

The Belize

Real Estate

www.TheBelizeRealEstateGuide.com

Guide

MEDIA KIT



Suite 104
Cor. of Hutson & Eyre
Belize City, Belize
+501 223-0551
info@discoveringmedia.com

The Belize

Real Estate

Guide[®]

www.TheBelizeRealEstateGuide.com

HOMES • CONDOS • APARTMENTS • LAND • ISLANDS • COMMERCIAL • RENTALS • SERVICES • AND MORE



CARIBBEAN BEACH CONDOS

Nestled on the Caribbean Sea, in a secluded beach lies Caribbean Beach Condos, a luxury condominium at an amazing price combining privacy, security and high added value.

SEE PAGES 8 & 9

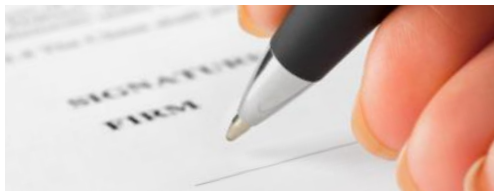
www.caribbeach.com

1-800-CARIBBEACH

The real estate market in Belize has grown rapidly over the past few years, paralleling the growth in tourism. This growth brings with it many new potential buyers, but at the same time makes it more difficult to stand out. More listings are being offered every month, from condos to lots. New developments are started every year, each trying to sell their vision of paradise to potential investors. Real estate brokers are multiplying, and related services from construction to interior design are expanding.

From the point of view of a person interested in buying property in Belize the array of possibilities makes it equally difficult to make a decision. In what destination should I invest in? Should I buy a condo or an empty lot and build? How do I find a good real estate broker? Where can I find a reputable property management company? Compounding the problem is that the majority of buyers are foreigners who know very little about the country.

The Belize Real Estate Guide allows properties, brokers and related services to stand above the crowd. It's also the perfect guide for potential buyers to navigate the local market.



We connect buyers and sellers. It is the only publication in the country dedicated 100% to the Belize real estate industry. The magazine has articles, a map of Belize and an easy to follow classification of listings. Coupled with a wide distribution throughout the country and the fact that it's free, it will result in a high readership by thousands of potential buyers.

Circulation: The Belize Real Estate Guide will be published **quarterly** with a minimum of **16,000** copies. This allows a constant supply of updated copies with renewed content throughout the year and for your advertising to stay current. This amounts to 4 issues for the year with a grand total of at least **64,000** copies.



Distribution: The vast majority of potential buyers are foreigners; as a result our distribution will be targeted primarily towards overnight tourists visiting Belize. Our main distribution points will be the international airport, airstrips around the country and marine terminals. We will also cover a large range of hotels, resorts and other high-traffic, targeted distribution points. In all there will be well over 125 locations where readers can pick up a copy. In addition, we will use attractive stands to display the magazines increasing their visibility. While the majority of copies will be distributed within Belize, a percentage of them will be distributed internationally by direct mail requests through our website, for free.

Readership: The Magazine Publishers Association of America estimates that the average readership of a printed publication is a conservative 2.5 readers per copy. When you factor in its pass-along value, it raises that number up to 4 readers per copy. This means that the 64,000 copies per year will be read by at least 160,000 potential buyers. Belize has a huge advantage over other countries in that it already attracts a demographic that is older and in a higher income bracket.

People who have already visited Belize and know what the country has to offer, represent the **best sales leads for real estate**, as opposed to random web surfers who have never visited the country, and have little or no intention to buy.

Website: Every advertiser in the magazine will get a free listing on our website www.TheBelizeRealEstateGuide.com as an added bonus. Your listing will include your display ad as well as a link to your website. Moreover, you are free to submit additional information such as articles and pictures and we will add them to your listing. The website will also include a digital version of the magazine, that allows users to simulate reading the magazine using their mouse to flip through the pages. The website will be linked from other great websites about Belize such as:

- www.DiscoveringBelize.com
- www.DiscoveringSanPedro.com
- www.AmbergrisCaye.com

For Properties, Condos & Developers

Reference	Specifications	1x	4x
F+G F	Full Page Listing + 7" x 9" Full bleed page Full Page Listing	Please Contact Us for Rates	

For Commercial, Brokers & Related Services

Reference	Specifications	1x	4x
C E D	6.5" x 8" No bleed 6.5" x 3.85" No bleed 3.15" x 3.85" No bleed	Please Contact Us for Rates	

Premium Placements

Reference	Specifications	1x	4x
A B B A A	7" x 9" Full bleed 7" x 9" Full bleed 7" x 9" Full bleed 7" x 9" Full bleed 7" x 9" Full bleed	Please Contact Us for Rates	
I K J	7" x 6.5" Picture + description 2" x 1.3" Picture + reference in index 4" x 1.3" Picture + reference in index		

Premium Placement Spreads -10%. Gatefolds and Inserts pricing available upon request.

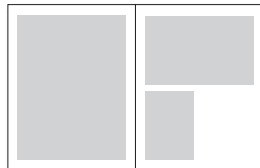
Classifieds

For individual property owners and rentals

Reference	Specifications	1x	4x
H	2" x 2.5" Box ad with picture + text		



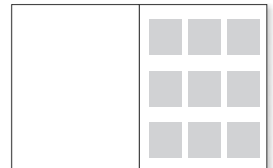
A B



C D E



F G



H



I J K

DEADLINES

Issue	Space confirmation	Art & Payment
#1 - dec/jan/feb	November 01	November 15
#2 - mar/apr/may	February 01	February 15
#3 - jun/jul/aug	May 01	May 15
#4 - sep/oct/nov	August 01	August 15

Accepted file formats:

- PDF/X-1a with 300dpi CMYK graphics, images and fonts embedded
- TIFF - 300dpi CMYK, uncompressed and unlayered

Please consider the use of professional graphic design services.