

# THERAJON

C A R I B B E A N   L I F E S T Y L E S

THE DESTINATION FOR FLORIDA & THE CARIBBEAN 'S GREATEST STORIES



Healthy Lifestyle Edition

# MEDIA KIT 2025

# WHO WE ARE

## THE POWER OF THERAJON

### LARGEST LOCAL AUDIENCE

For over a decade, Therajon Magazine has been a leading source of information and lifestyle content, captivating readers with its engaging editorials and dynamic designs. Renowned for its high-quality content and widespread reach, our influential brand appeals to a discerning global audience interested in high-net-worth markets.

Therajon Magazine is a premier cultural and lifestyle publication, offering an exceptional mix of regional insights and international perspectives. It's the only magazine of its kind in the Caribbean with a savvy approach, merging local focus with worldwide themes and consistently delivering outstanding content about the Caribbean and Florida.

Our partnerships have solidified our presence in a competitive market, ensuring continuous growth for our advertisers. We engage 100,000 affluent readers with every issue, available in both print and digital formats. Experience the benefits of multi-market exposure and connect with an upscale global readership through Therajon Magazine.

### THERAJON DELIVERS

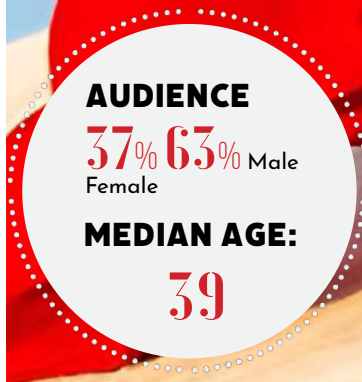
Therajon Magazine readers are affluent, cultural inclined and engaged

**62%** Frequently purchase products or services from ads seen in Therajon Magazine

**71%** have a household income of \$125,000 per year

**88%** are interested in dining & entertainment

**62%** are planning a vacation/travel next year





FLORIDA & THE CARIBBEAN CULTURAL LIFESTYLE

# THERAJON

CARIBBEAN LIFESTYLES

MEDIA KIT 2025

## ABOUT US

Dive into **Therajon.com**, one of the world's leading digital platforms that captivates enthusiasts with content about Caribbean life. From stunning architecture and gourmet cuisine to vibrant art and exotic travel, Caribbean Living is your ultimate guide to explore everything the Caribbean has to offer!

We capture the elegance and sophistication of a life well-lived with eye-catching headlines, engaging articles, and high-quality images. Our readers have both high standards and the spending power to match, making them the perfect audience for the best brands in Florida and the Caribbean.

**"DISCOVER THE CARIBBEAN'S MOST STUNNING AND UNIQUE PLACES TO STAY WITH THERAJON! FROM JAW-DROPPING HOMES AND VILLAS TO LUXURIOUS RESORTS, WE SHOWCASE THE RICH DIVERSITY OF THIS INCREDIBLE REGION"**

Our readers are culturally savvy, have refined tastes, and live the kind of life many only dream about. They're used to being in the most exclusive spots.

**Therajon.com** traffic in these last 30 days:

Unique Visits: **941K**

Pages / Session: **1.79**

Page Views: **1.61M**

Time on Site: **1m48s**

A surreal image of a red sofa on a beach at sunset. The sun is low on the horizon, casting a warm orange glow over the ocean and sky. The red sofa is positioned in the foreground, partially buried in the sand.

# DIGITAL MEDIA

The Jonas Magazine Media Group Digital Studio is a suite of digital marketing services available to help all types of businesses and industry segments. Services include:

## MARKETING SERVICES

- **Social Media Advertising**
- **Google Display and Programmatic Advertising**
- **Search Engine Optimization (SEO)**
- **Search Engine Marketing (SEM/Google PPC)**
- **Website Remarketing**
- **Video, YouTube and Connected TV Advertising**
- **Digital Radio Advertising**
- **Custom Email Marketing**
- **Digital Consultation**

Our goal is to help you achieve your marketing goals, by way of co-curated targeted messaging and tap the experts and technology of our parent company, Jonas Magazines Media Group.

- **Stand Out**
- **Improve ROI**
- **Deliver Specific Measurable Results**

## BASIC

- **\$ 1100 /Issue**
- **2 Full Page Advertising**
- **60,000 Local Email subscribers Blast**
- **Advertorial Ad - Sponsored**
- **30,000 + Website Banner Views**

## BONUS

- **ROH - 970x250px Digital Magazines**
- **Website ROH Banner Advertising - 300x300px or 300x600px**
- **Boosted Social Media Promotion - Facebook, Twitter and Instagram**

*Price Quoted in BBD Currency*

*Artwork Creatives Not Included*

*ROH For all Website Banners*

*ROH - 970x250 Digital Magazines*

# smart ads

AUDIENCE TARGETING + GEO-FENCING

Engage  
with the  
Therajon Magazine  
audience you  
know and  
love across  
the internet.

## PROGRAMMATIC: The Right Message. To the Right Person. At the Right Time.

### GEO FENCE

Target local residents, small business owners, and event attendees in specific neighborhoods, near competitors, and key events with strategic, targeted digital ads.



GEO FENCE &  
CONVERSION  
ZONE CREATED



AD SERVED



CONVERSION  
ZONE ENTERED



RECORDS  
CUSTOMER

### GEO TARGET

Target high-quality customers in a radius around your business who are searching, researching and reading about your products and services.

### WEBSITE RE-TARGET

Bring 70% of your website traffic back to your website by retargeting potential customers.



GEO TARGET AND  
WEBSITE  
RE-TARGET

### AUDIENCE CURATION

Elevate your marketing game with the **Audience Curation Tool!** This premium feature empowers marketers, content creators, and business owners to precisely target their ideal audience based on factors such as interests, hobbies, household composition, income, and more. Achieve better results with smarter targeting and personalized outreach.

### digital ad Art Specs

(WIDTH x Height // max file size is  
200KB)

#### Mobile & Desktop:

300 x 250 pixels

#### Desktop:

728 x 90 pixels &  
160x 600 pixels

#### Mobile:

300 x 50 pixels  
& 320 x 50 pixels

#### Acceptable file types:

.css, .js, .html, .gif, .png, .jpg

### CUSTOMIZED DIGITAL PACKAGE



custom audience  
curation marketing  
session with our digital  
strategist



**1000** impressions per  
month or more



**24/7** analytics dashboard  
with competitive  
conversion tracking



**5** custom mobile and  
desktop ads with option  
to update quarterly

SMART ADS

## ADVERTISING & SERVICES



## CONTACT / QUESTIONS

**Contact:** Art Department  
**Phone:** 246 571 2297  
**Email:** [Lisa.yarde@Therajon.com](mailto:Lisa.yarde@Therajon.com)

### Digital Info

**Trim Size:** 9"x 10.875"  
**Bleed:** .125"  
**Safety:** .25" from trim  
**Binding Method:**  
 Perfect bound  
**Image Resolution:** 300 DPI  
**Line Screen:** 150 DPI  
**Color:** CMYK only for print ads

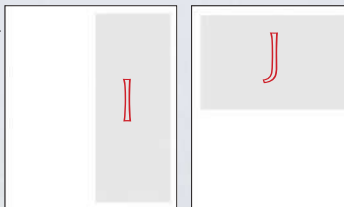
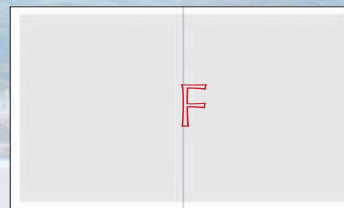
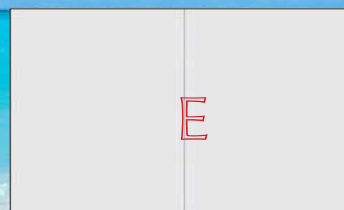
## AD SIZES (WIDTH x Height)

- A. WEBSITE VERTICAL:** 300 x 600 pixels
- B. WEBSITE HORIZONTAL:** 970 x 250 pixels
- C. NEWSLETTER HORIZONTAL:** 970 x 250 pixels
- D. NEWSLETTER SQUARE:** 600 x 600 pixels
- E. 2-PAGE SPREAD w. BLEED:** 18.25"x11.125" (TRIM: 18"x 10.875")
- F. 2-PAGE SPREAD:** 17"x 9.62"
- G. FULL-PAGE w. BLEED:** 9.25"x 11.125" (TRIM: 9"x 10.875")
- H. FULL-PAGE:** 7.8125" x 9.62"
- I. 1/2 VERTICAL:** 3.8125" x 9.62"
- J. 1/2 HORIZONTAL:** 7.8125" x 4.70"

## Design Services

Jonas Magazines offers ad design services upon request at a rate of \$125 per hour.

**\*Animation:** For animated ads, we recommend a maximum of 18 frames per second and/or a maximum animation length of 30 seconds with no more than two hoops.



AD SPECS

# SPONSORSHIP OPPORTUNITIES & ADVERTISING RATES

ADVERTISING@THERAJON.COM

WWW.THERAJON.COM

+246 571 2297

## LEADERBOARD

728x90 / 970x250

MAIN CONTENT AREA BRAND  
SPOTLIGHT

SIDEBAR  
300X250  
ATF

O R

SKYSCRAPER  
300x600

PRESTITIAL ADS O R FULL SITE  
TAKEOVERS

SIDEBAR  
300X250  
BTF

## HIGH IMPACT UNITS

\$15 CPM

LEADERBOARD | 970x250  
EXCEPTIONALLY HIGH CTR

\$15 CPM

SKYSCRAPER | 300x600 ABOVE THE  
FOLD, HIGH CTR

\$20 CPM

PRESTITIAL ADS  
THE BEST ENGAGEMENT

\$30 CPM

FULL SITE TAKEOVER INCLUDES  
ALL ADS

## STANDARD AD SIZES

\$10 CPM

LEADERBOARD | 728x90 100%  
VIEWABILITY

\$10 CPM  
\$10 CPM

SIDEBAR AD | 300x250 ALWAYS ABOVE  
THE FOLD SIDEBAR AD | 300x250 BELOW  
THE FOLD

## PAYMENT POLICY

For ad campaigns please contact our ad partners, [Jonas Magazines](#)

## BRAND SPOTLIGHT

**BBD\$1,100** | Integrating native content may be the ideal method to communicate your brand's message in Therajon's reliable setting. Our brand spotlight may be a multi-page hub that covers your brand with unique galleries, videos, and original content contributed by your business. It would combine a powerful call to action with an excellent editorial and advertorial.

## SOCIAL MEDIA PROMO

**USD300** | **Therajon** currently has more than 100k friends and followers across all social media channels, with a high level of interaction on Facebook, Instagram, Pinterest, and Twitter. We give customers who want to improve their Therajon.com campaigns the option to publish on various social media channels in a way that will benefit both their company and our website.

## PRODUCT REVIEW/GIVEAWAY

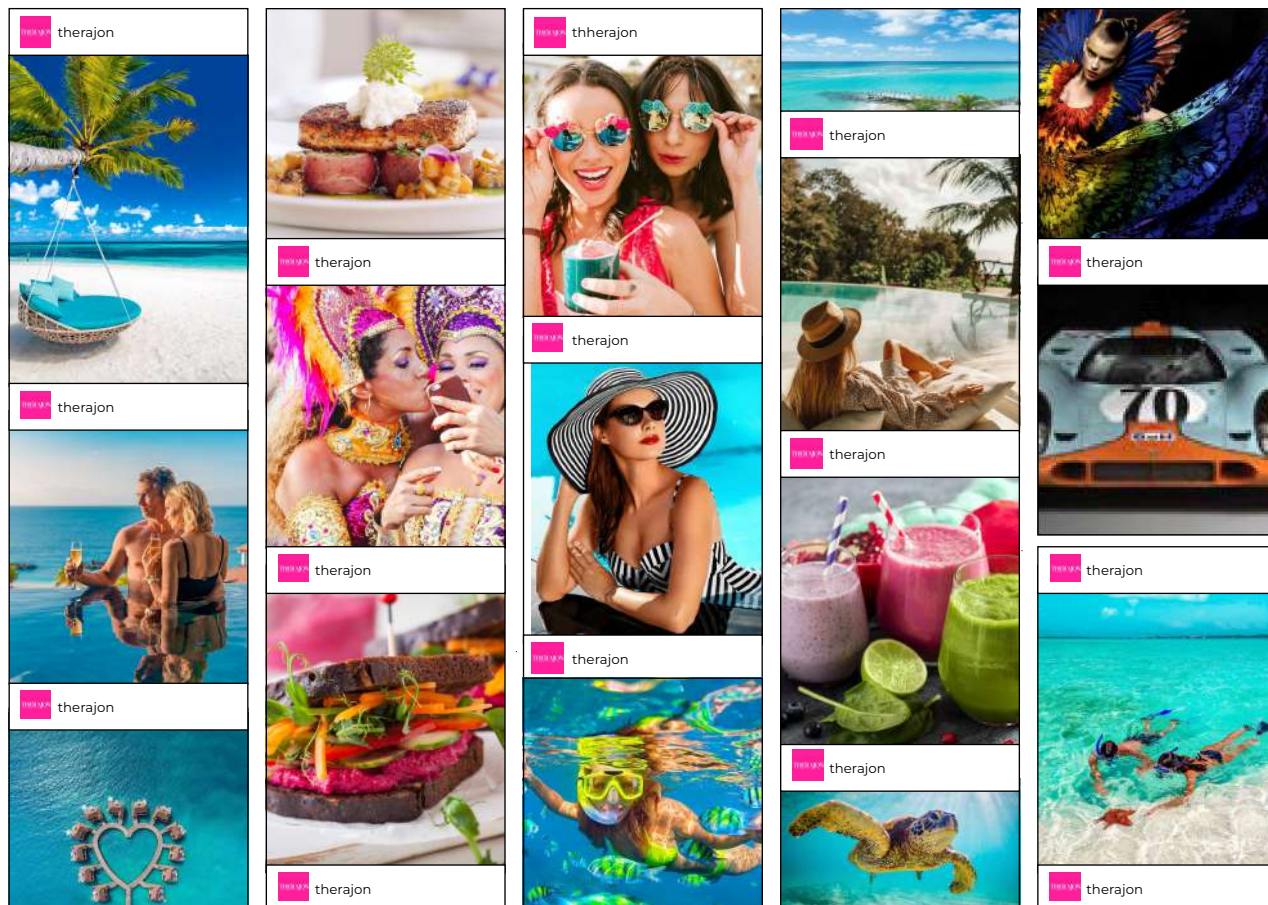
**USD500** | If you want to connect with our enthusiastic audience through an exclusive giveaway for our readers, or if you want us to write an in-depth review of one of your products, we're always open to this kind of opportunities, as long as the products we're promoting fit our content and we think they might be useful to our fans as well.

PRIVACY  
DISCLOSURE

*Therajon and Jonas Magazines are committed to safeguarding the confidential information of its clients. We hold all personal information provided to our website in the strictest confidence. If you require more information or have questions about our website's privacy policy, please feel free to contact us at [buzz@jonasmagazines.com](mailto:buzz@jonasmagazines.com)*

# THERAJON

FROM FLORIDA TO BERMUDA AND THE CARIBBEAN



50,000+

PAGE VIEWS PER MONTH

Boasting an impressive average of 60,000 page views per month, our digital platform offers a global audience an engaging blend of unique editorial content, insightful reporting, stunning photography, and exclusive behind-the-scenes videos—all celebrating the vibrant spirit of Florida and the Caribbean.

20,000+

Total Social Media Audience

@THERAJON

Access to our more than 15,000 100% authentic followers via Facebook, Instagram and Twitter

30,000

E-NEWSLETTER SUBSCRIBERS

Get exclusive, curated content that empowers Therajon readers and partners with cutting-edge stories, events, and partnerships that shape the industry's future.

30% AVERAGE OPEN RATE / 17% AVERAGE CLICK RATE

THERAJON  
LUXURY

KLIEK  
MEDIA

JM  
JONAS MAGAZINES



# EDITORIAL CALENDAR

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## **JANUARY 2025** // **LIVE THE LIFE YOU WANT**

- New Year, New You: Wellness
- Resilience Within Me
- Facing Career Anxiety

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## **FEBRUARY 2025**

- The Finishing Touch
- Polo Shirt Pairings for Ladies
- Shop The Style

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## **MARCH 2025**

- Miami's Best 5 Star Spas
- South Beach Escape
- The Power of Wellness in Miami

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## **APRIL 2025**

- Caribbean Top Adult Hotels
- Opulence in The Clifftops
- Escape To Laid Back Nevis

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## **MAY 2025**

- Modern Minimalist Home Design
- What to Look For In A Luxury Bed
- Beach Retreat Designs

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## **JUNE 2025**

- Mighty Mindsets
- Keys To Unlocking Happiness
- MENOPAUSE - How To cope With It

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## **JULY 2025** // **BEST OF BARBADOS**

- The Buzz Of Cropover
- The "Bajan" Art Of Liming
- Barbados Green Heritage

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## **AUGUST 2025** // **DESTINATION CARIBBEAN**

- TOP Budget-Friendly Vacation Destinations In The Caribbean
- Puerto Rico's 'Hidden Islands'
- Honeymoon In These Caribbea Remote Islands

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## **SEPTEMBER 2025** // **HELEN OF THE WEST INDIES**

- Therapy at BodyHoliday St. Lucia
- Immerse Yourself in St. Lucia's Culture
- Heaven on Earth in Saint Lucia

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## **OCTOBER 2025**

- Guide to Miami Art Week
- Barbados Food & Rum Festival
- The 9 Coolest Things To do In The Caribbean

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## **NOVEMBER 2025** // **BEST OF THE BEST**

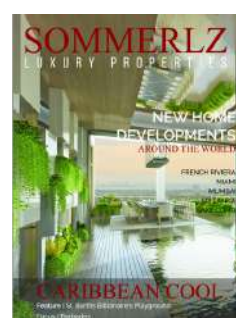
- Castaway To The Caribbean This Winter
- Guide to The Best Beaches i Barbados
- Follow Your Nose: Food and Drink Tours
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## **DECEMBER 2025** // **CHRISTMAS DELIGHTS**

- Holiday Shopping Guide
- Top Caribbea Christmas Delights
- Christmas Rum Cakes

# Jonas Magazines Media Group COLLECTION



## CONTACT US

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