



WHAT IS SCORCH

SCORCH is a bi-monthly publication in a category of its own...the first of its kind. It is an advertising medium that highlights who, what and where is HOT on the islands of Trinidad and Tobago.

Our readers will also be introduced to the girls of SCORCH...men will love them and women will want to be them.

Our team of contributors has a keen sense of what's current, with a trained eye for all that is HOT. We promise to not only entertain but to inform.



WHAT IS IN SCORCH

Within the pages of SCORCH you will read about where to go, what to wear, what to drive, the games, gadgets and CDs you MUST have and the movies you MUST see.

SCORCH will also highlight who to look out for on the fashion, music, social, and maybe even the political scene.



Women



Comical Political and Social Content



Gadgets



Hot Spots



Cars Motorbikes



Fashion



WHY BE IN **SCORCH**

To reach a powerful trendy audience

We take the 21-35 year-old fashion-conscious trend setters who are your loyal clients and turn them into brand evangelists.

To position your emerging brand

We want to ensure that your brand is an important definer and enabler of an urban lifestyle. We've created a marketplace that is an intimate, authentic cutting edge media forum.

To be branded HOT

Align your products with the **HOTTEST** girls, fashion, entertainment, music, sports and anything else contributing to Trinidad and Tobago's pop culture. Being HOT will make you the choice of your target market every time, forming a mutually-beneficial partnership.

TARGET:

Primary :

Trinbagonians

Age Group

21 - 35 years

Occupation

Young Professionals

University Graduates/Students

Secondary

International and regional visitors

Age Group

21 - 35 years

Occupation

Young Professionals

University Graduates/Students



DISTRIBUTION:

SCORCH is published every 6 weeks and will appear 8 times for the year in the months of January, March, April, June, July, August, October & December. With a print run of 15,000 copies SCORCH will be distributed at these outlets:

- Magazine Stands
- Advertising Shoe shine booths
- Movie Towne Complex
- Duty Free at Piarco International Airport
- Restaurants
- Boutiques
- Lounges
- Clubs
- Hair Salons
- Spas
- Car/Accessory Outlets
- Gyms

MEDIA SUPPORT:

Currently in development, our website **www.thescorchmagazine.com** will not just be a compliment to the magazine, but will go past the pages with additional articles, features and photographs. It will be an interactive medium where our readers and advertisers can communicate. The site will be a potential source for data collection, product giveaways as well as be an advertising outlet for upcoming events.

ADVERTISING RATES: (DO NOT INCLUDE AGENCY COMMISSION)

Prices are quoted in TT dollars

Please make cheques payable to Trinibwoy Publishing

ADVERTISEMENT SIZE

Double page spread
Back cover
Inside front cover
Inside back cover
Premium page (3&5)
Full page
Half page
Banner
Product Placement &
Directory

ADVERTISEMENT COST

\$15,000.00
\$12,000.00
\$11,000.00
\$10,500.00
\$9,500.00
\$8,000.00
\$6,000.00
\$3,000.00
\$1,500.00

DISCOUNTS

2 Insertions 5%
4 insertions 10%
6 insertions 15%



SIZES



Full page
bleed:
(H) 7.5" (W) 5.5"



Half page
vertical trim:
(H) 7" (W) 2.625"



Half page
horizontal trim:
(W) 5.5" (H) 3.375"



Banner ad
horizontal trim:
(W) 1.75" (H) 5.5"



Banner ad
vertical trim:
(H) 7" (W) 1.75"



SPECIFICATIONS:

Artwork Submission

All ads **MUST** be submitted on a CD (Mac or PC compatible) any artwork that is submitted without meeting the SCORCH artwork specifications will be redesigned at an additional cost to the client.

Format

Artwork must be in the following formats:

Tiff • EPS • AI • PDF

Colour proof

A full colour proof **MUST** be submitted with all electronic artwork for colour verification.

Resolution

All images/artwork **MUST** be CMYK format with a minimum resolution of 300 dpi.

Fonts

All fonts **MUST** be outlined/converted

Magazine dimensions

The printed size of SCORCH Magazine is 7" (H) x 5.5" (W).

CONTACTS

A: Methuen Street, Woodbrook T: 868.625.7714

E: sales@thescorchmagazine.com or
scorchmag@gmail.com

W: www.thescorchmagazine.com