



tropical

SAINT-BARTH

The French Caribbean Life Style Magazine

Technical specifications

ISSUE NO. 24, 2014 / 2015 SEASON

- Trimmed size: 210 (W) x 297 (H)
- Four-color process, back to back,
glossy coated paper
- Cover: 300 g, laminated, matte,
glossy varnish accents
- Interior: 144/160 pages, 115 g glossy coated paper
- Square tight back
- Average print run: 30,000 copies
- Bilingual : French – English



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Editorial content and sections

- Island Life
- Critters on the rock: Sites, environment, biodiversity
- Dining in colors: Cuisine, gastronomy, local products and producers
- Fashion and Shopping
- Encounters and discoveries (personalities, sites, activities)
- Artists, galleries, arts and crafts
- Topics which connect Saint Barth to the world, its past and its future
- Address book
- Selected real estate
- Tourism (partnered by Hello-St-Barth)
- Practical information
- Events calendar
- Health, Beauty, Well-Being
- New environment-related enterprises





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Distribution

Throughout the island: Everywhere visitors go – hotels, restaurants, top boutiques, Tourism Bureau, travel agencies, airline offices and agencies, airport, shipping and cruise agencies, car rental offices...

Because it offers the Saint Barth lifestyle in a nutshell, visitors leaving the island love to take away a copy of Tropical Magazine, and we often receive requests for back issues to complete readers' magazine collections. Over the past ten seasons, every year visitors have taken home approximately 25,000 to 30,000 copies of the magazine.

As a destination publication targeting Saint Barth's most popular markets, Tropical Magazine must look beyond local distribution, which is why for the past seven years we have taken care to turn the magazine into an efficient, inviting ambassador, largely thanks to a number of productive partnerships:

Off island:

- Tourism fairs and events, tour operators and opinion leaders who promote Saint Barth, Maison de la France and various other representatives.
- In-flight magazine of exclusive airlines (e.g. Trade Wind Aviation).
- Partnership with Yacht Insider's Guides (Mediterranean, Caribbean and US East Coast), Tropical being distributed together with these exclusive guides on maxi-yachts cruising these areas.
- Partnership with Copa Airlines; distribution on Brazil (tourism show, T.O, travel agencies of SBH destination)
- Exclusive distribution on Voyager's boats , inter-islands connections (St-Martin/St-Barth)
- Together with promotion of international luxury products, such as La Ligne ST Barth.
- Regularly, feature articles, such as the "Newport Bucket" coverage, guarantee that the magazine receives exclusive distribution in Newport Beach, Nantucket, Long Island, Nice, Cannes, Monaco, Saint-Tropez etc.
- Events distribution thanks to partnership with the Organizing Committee of the AG2R Ocean Race and international advertisers.
- New promotional engagements and partnerships are made with every new issue of Tropical Magazine.

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Our distribution partners are entirely committed to promoting the Saint Barth destination!



TROPICAL WITH TRADE WIND AVIATION

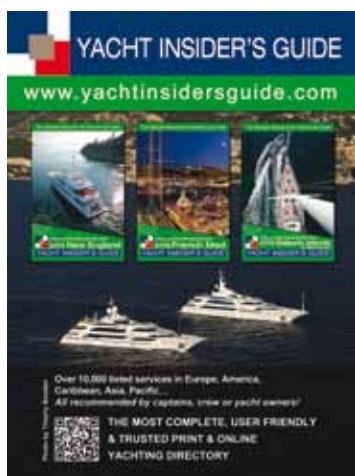
Distributed on all planes, linking exclusive destinations

- page 25, Tropical no.19
- page 86 & 87, Tropical no.20
- page 96 & 97, Tropical no.21
- page 69 et 70, Tropical no.22
- page 106 et 109, Tropical no.23

TROPICAL WITH HELLO-ST BARTH

Distributed on Internet

- page 12, Tropical no.19
- page 160, Tropical no.20 & 21
- page 134, Tropical no.22
- page 149, Tropical no.23



TROPICAL WITH YACHT INSIDER'S GUIDE

Distributed in exclusive marinas and
on luxury charter yachts

- page 59, Tropical no.19
- page 13, Tropical no.20
- page 132, Tropical no.21
- page 91, Tropical no.22
- page 29, Tropical no.23



TROPICAL WITH COPA AIRLINES

Distributed in Brazil
(meetings, tourism show,
T.O, agencies)

- page 7, Tropical no.23



TROPICAL WITH VOYAGER

exclusive distribution of
Tropical magazine on the
boat Voyager. Rotations
St-Martin/St-Barth

- page 112, Tropical no.23