWORK.

Please supply ads in the following format only: Press Quality PDF

Please label advertising files with the vendor's name and name of advertising agency and a contact telephone number. All ad submissions must include a hard copy colour proof. The proof is used to check general document layout. If a proof is not supplied the Publisher cannot be held responsible for a faithful match.

Issuance and Closing Dates

Insertion	June 30, 2010
Materials	September 15, 2010

Published annually on or before 15 November.
Complete camera ready art can be accepted 8 weeks preceding publication date.

No cancellations accepted after closing date for space reservation.

COPY & CONTRACT REQUIREMENTS

1. The acceptance or execution of an order is subject to Publishers approval of copy, text, display and illustration.
2. All copy text, display and illustration are published on the representation that the advertiser and the advertising agency are fully authorized and have secured proper written consent. The advertiser and the advertising agency agree to indemnify and save harmless the Publisher from any and all liability, loss, and expense of any nature arising from such publication.
3. Any insertion of advertising made by the agency or advertiser represents an acceptance by both the agency and the advertiser of all the terms and conditions of the rates applicable to the issue in which such insertion is to be published.
4. All rates and units of space are subject to change on 60 days notice.
5. The Publisher assumes no responsibility for errors in key numbers or telephone numbers, or in the printing or insertion of numbers for inserted material.
6. Orders that contain incorrect order rates or conditions will be inserted and charged for at quoted rates. Such errors will be regarded as clerical.
7. Conditional orders are not accepted by the Publisher.
8. Cancellation or changes in orders are not accepted after closing date.
9. All orders accepted by the Publisher are contingent upon acts of God, fires, accidents, strikes, or other interruptions to production and/or distribution of the same or different nature beyond his control.
10. The Publisher reserves the right to cancel the contract upon default in payment or breach of any provision herein; and all unpaid charges shall become immediately payable.
11. Publisher reserves the right to reject, exclude or cancel any advertisement, insertion order, space reservation or position commitment at any time, for any reason, without liability, even if previously acknowledged or accepted.
12. All advertisements must be clearly identified by the trademark or signature of the advertiser. Those which, in the judgment of the Publisher look like editorial pages will be marked Advertisement .
13. The Publisher will not in any event, be liable for loss of income or profits or any consequential damages due to advertising in our Publication.
14. All advertising must be supplied at correct size. Any ad requiring typesetting, art/layout or photo work will incur additional charges.
15. As used in this section, the term Publisher shall refer to Oyster Publications, Inc.



ORDER FORM

Advertiser: _____

Address: _____

Address: _____

Phone: _____ Fax: _____

Contact: _____ Email: _____

Advertising Specifications:

APPROVAL

Cost of Advertising: _____

Authorized Signature: _____ Date: _____

Please note that your signature confirms agreement to advertising in the Business British Virgin Islands Publication

PLEASE FAX BACK TO: (284) 494 3066