

Nights
PUBLICATIONS

 Island Guide  TV

MediaKit

2023 - 2024

Endless Solutions

— What's yours?

Seamlessly blending the power of print and digital media, we offer unparalleled opportunities to enhance your brand's visibility. Customize your marketing strategy by leveraging the synergy between online and offline channels, and enjoy the comprehensive benefits of our innovative solutions.

www.myarubaguide.com | www.mycuracaoguide.com



1. Travel Magazine

— What's yours?

Trusted and recognized throughout Aruba and Curaçao, we publish the premier lifestyle and travel magazines for over 39 years. Our extensive reach ensures that your target audience is provided with informative and entertaining content, introducing them to the finest shopping, restaurants, activities, beaches, nightlife, and the most enticing offerings from your brand. Additionally, our convenient map guides visitors to downtown areas and major hotel zones.

Our travel magazines are readily available to visitors at key locations such as the airport, hotels, timeshare resorts, retail outlets, restaurants, car rental agencies, tour bus operators, travel agents, cruise disembarkation points, and tourist offices. With coverage across all tourist segments, we guarantee maximum exposure for your brand.

Feel confident partnering with us as we continue to deliver unparalleled visibility and engage a wide audience, promoting your brand to visitors on Aruba and Curaçao.



Click here to read

Click here to read

200,000 Copies
available on Aruba

Also available
at Bnb's

150,000 Copies
available on Curaçao

**YOUR
AD HERE**



Specifications

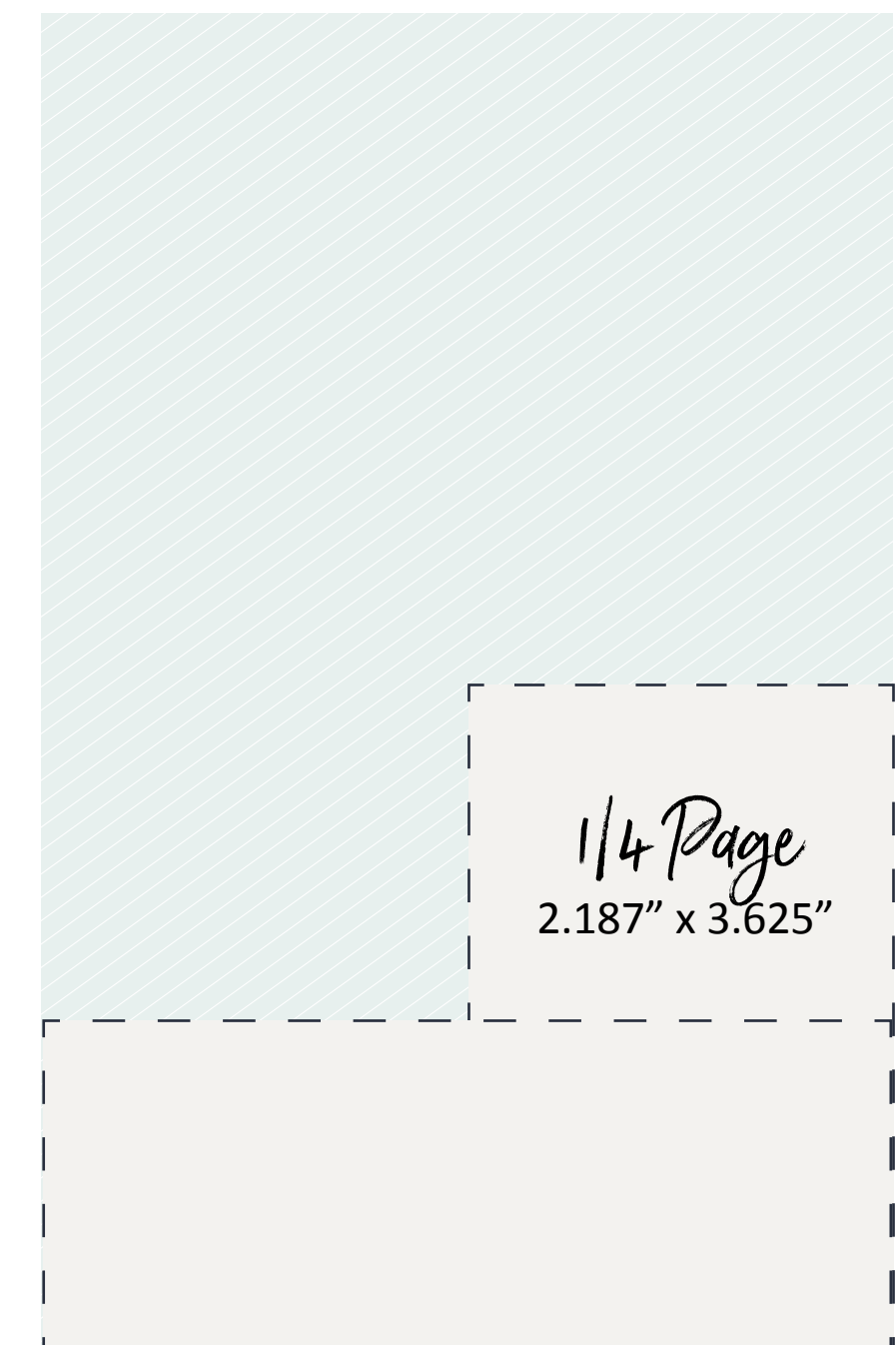
— Magazine

Resolution: All ads and photos placed in ads must be high-resolution (300 dpi minimum).

Digital files: We accept PDF, Photoshop, Illustrator, InDesign, and QuarkXpress. Files created in Word, Corel Draw, Freehand and PageMaker will not be accepted.

PDF files: The crop marks must be offset by 12 points (0.167"). For full/double page ads and coupons, include 0.25" bleed on all sides.

Font size: Supplied ads should not have text smaller than 7 pts. If supplied smaller than 7 pts, we will not be held responsible for poor text legibility.



Note: The exact specifications will be send upon signing of contract.

Unlock Advertising

— Success Today!

Discover what your **Return On Ad Spend*** can be for your product/service!

654%

ROAS-ratio 6.54:1
(return of an spend)
on an average ad

11,412

Unique visitors have
scanned a QR annually

200,000

Copies are distributed
throughout the year

900%

ROAS-ratio 9:1 Top 1
best booked tour based
on 1/4 page ad (\$2850)

681

Unique visitors that
scanned QR code of average
1/4 ad annually (page 61/62/63)

300+

Magazine is distributed at
300+ different locations

1500%

ROAS-ratio 15:1 Top 1
best booked tour based
on Full Page ad (\$6950)

25,644

Total revenue of Top 1 best
booked tour based annually
per 1/4 ad

35,770

Unique website users on
www.myarubaguide.com
annually

Aruba Statistics

(Aruba Nights page 61/62/63)



ROAS (return on ad spend)

$$\text{ROAS} = \frac{\text{Total Campaign Revenue}}{\text{Total Campaign Cost}}$$

* Across media types, magazines were found to deliver the highest ROAS according to [research of Nielsen](https://www.nielsen.com).

Magazine

— Distribution list



Circulation

200.000 copies



Availability

+ 250 locations



Including

+/- 50 Airbnbs



In-Room Magazine*

Car Rentals / Gas Stations:

1. ACE Rent A Car
2. Alamo Rent A Car
3. Amigo Car Rental
4. Budget
5. CAR4EVERY1
6. Citgo Boulevard
7. Citgo L.G. Smith
8. Citgo Palm Beach
9. Citgo Sasaki
10. Econo Car Rental
11. Island Rides Car Rental
12. Jay's Car Rental
13. More 4 Less
14. Optima Car Rental
15. Payless
16. Royal Car Rental
17. Smart Rent a Car
18. Sunset Car Rental
19. Super Car Rental
20. Thrifty Car
21. Top Drive
22. Value Car Rental
23. YESS Rental Car

Supermarket Area:

24. Benu Pharmacy @ Super Food
25. Ling and Sons
26. Pandora
27. Super Food
28. Trend Factory

Palm Beach Area:

29. ABC Tours
30. Arubiana Inn
31. Bavaria
32. Bingo! Cafe & Restaurant
33. Blue Villages
34. Bubali Bliss Studios

35. Coconut Inn
36. Costa Esmeralda
37. Del Rey Apartments
38. Elmas Restaurant
39. Fantastic Gardens
40. Lady Bugs apartments
41. Offroad Evolution Aruba
42. Palazzio Apartments & Studios
43. Palm Aruba Condos
44. Palmera Rum Store
45. Papiamento
46. Pauline's Apartments
47. Perle d'or hotel
48. Plus Accountants
49. Punto di Oro Residences
50. Quality Apartments
51. Quinta del Carmen
52. Sasaki Apartments

Malmok / Alto Vista:

53. Around Aruba Tours
54. Aruba's Life Vacation Residence
55. Caribbean Palm Village Resort
56. Faro Blanco Restaurant
57. Gold Coast
58. Philip's Animal Garden
59. Tierra Del Sol
60. Urgent Care Aruba
61. Vacation Aruba

High Rise:

62. Aruba Beach Villas
63. Aruba Marriott Resort & Stellaris
64. Azure
65. Eternity Fine Jewels
66. Barceló Aruba
67. Blossoms
68. Blue Residences
69. Bohemian Bar & Restaurant

70. Brickell Bay Beach Club & Spa
71. Casa Tua
72. Clinical Massage & Spa Playa Linda
73. Dushi Bagels & Burgers
74. Etnika Spa Aruba Holiday Inn
75. Fishes & More
76. Hilton Aruba Caribbean Resort
77. Royal Jewelers
78. Holiday Inn Resort Aruba
79. Hyatt Regency Resort
80. Infini restaurant
81. Marriott Aruba Ocean Club
82. Marriott Aruba Surf Club
83. Ocean Z
84. Oceania Beach Residences
85. Papillon Restaurant
86. Pelican Pier
87. Playa Linda Beach Resort
88. Poké Ono
89. Radisson Blue Hotel
90. Rich's Arubian Dish
91. Riu Palace Aruba
92. Sunset Beach Studios
93. Tango Argentine Grill
94. The Butterfly Farm
95. The Clover
96. The Ritz-Carlton Aruba
97. Vivant Spa
98. Waykiri Vacation Rentals

Lowrise:

99. Alhambra Mall
100. Amsterdam Manor Beach Resort
101. Aruba Beach Club
102. Casa del Mar
103. Clinical Massage & Spa Casa del Mar
104. Costa Linda Beach Resort
105. Divi Aruba All Inclusive
106. Divi Aruba Phoenix Beach Resort

107. Divi Dutch Village
108. Divi Tamarijn Aruba All Inclusive
109. Divi Village Golf & Beach Resort
110. Eagle Aruba Resort & Casino
111. Eagle Mini Convenience Market
112. Gloria Complex
113. Kevin Jewelers
114. La Cabana Beach Resort & Casino
115. La Quinta Beach Resort
116. Le Vent Beach Resort
117. Manchebo Beach Resort & Spa
118. Matthew Beachside
119. Mulligans
120. Oasis Luxury Condominiums
121. Paradise Beach Villas Info Booth
122. Paradise Beach Villas Lobby
123. Pearl Condo Hotel
124. Pizza Bob
125. Red Fish
126. Santos Coffee Lounge
127. Stone Throw Apartments
128. The Clover La Quinta
129. The Kitchen
130. The Market
131. Windows
132. Zucchini Restaurant

Palm Beach Plaza / Paseo Herencia:

133. Aqua Nails Spa
134. Divi Booth Hacienda Mall
135. Drunk's Denial
136. Kristie's Jewels
137. Maggy's
138. The Bulldog Aruba
139. The Lazy Turtle
140. Time Square
141. YOLO Restaurants

*Magazine In-room available, hand out by check-in or in the lobby. Ask for detailed information.

Magazine

— Distribution list



Circulation

200.000 copies



Availability

+ 250 locations



Including

+/- 50 Airbnbs



In-Room Magazine*

Downtown:

- 142. Aruba Made
- 143. Bistro de Suikertuin
- 144. Boolchand's
- 145. Casa del Habano
- 146. Colombian Emeralds
- 147. Driftwood
- 148. Eetcafé The Paddock
- 149. El Gaucho
- 150. Gandelman
- 151. Harbour House
- 152. Information Booth Downtown
- 153. Jolie Jewelry Boutique
- 154. Kay's Fine Jewelry
- 155. Lucy's
- 156. Museum Archaeological National
- 157. Pandora
- 158. Renaissance Marina Hotel
- 159. Santos Coffee with Soul
- 160. Sea Breeze Ocean Apartments
- 161. Taste My Aruba
- 162. Touch of Gold
- 163. Victoria City Hotel

Renaissance Marketplace:

- 164. Casa Tua
- 165. Cuba's Cookin'
- 166. Discovery Travel
- 167. Dutch Pancake House
- 168. Poké Ono
- 169. Rage Silver
- 170. Renaissance Marina Office
- 171. Renaissance Marina Store
- 172. Renaissance Ocean Suites

Airport Area:

- 173. Agua Clara Eco Suites
- 174. Aruba Tourism Authority

- 175. Barefoot Restaurant
- 176. Citgo Wayaca
- 177. Fish House
- 178. Hyatt Place Aruba Airport Hotel
- 179. Private Aviation
- 180. Surf Side Marina
- 181. Talk Of The Town
- 182. Vistalmar Apartments
- 183. West Deck Island Grill

San Nicolas / Savaneta:

- 184. Artisa Art Gallery
- 185. Aruba Bob Snorkel
- 186. Aruba Ocean Villas
- 187. Carnival Euphoria Museum
- 188. Charlie's Bar
- 189. Community Museum
- 190. Coral Reef Apartments
- 191. Historical Museum
- 192. Sea Breeze Ocean Apartments
- 193. Serene By the Sea
- 194. Studio Murano Art
- 195. Visitor Center ATA

Airbnb's:

- 196. 7 Shades of Blue
- 197. Arawa Kunuku Houses
- 198. Aruba Boutique Hotel RH
- 199. Aruba Breeze Condominiums
- 200. Aruba Cunucu Village Hotel
- 201. Aruba Dream House
- 202. Aruba Dream Villa Vacation Homes
- 203. Aruba Tropic Apartments
- 204. Aruba's Bakval Suites
- 205. Aspid Apartments Studio
- 206. Bali Retreat
- 207. Bella Horizonte Beachfront
- 208. Blue Aruba Rentals

- 209. Bubali Villa & Apartments
- 210. Cadushi Apartments
- 211. Camacuri Apartment
- 212. Cas di Chibi Chibi Vacation Villa
- 213. Coco Garden Villas
- 214. Costa Esmeralda villages
- 215. Dorado Eagle Beach Hotel
- 216. Golden Villas Aruba
- 217. Green Eagle
- 218. Koyari Modern Condos
- 219. Kudawecha apartments
- 220. La Casa Piu Bella
- 221. Las Islas
- 222. Little Jungle Apartments
- 223. Marquee Apartments
- 224. Merlot Villas
- 225. Montana Eco Resort
- 226. Palm Aruba Condos
- 227. Palm Beach Villa 234
- 228. Paradera Park Aruba
- 229. Piña Colada Studio Vacation Rental
- 230. Soraya Apartments Aruba
- 231. The Core of Aruba
- 232. The Palm Leaf Apartments
- 233. Tropical Digs
- 234. Tu Casita En Aruba
- 235. Villa Aloe
- 236. Villa Esmeralda
- 237. Villa Kamay Hills
- 238. Villa Paradise
- 239. Villa Rossana
- 240. Vistalmar Ocean View Apartments
- 241. White Beach Apartments
- 242. Zega Apartments

*Magazine In-room available, hand out by check-in or in the lobby. Ask for detailed information.

Rates

— Aruba Nights 2024

Advertising Space \$ US

Full Page	6,950
1/2 Page	4,690
1/3 Page	3,790
1/4 Page	2,850

Covers/Spreads/Coupons

Back Cover	13,500
Inside Front Cover	9,450
Coupon	6,950

Special Inserts: Available upon request.

Please Note: Requested positions are 15% extra (right hand page or otherwise). All rates are based on supplied digital artwork. Any necessary computer work will be additional.

Terms of Payment: 50% upon signing of contract, balance upon publication.

Digital Edition and Listing Pages on My Aruba Guide Website

All print magazine advertisers are included in the digital version of the magazine and are also featured on the www.myarubaguide.com website with their own listing page, at no extra cost.

Advertorial Text

Ad space purchased	Maximum advertorial length*
2 or more pages	100 words
Full page	75 words
1/2, 1/3 page	50 words

* Note: Advertorial given to restaurant, retail, resort, and activity advertisers; not given to map advertisers. Casinos and entertainment venues receive a listing. Aruba Nights / My Aruba Guide reserves the right to edit advertorials.

40 years experience



Circulation

200,000
copies available throughout the year

3. In-Room TV Channel

— Aruba & Curaçao

Unlock the Power of Video Advertising

My Aruba/Curacao Guide TV is the ultimate platform for reaching a captive audience and showcasing your brand in a dynamic and engaging way. As a high quality tourist information TV channel, **broadcast in the majority of hotels**, we provide an exceptional opportunity to promote your products or services to a wide range of potential customers.

At My Aruba/Curacao Guide TV, we understand that video commercials have the power to convey so much more than a single image. With our **30, 45, and 60-second commercial slots**, you can captivate viewers, build brand awareness, and leave a lasting impression. Our channel's expansive reach ensures that your message reaches tourists actively seeking information and recommendations during their island stay.

Discover the immense power of video advertising with My Aruba/Curacao Guide TV.

Take advantage of our extensive viewership and showcase your products or services to a captivated audience seeking information, recommendations, and experiences on the island. Let us help you make a lasting impression and boost your brand visibility like never before.

Click here 



For over 9 years the in-room tourist TV channel

My Aruba Guide TV

— Available in +/- 7,000 hotel rooms

- Amsterdam Manor Beach Resort
- Aruba Beach Club
- Aruba Marriott Resort
- Brickell Bay Beach Club
- Caribbean Palm Village Resort
- Casa del Mar Beach Resort
- Divi Aruba All-Inclusive
- Divi Aruba Phoenix Beach Resort
- Divi Dutch Village Beach Resort
- Divi Village Golf & Beach Resort
- Eagle Aruba Resort & Casino
- Holiday Inn Resort Aruba-Beach Resort
- Hyatt Regency Aruba Resort
- La Cabana Beach Resort & Casino
- La Quinta Beach Resort
- Manchebo Beach Resort
- Marriott's Aruba Ocean Club
- Marriott's Aruba Surf Club
- Marriott Courtyard Aruba
- Playa Linda Beach Resort
- Radisson Blu Aruba
- Renaissance Marina
- Renaissance Ocean
- Tamarijn Aruba All Inclusive

Watch trailer:



NEW FILM
Aruba 2023

Watch full movie:



Rates Aruba

— My Aruba Guide TV

Rates are based on a one year contract.

* Ask for more information about free video production

Only 15 advertiser positions



Classic

20 seconds

- ✓ Broadcast in all participating Island Guide hotels
- ✓ Your commercial will be broadcast 39 times a day
- ✓ Also broadcast online
- ✓ Change your commercial 3 times a year
- ✗ Free video production

\$ 550,- / month

Custom

30 seconds

- ✓ Broadcast in all participating Island Guide hotels
- ✓ Your commercial will be broadcast 39 times a day
- ✓ Also broadcast online
- ✓ Change your commercial 3 times a year
- ✗ Free video production

\$ 750,- / month

Premium

60 seconds

- ✓ Broadcast in all participating Island Guide hotels
- ✓ Your commercial will be broadcast 39 times a day
- ✓ Also broadcast online
- ✓ Change your commercial anytime
- ✓ Free video production

\$ 1350,- / month

4. Booking Platform

— Aruba & Curaçao

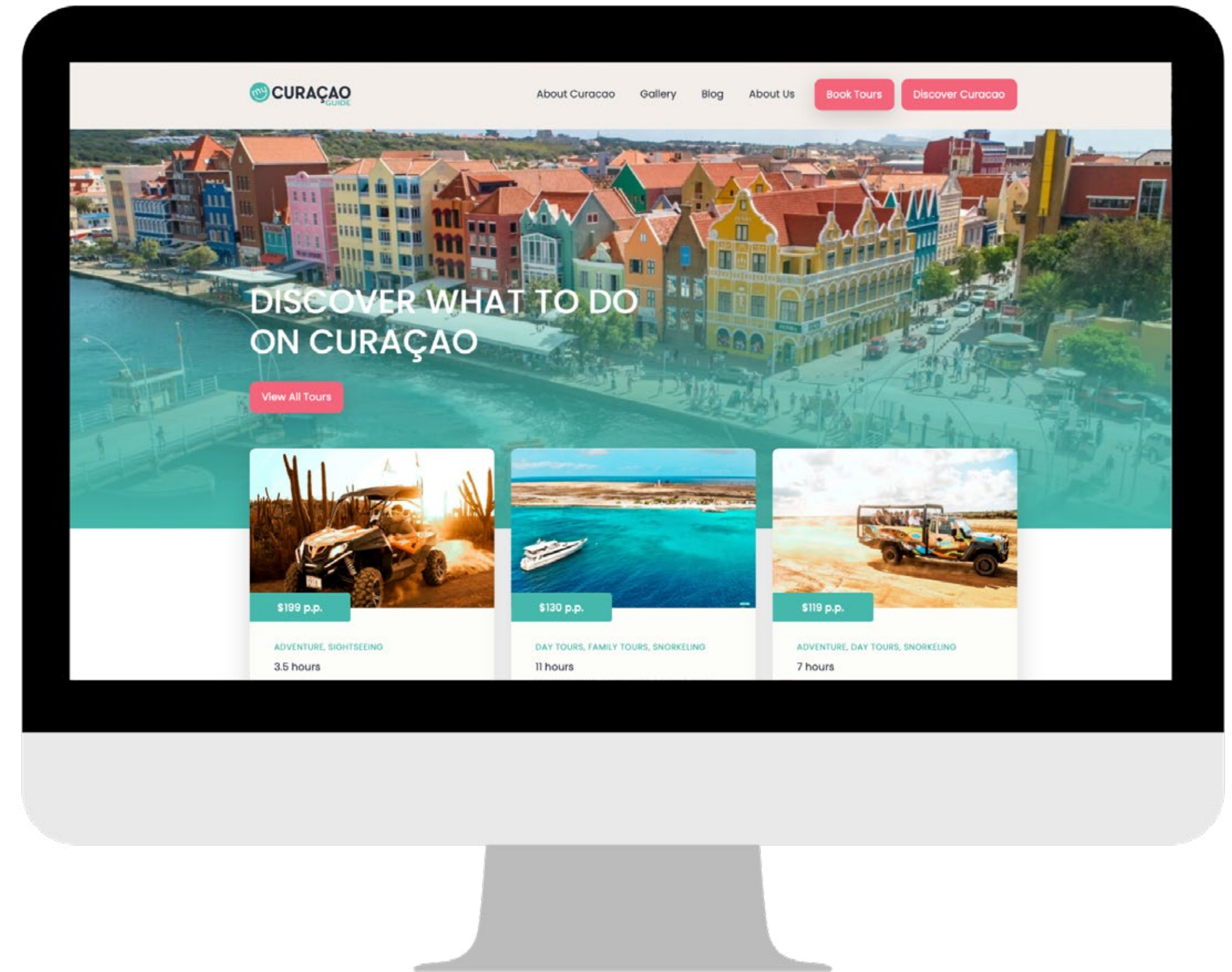
Promote your tours & activities effortlessly with our platform!

Discover a reliable and user-friendly one-stop shop for all tours on Aruba & Curacao. Our platform provides tourists with a seamless experience, allowing them to easily review, compare, book, and securely pay for their chosen tours and activities.

We go the extra mile to promote your tours. We actively advertise our booking platform through various channels, including in-room TV channels, magazines, social media, and paid online channels. As a result, we offer you free promotion and increase your tour's visibility to potential customers.

Free marketing experience at no upfront cost

With us, you only pay **20% commission** for tours and activities booked and conducted through our platform. Join us today and take advantage of our platform to showcase your tours and activities to a wide range of tourists. Experience the convenience, exposure, and growth that our platform offers.



*Click here
for example*



Testimonials

— Aruba & Curaçao

“Serena’s Art Factory has been working with My Curaçao Guide for over 6 years now. It improves the visibility of our company to visitors and locals of Curaçao. The magazine is widely available with interesting and qualitative content. For Serena’s Art Factory it is worth the investment to be represented in this magazine and the in-room TV Channel.”

- **Serena Israel, Serena’s Art Factory**

“We choose to work with the in-room TV Channel (My Aruba Guide TV) because we heard good things about them and additionally they have been very timely with everything we asked for. What we received was exactly what we expected, very good experience!”

- **ABC Tours**

“I would love to express my gratitude for the magical work My Curaçao Guide have done! In one day I received three booking inquiries from tourists who had seen the advertisement in the magazine! This felt like a revival at the right time! It vividly boosts all of my missions and visions and enhances my motivation to accomplish and succeed as a conscious entrepreneur.”

- **Johnessa J V Martina, BAN HÒFI BÈK**

“My Curaçao Guide Magazine is the first thing that we give to our guests upon check in, because that way the guests can read all the information about the island, attraction and beaches. It’s very helpful.”

- **Front Desk, Hotel**

“The Kitchen has seen more and more tourists for our lunch buffet than ever after advertising in Aruba Nights Magazine. We are getting many tourists since the magazine came out.”

- **Sander van Kints, The Kitchen Aruba**

Terms

— & conditions

Aruba Nights, My Curaçao Guide, Island Gourmet:

Terms of Payment

50% upon signing of contract, balance upon publication.

Ad Material Deadline / Sending Ad Material

Ad material must be received no later than **August 1**, of the publish year. In the event that ad material is not supplied prior to given deadline, publisher is entitled to supply same to best of his ability, at client's expense.

Ad material needs to be e-mailed to info@nightspublications.com.

Additional Production Costs

Client will be given a quote, subject to client's approval, before any additional production work is done. Client will be invoiced separately for any additional costs that are not included on the contract.

Ad Approval

All material subject to publisher's approval.

Guarantees

- We do not guarantee the exactness of the end result if safety margins, trim, bleed, and all the digital requirements are not respected. Color exactness is guaranteed with a 5% variance.
- All ads supplied by advertising agencies WILL NOT be sent by Nights Publications to client for approval.
- It is our understanding that material supplied by agencies has been approved by client PRIOR to being sent to head office.
- Nights Publications will not take any responsibility for material supplied by agencies with spelling, grammatical, or any other mistakes. The client will be notified only in the event that serious mistakes are noticed.
- Nights Publications will not be held responsible for poor text legibility resulting from text being supplied smaller than 7 pts.

Island Guide TV Aruba / My Aruba Guide TV & Island Guide TV Curacao / My Curaçao Guide TV:

Advertisement

Island Guide will not accept unlawful advertisements or commercials that disrupt the public order.

Each hotel has the right and ultimate say to deny any advertisement from an advertiser from being broadcast on their Island Guide channel for any reason.

Duration and execution

The duration of the agreement is 12 months and is not cancelable. After that period the agreement will automatically be extended at the end of the period for an additional year, unless parties agree to terminate the contract. In this case, this must be done at least two months prior to the end of the 1-year period. The contract will continue to be extended automatically for an additional year at the end of each period, unless parties agree to terminate the contract. This must be done at least two months prior to the end of the period.

There will be regular checks to ascertain that the

system is functioning properly and that the commercial is being broadcast properly. In cases where the commercial is not broadcast properly, client will be reimbursed by means of make up days.

Terms of Payment

Down payment of 1 month. After that a monthly payment is due. Payments must be paid no later than 14 days after the invoice date. Failure to do so may result in Island Guide postponing the advertisement, but in no way shall release the client from the obligations resulting from this agreement. Any processing and potential bank transfer fees will be your responsibility.

Connect

— Discover what we
can do for you...

General

Publisher & General Manager

Stephanie Schelling

stephanie@nightspublications.com

Office Manager & Financial Department

Talitha Schouten

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